

3. Advertising Envelopes of the Australian Colonies 1871 - 1880

Historical overview of the period

The decade to 1880 saw the expansion of the mining and agricultural industries and the growth of the region towns across the Australian Colonies, especially Victoria and New South Wales. From an advertising perspective, the quality of the designs did not match the previous decade, except for a couple of exceptions.

The highest growth was in the cameo printed advertising on the sealing flap on the reverse of the envelopes. This was the cheapest and most common type of promotion. Given the economies of scale, it is surprising how little banner advertising and lithograph printed envelopes were produced.

There are some very good quality all-over advertising designs produced by various printers. As with the previous period, all of these envelopes are rare, and in nearly all cases, only one example of each design is recorded. It is interesting to note that only one all-over design is recorded for South Australia, all the remaining designs were produced in Victoria and New South Wales.

3.1 Handstamped advertising envelopes 1871 - 1880

William Davies

Arriving in New South Wales in 1849, William Davies joined the Victorian gold rush in 1852, and by 1860 had relocated to Goulburn to establish a general store with other partners. They expanded during the 1860's, opening a number of stores throughout the southern districts and Davies became the sole proprietor by 1877. In 1880, just after this advertising cover was posted, he opened a large premises in Auburn St, employing over seventy hands.



William Davies: (Reverse) A rare all over handstamped advertising envelope used from Goulburn, New South Wales on the 12.10.1876 to Binda.

The only all over handstamped advertising cover from the Australian Colonies recorded

3.2 Embossed cameo printed 1871 - 1880

Historical overview

During the period from 1871 to the turn of the century, the most popular form of advertising was the embossed cameos printed on the flap of the reverse of envelopes. The Bank's were the most prolific group of advertisers as shown in two of the covers below.

National Bank of Australasia

The National Bank of Australasia commenced business in Melbourne in 1858, taking over five regional banks at the start of the century, before changing its name to the National Australia Bank in 1981, which still operates today as one of the "Big Four" banks.



National Bank of Australasia: (Reverse) Used from Ballarat, Victoria on the 17.5.1870 to Invergordon, Scotland.

Commercial Bank of Australia Ltd.

The Commercial Bank of Australia was a retail bank established in Melbourne in 1866 and merged with the Bank of New South Wales in 1982 to form Westpac, another of the "Big Four" banks.



The Commercial Bank of Australia Limited: (Reverse) Used from Geelong, Victoria dated 9.10.1878 to Napier, New Zealand.

3.2 Embossed cameo printed 1871 - 1880

S. Hoffnung & Co., Merchants

In 1855, Sigmond Hoffnung arrived in Sydney from London and opened a wholesale business in Wynyard Square before moving to George St in 1855. He returned to London in 1857 to replenish his stocks and expand his capital, and the business flourished. By 1870, there were branches throughout Australia, New Zealand and Fiji, with their head office in London.



S. Hoffnung & Co: (Reverse) Used from Sydney, New South Wales dated 11.9.1878 to Tingha.

Myers and Solomon, Merchants



Myers Solomon: (Reverse) Used from Inverell, New South Wales on the 7.6.1878 to Tingha.

3.2 Embossed cameo printed 1871 - 1880

1880 Melbourne International Exhibition

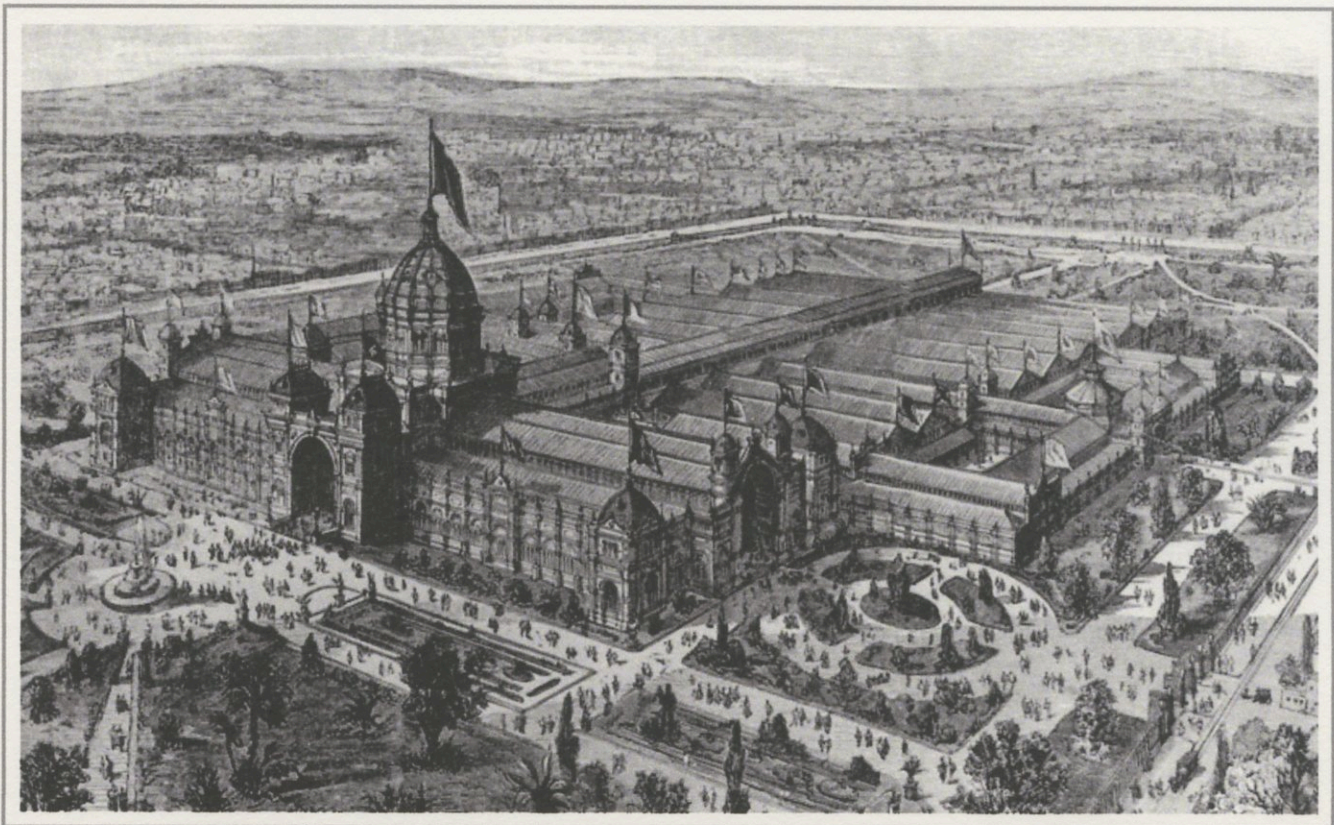
The Melbourne International Exhibition was the eighth World's fair officially recognised by the Bureau International des Expositions. Held from 1.10.1880 until 30.4.1881, it was the first official World's Fair in the Southern Hemisphere. The Melbourne Exhibition Buildings was constructed specifically for the 1880 International Exhibition and built by David Mitchel, father of Dame Nellie Melba, at a cost of over £300,000. Over 1.3 million people visited the exhibition at a time when Melbourne's population was only about 282,000. 1.459 million people visited the exhibition, but it made a loss of £277,292.



A scanned image of the reverse of the envelope showing an imprint for the Exhibition.



Melbourne International Exhibition: Used from the exhibition in Melbourne, Victoria on the 8.10.1880 to Wagga Wagga, New South Wales.



A scanned image of the Melbourne International Exhibition Buildings in 1880. It should be noted that the extensive gardens from the exhibition no longer exist and have been extensively modified for general use.

3.3 Lithograph banner printed 1871 - 1880

The Colonial Mutual Assurance Society Ltd

The Colonial Mutual Assurance Society was founded in Melbourne in 1873, the year before the cover below was sent. It's first President was Sir Redmond Barry, the Chief Justice who sentenced the bushranger Ned Kelly to the gallows in 1880. It's core businesses were insurance, retirement savings, banking and funds management and operated in the United Kingdom, New Zealand and the Fiji Islands for more than a century. It listed on the Australian Stock Exchange in 1997 before being acquired by the Commonwealth Bank in 2000.



The Colonial Mutual Assurance Society Ltd: Used from Melbourne, Victoria on the 20.11.1874 to Castlemaine.

Commercial Hotel, Gympie

Following the discovery of gold at Gympie, Henry Farley built the Commercial Hotel in 1873 and expanded the premises with more bedrooms, a new bar and dining room in 1881. The hotel was burnt to the ground in 1890. The current licensee, Daniel Hendry was so despondent at the loss of his property, that he committed suicide by taking poison three months later. It was rebuilt by his widow in 1892.

Commercial Hotel: Used from Gympie, Queensland on the 11.11.1876 to Birmingham, England.



3.3 Lithograph banner printed 1871 - 1880

W. C. Balls, Commission Agent

Although there is little known regarding the Commission Agent W.C. Balls, he is known to have advertised in the local newspapers up until the late 1870's. Similar advertising envelopes are known from other Commission Agents in the region and it is presumed a printer was producing these advertising envelopes on behalf of the profession.



W. C. Balls, Stock, Station, General Mining, Forwarding and Commission Agent: Used from Toowoomba, Queensland on the 16.11.1876 to Warwick.

Henry Ketten

A musical child prodigy, Henry Ketten was born in Hungary in 1848 and was admitted to the Paris Conservatoire at the age of seven and a half. As a pianist, he travelled widely around Europe, playing for royalty before a tour of the United States in 1879. He toured Australia the following year, probably the best pianist to tour the Colonies to that date. He became sick whilst touring Russia and was sent back to Paris where he died at the age of 35.

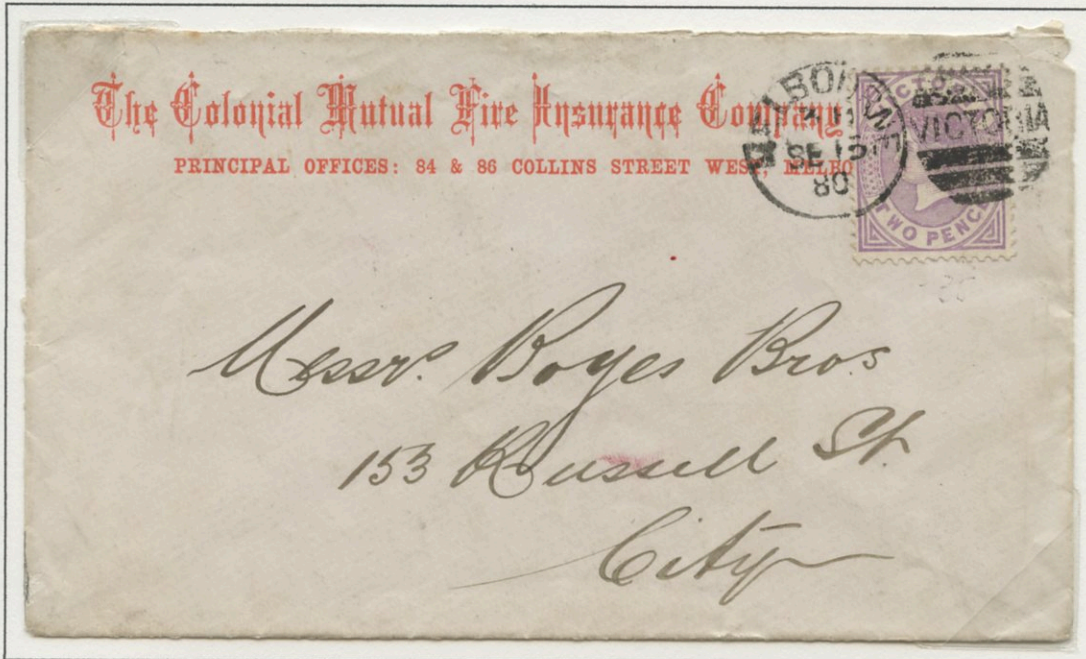


Henry Ketten: Used from Adelaide, South Australia on the 17.9.1880 to Bologna, Italy.

3.3 Lithograph banner printed 1871 - 1880

Colonial Mutual Fire Insurance Company

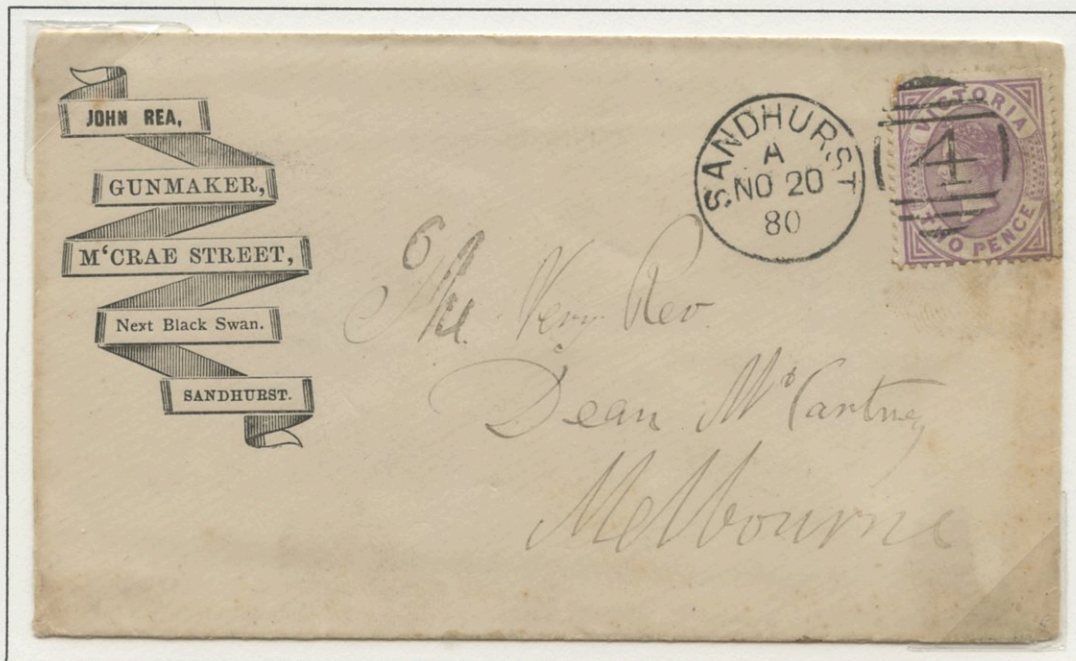
Founded in Melbourne in 1873, the first President of Colonial Mutual Fire Insurance was Sir Redmond Barry, the judge who presided over the trial of Ned Kelly. The business expanded, operating in United Kingdom, New Zealand and the Fiji Islands for more than a century. It was a mutual society for most of its history, and demutualised in 1997 before being acquired by the Commonwealth Bank in 2000.



Colonial Mutual Life Insurance Company: Used locally within Melbourne City, Victoria on the 15.9.1880.

John Rea, Gun Maker

Although there is little known regarding John Rea, it is recorded that he arrived in Melbourne in 1845 at the age of ten with his parents. He established his gun making business in Sandhurst in 1880 and relocated to Echuca from 1881 to 1889.



John Rea: Used from Sandhurst, Victoria on the 20.11.1880 to Melbourne.

3.4 Lithograph printed 1871 - 1880

The "Little Wanzer" Sewing Machine

The "Little Wanzer" was a sewing machine produced by the Canadian Richard Wanzer in Hamilton, Ontario. Introduced in 1867, by 1876, they had manufactured over half a million machines.



The "Little Wanzer": Used locally within Sydney on the 8.7.1873. The advertisement provides no contact information of the company that manufactures or supplies it.

J. Kitchen & Sons, Petroline Candles

In 1856, John Kitchen and his sons began making tallow candles from butchers scraps in the backyard of their home in South Melbourne before relocating to Port Melbourne in 1860. They bought out their soap competitor Gossage Brothers in 1870, and continued buying related businesses up to 1890. Velvet Soap was introduced as a brand in 1906, and Solvol in 1915. By 1924 they employed 1,400 people and merged with Lever Brothers of Sydney to become Lever and Kitchen.



J. Kitchen & Sons, Petroline Candles: Used from Melbourne, Victoria on the 20.9.1876 to Ballarat.

3.4 Lithograph printed 1871 - 1880

Nicholson & Ascherberg, Music Retailers

The company started business in 1875 when James Nicholson left the rival firm of Wilkie, Webster & Allan (which later became Allan & Co.) and went in to partnership with Emil Ascherberg and began importing pianos and organs from Germany. Renamed Nicholson's, it became one the colonies largest music retailers of the late 19th and 20th centuries.

Nicholson & Ascherberg:
Used from Melbourne, Victoria on the 12.6.1878. to Lachlan River, New South Wales.



Allan & Co., Music Retailers

Established in 1850 as a musical warehouse by Wilkie and Webster, a young George Allan joined the firm in 1862, and twelve years later was the sole proprietor. By 1877, it was the largest music retailer in the southern hemisphere.



Allan & Co: Used from Melbourne, Victoria on the 6.5.1880 to Bologna, Italy.

3.5 Lithograph internal printed 1871 - 1880

James F. McKenzie & Co.

The Melbourne Grinding & Roasting company was established by William Galt and James McKenzie in 1852. On Galt's retirement in 1858, the firm became James F. McKenzie & Co. They specialised in foodstuffs including tea, coffee, oats, brans, etc. In 1915 the company was listed on the stock exchange and was bought by Ward's to form Ward, McKenzie Pty Ltd under which name it trades today.

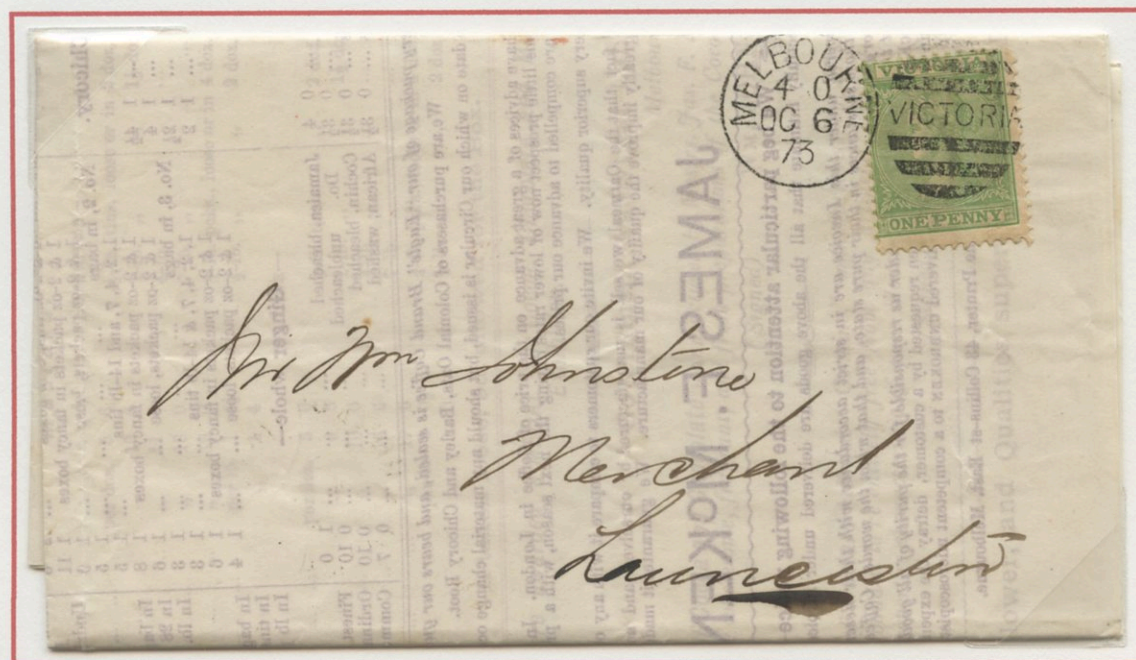
From Prices Current to Price Lists:

From the early 1850's prices current lists were sent by colonial merchants to foreign merchants, generally from England and the United States advertising prices for current products.

This later developed in to price lists for colonial produce. The scanned image at the right advertises the foodstuffs of James F. McKenzie & Co.

One of the earliest Australian colonial price lists recorded

EXPORT COPY.									
3 and 6, QUEEN STREET, MELBOURNE, 1st October, 1873.									
JAMES F. MCKENZIE & CO'S MONTHLY CIRCULAR.									
No. 125. In forwarding this Circular for your information, we have to request that its contents be held strictly confidential.									
Terms—Three Months' acceptances, or 2½ per cent. Discount for Cash, in 14 days from date of Invoice.									
RAW COFFEE.					Black Pepper—				
IN BOND.	(Duty 3d. per lb.)	per lb.			Whole	per lb.			
Plantation Ceylon, No. 1	...	1 11			Ground, in bags	...	0 9		
Do. do. No. 2	...	1 14			Do. 7 and 14-lb tins	...	0 10		
Plantation Java, very superior	...	1 1			Do. 1, 2, and 4-lb tins	...	0 10 1/2		
Native Ceylon	...	1 0 1/2			Do. 4-lb tins	...	0 11 1/2		
Manilla, fine	...	none			Do. 2-lb tins	...	1 0		
Mocha	...	1 4 1/2			Do. 1 and 2-lb packets	...	1 9		
Roasted Coffee.					White Pepper—				
IN BOND.					Whole	per lb.			
Plantation Ceylon, No. 1 quality	...	1 5			Ground, in bags	...	1 3 1/2		
Plantation Ceylon	...	1 4 1/2			Do. 7 and 14-lb tins	...	1 4 1/2		
Native do.	...	1 4			Do. 1, 2, 4-lb tins	...	1 5 1/2		
Plantation Java	...	1 4 1/2			Do. 4-lb tins	...	1 7		
Mocha	...	1 5 1/2			Do. 2-lb tins	...	1 7 1/2		
Pure Ground Coffee.					Pimento or Allspice—				
IN BOND.					Whole	per lb.			
Plantation Ceylon	...	1 5			Ground, in bags	...	0 7 1/2		
Plantation Java	...	1 4 1/2			Do. 7 and 14-lb tins	...	0 8 1/2		
Native Ceylon	...	1 4			Do. 1, 2, and 4-lb tins	...	0 10		
Mocha	...	1 5 1/2			Do. 4-lb tins	...	0 11		
In 40-lb. tins, net weights, 4d. per lb. more.					Do. 2-lb tins	...	0 11 1/2		
Pure Coffee with Pure Chicory.					Do. 1 and 2-lb tins	...	1 4		
IN BOND.					Mixed Spice—				
"Eagle" brand, in square tins	...	1 3			No. 1, in bags, finest	...	1 8		
Do. do. in round tins	...	1 2 1/2			1, 2, 4, 7, and 14-lb tins	...	1 8		
Standard do. do.	...	1 2			4-lb tins	...	1 10		
Medium qualities	...	10 1/2 in 100			1 & 2-lb tins, 4-lb boxes	...	1 10		
In 40-lb. tins, net weights, 4d. per lb. more.					1 & 2-lb packets in fancy boxes	...	1 11		
In 25-lb. tins, and under, gross weights.					1 & 2-lb packets, loose	...	1 12		
Pure Coffee with Pure Chicory.					No. 2, in bags	...	1 5		
IN BOND.					1, 2, 4, 7, and 14-lb tins	...	1 5		
"Eagle" brand	...	1 4 1/2			1 & 2-lb packets in fancy boxes	...	1 8		
Do. do. Tinsful packets	...	1 4			1 & 2-lb packets, loose	...	1 8		
"Diamond" brand	...	1 3 1/2			No. 3, in bags	...	1 3		
Do. do. Tinsful packets	...	1 2			1, 2, 4, 7, and 14-lb tins	...	1 3		
Chicory.					1 & 2-lb packets in fancy boxes	...	1 6		
IN BOND.					1 & 2-lb packets, loose	...	1 4		
Victorian (our own manufacture), in 50-lb. tins	...	0 4			Ginger whole—				
Do. in bags or casks	...	0 3 1/2			Jamaica, bleached	...	1 0		
Fayler Brothers', in 50-lb & 25-lb tins	...	0 3 1/2			Do. unbleached	...	0 10		
Berry and Co's., in 50-lb & 25-lb tins	...	0 3 1/2			Cochin, bleached	...	0 10		
					African, washed	...	0 7		
Every package of our "Eagle" Brand Coffee is sealed, and bears our guarantee.									
We are purchasers of Colonial Oats, Barley and Chicory Root.									
We quote the prices current at the date on which our Circular is issued, but should any material change occur during the month, our prices will vary with the market.									




James F. McKenzie & Co: A price list used from Melbourne, Victoria to Launceston, Tasmania on the 6.3.1873.

3.5 Lithograph internal printed 1871 - 1880

Mutual Benefit Building and Investment Society

The Mutual Benefit and Investment Society was founded in Sydney in 1873 and financial reports are known up to the mid 1880's. Its Chairman was the leading Sydney solicitor Sir George Allen.



PERMANENT

Mutual Benefit, Building, and Investment Society,

Head Offices.—305, GEORGE STREET, SYDNEY.

<p style="text-align: center;">Chairman.</p> <p style="text-align: center;">GEORGE WIGRAM ALLEN, Esq., M.L.A.</p> <p style="text-align: center;">Trustees.</p> <p style="text-align: center;">G. WIGRAM ALLEN, Esq., M.L.A. JOHN LUCAS, Esq., J.P. MICHAEL CHAPMAN, Esq., J.P.</p> <p style="text-align: center;">Directors.</p> <p style="text-align: center;">PROFESSOR PELL, Sydney University. HONOURABLE JOHN SUTHERLAND, M.L.A. W. T. PINHEY, Esq., J.P.</p>	<p style="text-align: center;">Secretary.</p> <p style="text-align: center;">RANDOLPH NOTT, Esq.</p> <p style="text-align: center;">Solicitor.</p> <p style="text-align: center;">THOMAS KENDALL BOWDEN, Esq.</p> <p style="text-align: center;">Surveyor.</p> <p style="text-align: center;">WILLIAM BAILEY, Esq.</p> <p style="text-align: center;">Bankers.</p> <p style="text-align: center;">CITY BANK, Sydney.</p> <p style="text-align: center;">Country Branches.</p> <p style="text-align: center;">NEWCASTLE.—MR. E. A. WHITE, AGENT. PARRAMATTA.—MR. J. Y. MILLS, AGENT.</p>
--	---

NATURE AND OBJECTS OF THE SOCIETY.

THIS Society was established and exists for a two-fold purpose,—to provide a perfectly safe means for the investment of small or large regular Monthly Savings, and to enable persons of small means to become the owners of their own houses, by converting the rent they now pay into the purchase money for the property. It has to deal therefore with two distinct classes, **Investors and Borrowers.**

TO INVESTORS.

Regular Weekly or Monthly Savings have been in thousands of cases the foundation of **Wealth and Independence.**

This Society provides a ready means whereby the smallest Monthly Sums may be laid by and bear interest more than half as large again as the **Savings' Bank** can give, whilst both Principal and interest can be drawn out with equal readiness at any time after the first year.

Interest guaranteed at the rate of **8 per cent.** on every payment, with **Bonus.**

Addition declared every Fifth year.

First Division of Profits, April, 1874.

The **Safety** of the investment is secured by the funds of the Society being lent only upon landed property, and as a first Mortgage; the security being progressively strengthened by Monthly repayments, instead of repayment of the entire advance at the end of a fixed period as in an ordinary Mortgage.

Members may join at any time without having to pay back Subscriptions; they decide for themselves how much they can afford to put by every month, and enter for as many shares, at **half-a-crown** a share per month, as they choose.

New Shareholders must, with their first Subscription, pay One Shilling a share Entrance Fee, and the sum of One Shilling and Sixpence for their Pass Book.

All who are in receipt of regular fixed incomes **Clergymen, Public School Teachers, Government Officers, Bankers' and Merchants Clerks,** and all kinds of **Mechanics,** invited to consider the advantage of becoming Members of such a Society.

Domestic Servants, especially, would do well to avail themselves of this mode of putting by a portion of their wages to be available when required.

TO BORROWERS.

Money may be obtained from the Society, *by any person, at any time, and to any amount,* on giving a Mortgage to the Trustees over landed property, to a value adequate for the Loan, the principal and interest to be repaid by Monthly Instalments, extending over such term of years as may be elected by the Borrower, and according to the following scale.

In years.	Amount.	In years.	Amount.
4	£2 7 4	10	£1 5 0
6	1 14 8	12	1 2 8
8	1 8 8		

Mortgagors will share in the surplus profits, ascertained at the **quinquennial investigation,** which will in effect reduce the above payments.

No premium on shares or discount deducted from loan.

Mutual Benefit, Building, and Investment Society: Used from Sydney, New South Wales on the 14.3.1874 to Parramatta.

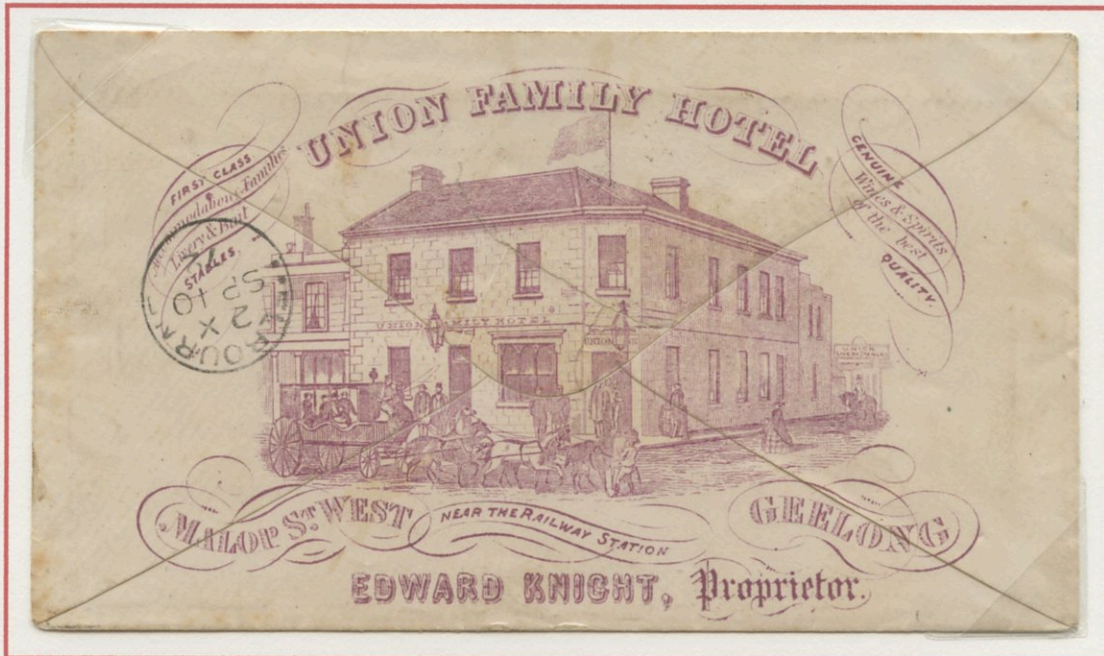
Note: This rare internal advertising circular is printed on all the available space including the side flaps. There is an embossed cameo print in dark brown on the flap on the reverse.

3.6 Lithograph all-over printed 1871 - 1880

Given the number of all over advertising envelopes from the previous decade, especially those produced by A. W. Schuhkrafft of Melbourne, it is surprising how rare they are from the 1871 to 1880 period.

Union Family Hotel

The Union Family Hotel on the corner of Malop and Clare Streets, Geelong was renamed the Union Club Hotel in the 1920's and now trades today as the Carlton Hotel.



Union Family Hotel: (Reverse) Used from Geelong, Victoria on the 10.9.1872 to Melbourne.

W. H. Glen & Co.

This firm of W. H. Glen published songs and educational piano works from 1860 and became one of the great music retailers in Melbourne. They were prolific advertisers in The Age and The Argus, and were bought by Nicholson & Ascherberg in the 1890's.



W.H. Glen & Co: Used from Melbourne, Victoria on the 23.4.1875 to the Raspberry Creek gold diggings near Gaffney's Creek.

One of the most elaborate advertising designs from the Australian Colonies recorded during this period

3.6 Lithograph all-over printed 1871 - 1880

F. Lassetter & Co., Ironmongers

Established in Sydney in 1820, the blacksmith and ironmongery business acquired a new partner named Frederick Lassiter in 1850, and by 1860 he was trading under his own name. In 1863, they moved to a new premises at 421 George St, which is the illustration on the reverse of the envelope below.

The last quarter of the nineteenth century saw continual expansion and building. By the 1880s, in addition to ironmongery, Lassetter's was selling glassware, dinnerware and other ceramics. This was followed by a furniture department, and after 1894, drapery, millinery, tailoring and grocery departments. By the turn of the century, F. Lassiter & Co. were challenging Anthony Horden & Sons. By 1900, the Lassetter portfolio of buildings extended westward from George through to York, then Clarence and Kent Streets, across three complete city blocks.



F. Lassetter & Co: (Reverse) Used from Sydney, New South Wales dated the 22.10.1875 to Bathurst.

Note: At the lower left is the imprint for the printer S. T. Leigh & Co. This firm was established in Melbourne in 1852 and opened in Sydney a couple of years later. As well as stationery printing, they manufactured card board boxes and tobacco paper. Given that nearly all the illustrated New South Wales advertising of this period are printed in lilac, it is quite possible that they were all produced by S. T. Leigh & Co.

3.6 Lithograph all-over printed 1871 - 1880

Robertson's Coach Factory

John Robertson established his coach manufacturing business in Pitt Street, Sydney in 1845, eventually occupying four shop fronts. In the late 1880's the premises was sold and became Kwong Chong's Boarding House.



Robertson's Coach Factory: (Reverse) Used from Haymarket, New South Wales on the 2.4.1877 to London, England.

The Criterion Hotel, Rushworth

The Criterion Hotel was established in 1859 by John Brideson, and has been the centre of local history and social events for over 150 years. George Phillips, the publican when this advertising envelope was printed, became the proprietor of the hotel in 1863 and he held the licence for a number of years before his death in 1893.



Criterion Hotel: (Reverse) Used from Rushworth, Victoria on the 14.4.1877 to Geelong.

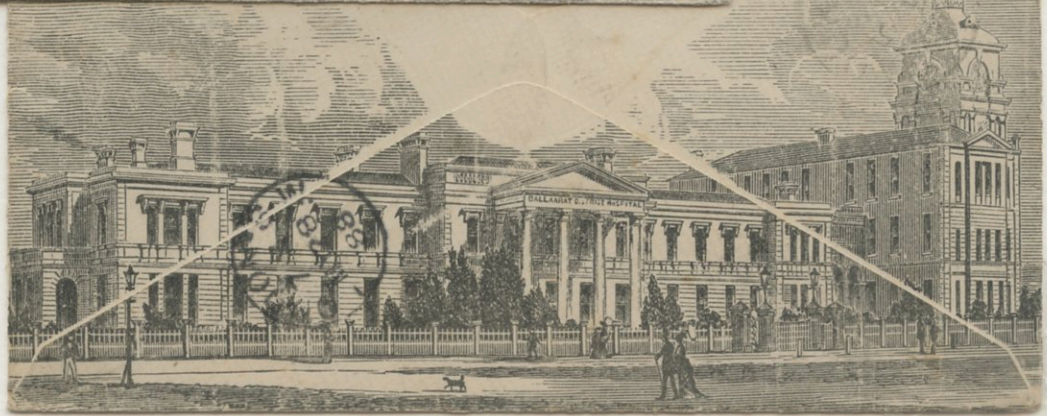
3.6 Lithograph all-over printed 1871 - 1880

Ballarat District Hospital

The Ballarat District Hospital has its origins from the mid 1850's when it was a small clinic primarily for the soldiers that policed the gold fields after the Eureka Rebellion in 1854. The building illustrated on the envelopes below was built in the late 1860's at the corner of Sturt and Drummond Streets and is still occupied by the hospital today.



Ballarat District Hospital:
Used from Ballarat, Victoria
on the 11.6. 1877 to
London, England.



Ballarat District Hospital:
Used from Ballarat, Victoria
on the 19.4.1888 to
London, England.

Note: This design was used by the hospital from the mid 1870's to the late 1880's and is known in two different colours. The envelope in black was produced by a different printer and does not have the same quality as the one printed in grey blue.

Nearly all of the five examples of this envelope recorded are in poor condition, and all are addressed to Miss Ellen Hamlyn in London. From the halcyon days of the mid 1860's advertising envelopes produced by Augustus Schuhkraft, there are few all over illustrated envelopes recorded for Victoria in the following decade.

3.6 Lithograph all-over printed 1871 - 1880

Multiple advertisers from Ballarat

An ingenious way of collaborative advertising is to engage with businesses within your own town or community to produce an advertising envelope and share the costs. The envelope below from Ballarat is the earliest example recorded from the Australian Colonies.

EYRES BROS., GENERAL AND FURNISHING IRONMONGERS, BALLARAT. Established 1855.
GUTHRIE & CO., WOOL BROKERS, Ballarat, Ararat, and Breakwater, Geelong.

WHEN IN MELBOURNE, GO TO
CLEMENTS'
 NEW HOTEL AND CAFE,
 56 & 58 SWANSTON ST.

L. S. CHRISTIE & CO.,
 Drapers, Silk Mercers, Clothiers, Carpet Warehousemen
 [BALLARAT.] and General Importers [LONDON].

T. P. GERRARD,
 Watchmaker & Jeweller,
 74 ST. ST., BALLARAT.

Oxbrow & Roberts,
 BOOT MANUFACTURERS
 MAIN STREET, BALLARAT.

R. U. NICHOLLS & CO.,
 Seed Merchants,
 24 ARMSTRONG ST., BALLARAT.

Purdus & Ditchburn,
 SADDLERS,
 LYDIARD ST., BALLARAT.

BALLARAT CAFE,
 G. Thompson
 CONFECTIONER AND CONFECTIONER,
 111 STURT STREET.

CORNELL & KING,
 WHOLESALE & RETAIL DRUGGISTS,
 47 BRIDGE ST., BALLARAT.

JAMES, A. WILSON,
 Surgeon-Dentist,
 25 STURT ST., BALLARAT.

COPYRIGHT SECURED.
JAMISON & CO.,
 G'CONNELL ST., HATHAM, MELB.

BALLARAT COFFEE MART.
SMITH & WELCH,
 (Late Joseph Jones)
 COFFEE AND SPIKE MERCHANTS.

F. M. CLAXTON, AUCTIONEER, LYDIARD STREET, BALLARAT.

W. C. MUMBY, Gun Maker, Lock Smith, Nail Hanger, &c., 30 Sturt Street, Ballarat.

SEWING MACHINES
 TIME PAYMENT.
 Easiest Terms in Victoria.
A. ALEXANDER, Bridge-st. Bal.

T. GILL,
 BOAT BUILDER, LAKE WENDOUREE,
 BALLARAT.
 Sailing & Rowing Boats on hire.

G. G. NORMAN,
 ENGINEER,
 MACHINIST, IRON & BRASS FOUNDER
 WILLS ST., BALLARAT.

WILLIAM WIGNEY,
 COACH BUILDER & WHEELWRIGHT,
 "BIG WHEEL,"
 GREENVILLE ST., BALLARAT.

J. DOIG & CO., Plumbers,
 Gasfitters, and Spouting
 Manufacturers, Armstrong
 and Bridge Streets, Ballarat.

MERCANTILE
PROTECTION SOCIETY,
 62 COLLINS STREET EAST,
 MELBOURNE.

H. R. MURRAY, General
 Wood & Ivory Turner,
 Designer and Modeller, Steam
 Turnery, Armstrong St., Bal.

A. FOTHERINGHAM,
 Decorator & Paperhanger,
 1-3 STURT ST., BALLARAT.

ALEX. SMITH & CO.,
 SODA CRYSTALS,
 SOAP & CANDY MANUFACTURERS,
 29 FLINDERS LANE WEST.

JOHN BELL,
 TIMBER MERCHANT,
 MARKET SQUARE, BALLARAT.

M'Donald & Hughes,
 MONUMENTAL WORKS,
 Opposite Cemetery, Ballarat.
 Bourke & Queen Sts., Melb.

J. J. GÖLLER & CO.,
 MERCHANTS,
 LYDIARD ST., BALLARAT.

KLUG BROS., FURNITURE WAREHOUSE, Mitchell's Buildings, and 200 & 202 Sturt St., Ballarat.

ALLENDER & WHITE, TAILORS & OUTFITTERS, 113 STURT STREET, BALLARAT.

TULLOCH & M'KEN, REWEVERS, ROYAL STANDARD BREWERY, BALLARAT.
W. DETMOLD, STATIONERY IMPORTER, ACCOUNT BOOK MANUFACTURER, COLLINS ST.

W. L. & H. R. M'WITT, PRODUCE MERCHANTS, DOVERTON & ARMSTRONG STS., BALLARAT.
CHARLES OLNEY, WHOLESALE FRUIT, BUTTER, & CHEESE MERCHANT, BALLARAT.

Multiple Ballarat advertisers: (Reverse) Used from Ballarat, Victoria on the 1.10.1877 to Bungaree, 15 kilometres away, where the advertising would be most effective.

E. G. Anderson

For such an elaborate advertising envelope, there is no information regarding the firm of E.G. Anderson. It is interesting to note that they have offices in Hay in regional New South Wales and London.



E. G. Anderson: Used from Hay, New South Wales on the 17.12.1878 to Hunthawang, a tiny rural settlement 180kms away.

Note: There is no room to write an address which masks the full advertising on the front of this cover. Covers that fall in to this category are rare from the Australian Colonies, with this example being the second earliest recorded.

James Stedman, Confectionary Manufacturer

16 14 9
1 13 5
15 1 4

WHOLESALE
MANUFACTURING CONFECTIONER
JAMES STEEDMAN
436 GEORGE STREET
SYDNEY.

W. McCulloch & Co. Ltd., Transport

Branch Offices.

ADELAIDE
BALLARAT
CASTLEMAINE
DENILIKUIN
ECHUCA
HAY
GOOLWA, S.A.
MORGAN, S.A.
PORT VICTOR, S.A.
SANDHURST
WODONGA
WAHGUNYAH

Agents at
all the principal
Railway Stations
and Ports.

W. McCulloch & Co. Limited

Head Offices:
123 & 125
Collins St. West,
MELBOURNE.

GENERAL
AND
CONTRACTING
CARRIERS.
INSURANCE,
CUSTOM HOUSE
AND SHIPPING
AGENTS.

Agencies in
Great Britain,
America, and All
Parts of the
World.

W. McCulloch & Co: (Reverse) Used from Melbourne, Victoria on the 29.10.1880 to Edinburgh, Scotland.