

## 4. Advertising Envelopes of the Australian Colonies 1881 - 1890

### Historical overview of the period

The decade to 1890 is the most difficult to find quality advertising envelopes. The period is dominated by cameo advertising on the reverse of envelopes, and given the increase in printing technology, good lithograph envelopes are very scarce.

It appears that all-over advertising envelopes were not effective and there are very few examples from this period compared to the previous two decades. The earliest advertising collar for the Colonies was printed in 1890 and the first all-over advertising envelope printed on both sides was produced in 1885.

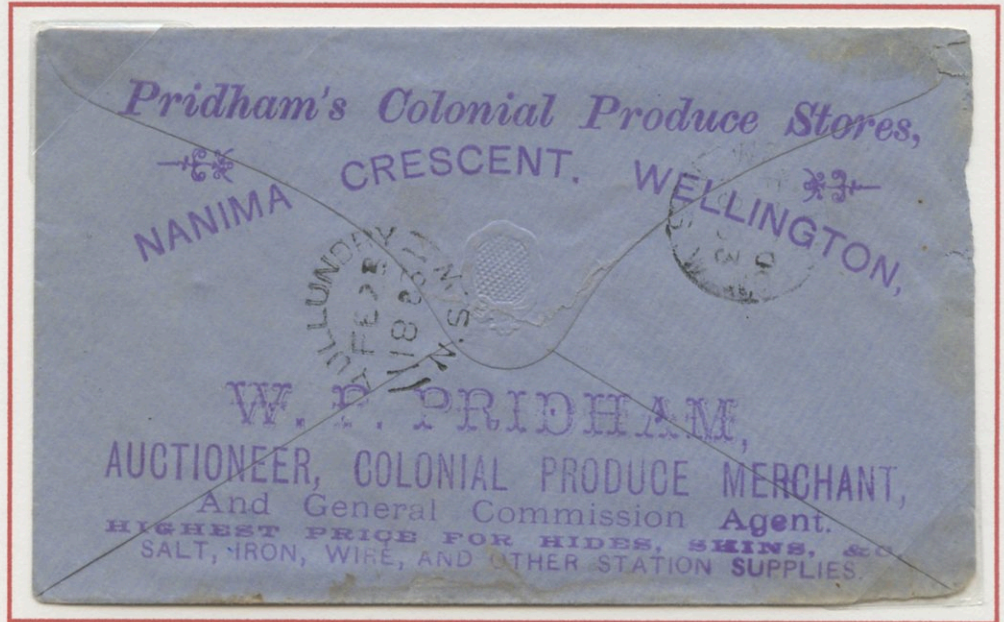
### 4.1 Handstamped advertising envelopes 1881 - 1890

#### Pridham's Colonial Produce Stores

The first produce store for the town of Wellington was established by W. P. Pridham in 1878, five years before the advertising envelope below was produced.

**Pridham's Colonial Produce Stores:**  
(Reverse) Used from Yeovall, New South Wales on the 21.2.1883 to Loombah.

**Note:** Given that handstamps are cheap to produce, it is surprising how rare they are from the Australian Colonies.



### 4.2 Embossed cameo printed 1881 - 1890

#### F. Armbruster & Uhlmann

Johan Armbruster emigrated from Hamburg, Germany to South Australia in 1851 and four years later he started his tobacco business. Two years later he was joined by Heinrich Uhlmann at their main premises in Rundle St., specializing in cigar making. It was a prosperous business and Adelaide institution lasting almost 100 years.



**Armbruster & Uhlmann:**  
(Reverse) used locally within Adelaide, South Australia on the 4.3.1881.



### 4.3 Lithograph banner printed 1881 - 1890

#### Mason, Firth & McCutcheon, General Printers

The Melbourne printing firm of Mason, Firth & McCutcheon Pty Ltd was established in the early 1870's, with John McCutcheon becoming the sole proprietor by 1878. The firm printed the catalogue for Melbourne's first international exhibition in 1880-81 and expanded to become one of the largest printing and lithography businesses in Australia.



**Mason, Firth & McCutcheon, General Printers:** Used withn Melbourne, Victoria on the 3.6.1882 to Caulfield.

#### The Pier Hotel, Frankston

A young publican named Mark Young purchased the Frankston Hotel on the 13.8.1875 for £380, and renamed it the Pier Hotel (under which name it continues to operate). Young spent an estimated £3700 on improvements to the hotel, making it one of the finest in the colony of Victoria at the time.



**The Pier Hotel:** Used from Frankston, Victoria on the 21.1.1885 to Leeds, England.



### 4.3 Lithograph banner printed 1881 - 1890

#### Melbourne Tramway & Omnibus Co. Ltd.

The Melbourne Tramway & Omnibus Company operated Melbourne's cable tram system from 1885 to 1916. It was established in 1869 by Francis Clapp who ran horse drawn trams in the inner suburbs. Offered a 30 year lease in 1885, he ran cable trams through twelve inner city councils until the lease expired and control was taken over by the Melbourne Tramways Board.



**Melbourne Tramways & Omnibus Co:** Used from Melbourne, Victoria on the 15.7.1885 to Providence, United States.

### 4.4 Lithograph printed advertising collar 1881 - 1890

#### Wolfe's Schnapps

In 1810 Udolpho Wolfe from Hamburg, Germany developed a gin from mainly herbal ingredients that was advertised as offering medicinal qualities. The business flourished, and offices were opened in New York in 1828 and Rotterdam in 1848 whereby the Schnapps was produced under license. A distribution office was established in Sydney in the 1890's.



**Wolfe's Schnapps:** Used from West Maitland, New South Wales on the 8.9.1890 to Singleton. On the reverse is a small cameo of the Sydney merchants Moses Moss & Co. who distributed Wolfe's Schnapps throughout the Australian Colonies.

**The earliest advertising collar cover recorded from the Australian Colonies**



#### 4.5 Lithograph printed 1881 - 1890

##### Blogg & Grist, Chemist

John Blogg emigrated from Canada to Victoria in 1877 as an industrial chemist and went in to partnership with Herbert Grist in 1881. He established his own firm in 1884 and by the 1890's had embarked on a new career as a woodcarver and poet. His letters and papers were donated to the National Library in 1996.

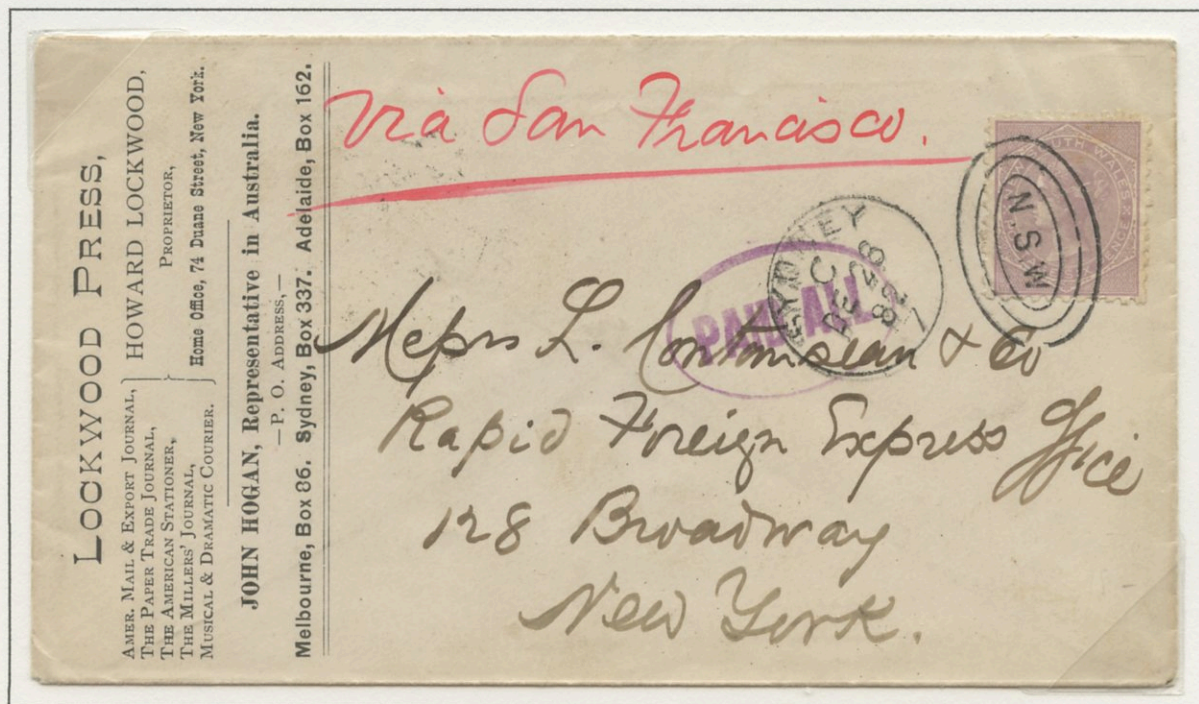
**Blogg & Grist:** Used locally within Melbourne, Victoria on the 18.2.1882.

*Ex Kelly*



##### Lockwood Press, Printers and Publishers

The Lockwood Press was founded by Howard Lockwood in New York and published a range of scientific and archeological journals which are still published today. John Hogan in Sydney was their agent in Australia.



**Lockwood Press:** Used from Sydney, New South Wales to New York, United States on the 28.12.1882.



#### 4.5 Lithograph printed 1881 - 1890

##### The National Permanent Building, Land & Investment Society

The National Permanent Building Land & Investment Society was founded in 1877 and quickly prospered to construct an elaborate head office in Pitt Street, Sydney, opening in November 1885, two months before the advertising envelope below was posted. They were taken over by the Scottish Australian Investment Company.



**National Permanent Building, Land & Investment Society:**  
(Reverse) Used from Sydney, New South Wales on the 7.1.1886 to Munich, Germany.

**Note:** There is a manuscript notation at the base "and Savings Bank".

##### Smellie & Co., Iron Foundry

Smellie & Co. dates back to the 1860's when the firm the R.R. Smellie & Co. foundry was established in Alice street in Brisbane. The three story building in the illustration was constructed for them in 1888. The building still stands and has been heritage listed.



**Smellie & Co:** Used from Brisbane, Queensland on the 4.8.1890 to Boston, United States.

This is the second earliest illustrated advertising envelope recorded from Queensland




## 4.6 Lithograph internal printed 1881 - 1890

### Swallow & Ariell

Australia's first biscuit company, Swallow & Ariell was founded in Melbourne in 1854 by Thomas Swallow and within five years had taken on a partner in T.H. Ariell. By the 1880's, the period of this price list, the Port Melbourne factory had extended to three acres and was the fifth largest biscuit company in the world.

*HIGHEST INTERNATIONAL EXHIBITION AWARDS*  
MELBOURNE      CALCUTTA      PHILADELPHIA  
SYDNEY      PARIS

 *Swallow & Ariell*  
*Swallow & Ariell*  
*Port Melbourne 20 Nov 1885*  
*(Late Sandridge)*

MELBOURNE OFFICE & DEPOT 4 Queen St. & 2 Bond St.

Dear Sir, —

Our Prices for Produce for the ensuing week  
from *23<sup>rd</sup>* to *28<sup>th</sup> Nov.* (inclusive) will be

For PRIME NEW BUTTER *8<sup>1</sup>/<sub>2</sub> d* per lb.

„ GOOD FRESH EGGS *9 d* per doz.

Fours obediently,  
SWALLOW & ARIELL.

N.B.—Your particular attention is requested to the  
FORWARDING INSTRUCTIONS subjoined, viz.:—

Consign to us DIRECT and NOT care of any Agent  
or Carrier. If per Rail, by Goods Train only to Spencer  
Street Station, Melbourne.

Always put your Address on Packages, so that when  
taking delivery we may know who they are from.

We pay freight from nearest Railway Station or  
Shipping Port to Melbourne.

When forwarding Butter, pack in Casks or Kegs;  
not in Cases. Do not wrap in Paper or Cloths. If  
required, we can supply you with New or Secondhand  
Butter Firkins at current rates.

Please advise all Produce Consignments giving full  
particulars, or we will not be responsible for Crediting  
you with same.

Swallow & Ariell: A price list for butter and eggs used from Port Melbourne, Victoria on the 21.11.1885 to Nathalia.

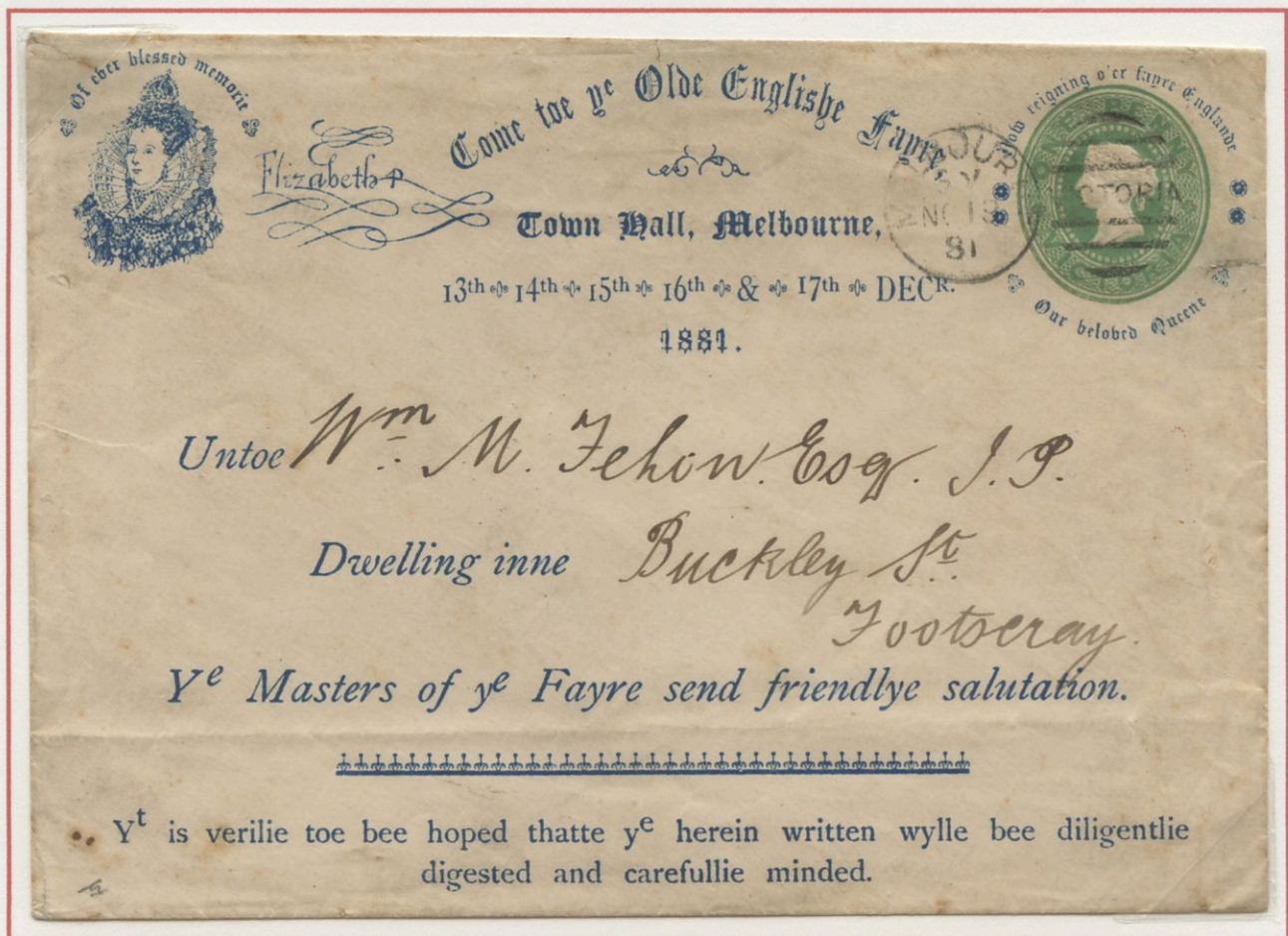


#### 4.7 Lithograph all-over printed 1881 - 1890

##### Ye Olde Englishe Fayre, Fundraiser

"Ye Olde Englishe Fayre" was opened at the Melbourne Town Hall by the Bishop of Melbourne. The interior of the Town Hall was arranged in an exact facsimile of an old English street at fair time. The primary objective of the fair was to raise funds for a new Anglican Church in Balaclava. Crowds lined up, many in period costume, and the fair stalls were very busy.

The Age newspaper described this approach of raising funds as ".....a peculiarly novel one, and the idea is bound to result in a pecuniary success". A large sum of money was raised over the five days of the fair which contributed to the construction of the new Anglican Church in Chapel Street, Balaclava which still stands today.



**Ye Olde Englishe Fayre:** A rare 1d Postal Stationery Envelope used from Melbourne, Victoria on the 19.11.1881 to Footscray.

The first all-over advertising postal stationery envelope from the Australia Colonies



#### 4.7 Lithograph all-over printed 1881 - 1890

##### James Dickson & Co.

Established in 1854, James Dickson & Co. were cordial and syrup manufacturers, and also produced soft drinks, including the famous "Tarax" brand. They branched out in to wholesale food distribution, and are still operating today.

One of the most elaborate  
advertising envelopes from  
this period



**James Dickson & Co:** (Reverse) Used locally within Melbourne, Victoria on the 6.12.1881.

##### Crown Hotel

This landmark Newstead hotel was originally named "The Ship Inn" until bought by John Treacy, the local mounted police constable in the late 1870's. It was renamed the Crown Hotel, and he was the publican for many years. The hotel still operates today.



One of the most elaborate  
advertising envelopes from  
this period

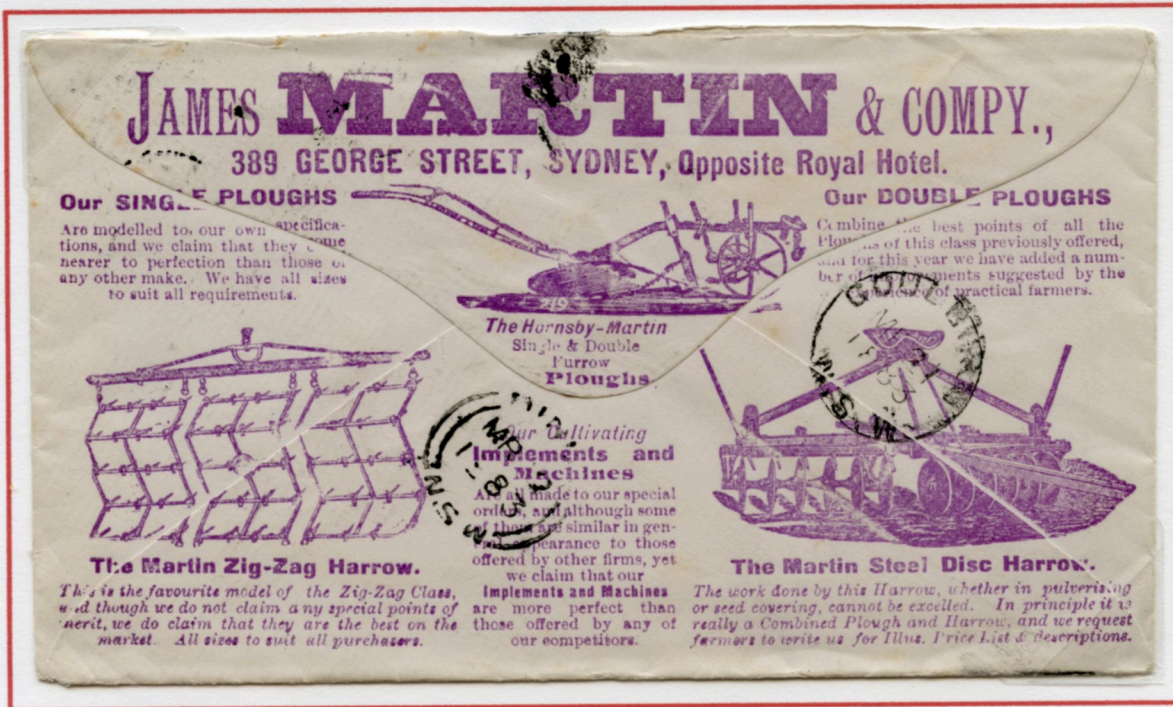
**Treacy's Crown Hotel:** Used from Newstead, Victoria on the 8.4.1882 to Melbourne.



## 4.7 Lithograph all-over printed 1881 - 1890

### James Martin & Co.

This firm was an Australian engineering company that progressed from making agricultural equipment to manufacturing locomotives. Founded in Gawler, South Australia in 1848 as a blacksmith and began making reapers. Business flourished and James Martin began building large scale pumping equipment for the mining industry.....continued within this section.



James Martin & Co: (Reverse) Used from Sydney, New South Wales on the 20.3.1883 to Binda.

### Burrows & Gleeson, Waverley Brewery

The Waverley Brewery was established in 1874 at Bondi Junction by Messrs. Burrows & Gleeson who sold it to Edmund Resch in 1897 for £67,000.



Burrows & Gleeson Waverley Brewery: (Reverse) A New South Wales 2d Blue Stamped to Order envelope for the used within Sydney from the brewery in Waverley, New South Wales on the 26.10.1883. *Ex Kelly, Lancaster*

**Note:** This is the first of a long line of advertising envelopes from this brewery which promoted their products well in to the 20th century under the Resch's Brewery brand.

The earliest all over brewery advertising envelope from the Australian Colonies and the only example recorded




## 4.7 Lithograph all-over printed 1881 - 1890

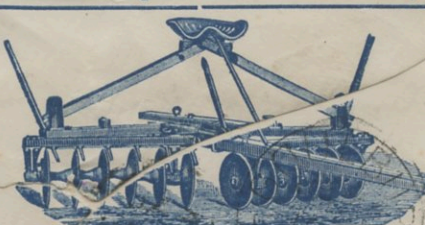
### James Martin & Co.

Continued from earlier in this section.....in 1888, James Martin & Co. were awarded the contract to build 52 locomotives for the South Australian government and by the early 1890's, employed over 700 people. The South Australian government brought their locomotive and wagon production in house, and with a heavy debt burden, the business went in to receivership in 1907.

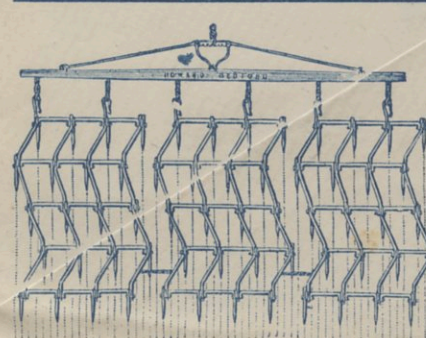
**James MARTIN & Compy.,** 389 GEORGE ST., SYDNEY,  
OPPOSITE ROYAL HOTEL,  
Sole Agents for R. HORNSBY & SONS' Agricultural Implements and Machinery.



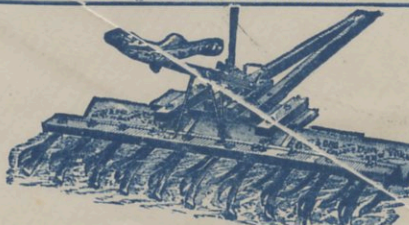
**THE HORNSBY MARTIN SINGLE PLOUGH.**  
We have had several changes made for the 1885 Ploughing Season, and can with confidence recommend our Hornsby-Martin Single and Double-furrow Ploughs as the most perfect and complete in the trade.



**THE TIGER DISC HARROW.**  
Farmers who have not seen our Steel Disc Harrows at work cannot believe it was so the work we claim for it. It really is a Plough and Harrow combined.



**THE MARTIN ZIG-ZAG HARROW.**  
We have all sizes of our ordinary Zig-zag Harrow, and have made several improvements for 1889.



**THE ACME PULVERISING HARROW.**  
For breaking clods, levelling, pulverising, seed covering, and general clearing, the Acme cannot be excelled.

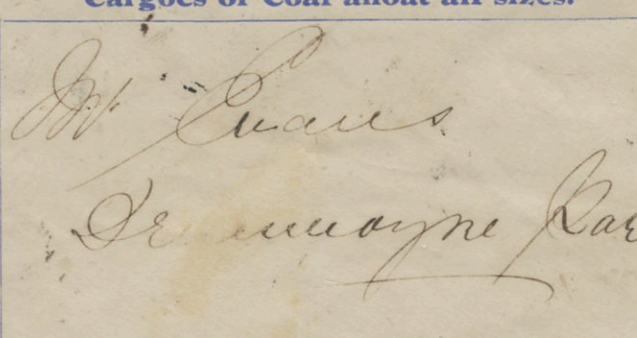
**James Martin & Co:**  
(Reverse) Used from Sydney, New South Wales on the 29.1.1885 to Binda.

### Warburton & Son

Charles Warburton arrived in Melbourne in 1857 as a gold miner and quickly migrated to Sydney to become a coal merchant and ship owner. The business operated from Union St, Pyrmont (the origin of this advertising envelope) and later relocated to Russell's Wharf. He was very active in politics, and became Mayor of Manly in 1893.

**WARBURTON & SON**  
COAL & PRODUCE MERCHANTS, CONTRACTORS TO GOVERNMENT  
SHIP-OWNERS, STEAM TUG & WINCH PROPRIETORS  
**Steam Saw Mills, Warburton's Wharf,**  
OFFICE, 68 UNION STREET,  
Cargoes of Coal afloat all sizes.

**Best Newcastle & Southern Coal,**  
FOR  
House, Steamer,  
Smiths, Factories  
&c. Co-operative  
Coke & Gas Coke.



**Steam Cut Wood any length.**  
Hay, Chaff, Corn,  
Straw, Pollard,  
Potatoes, &c.  
At Lowest Rates.

**Weigh Bridge tested up to Ten Tons, can be used by the Public.**

**Warburton & Son:**  
Used from Pyrmont, New South Wales on the 9.2.1885 to Drummoigne.

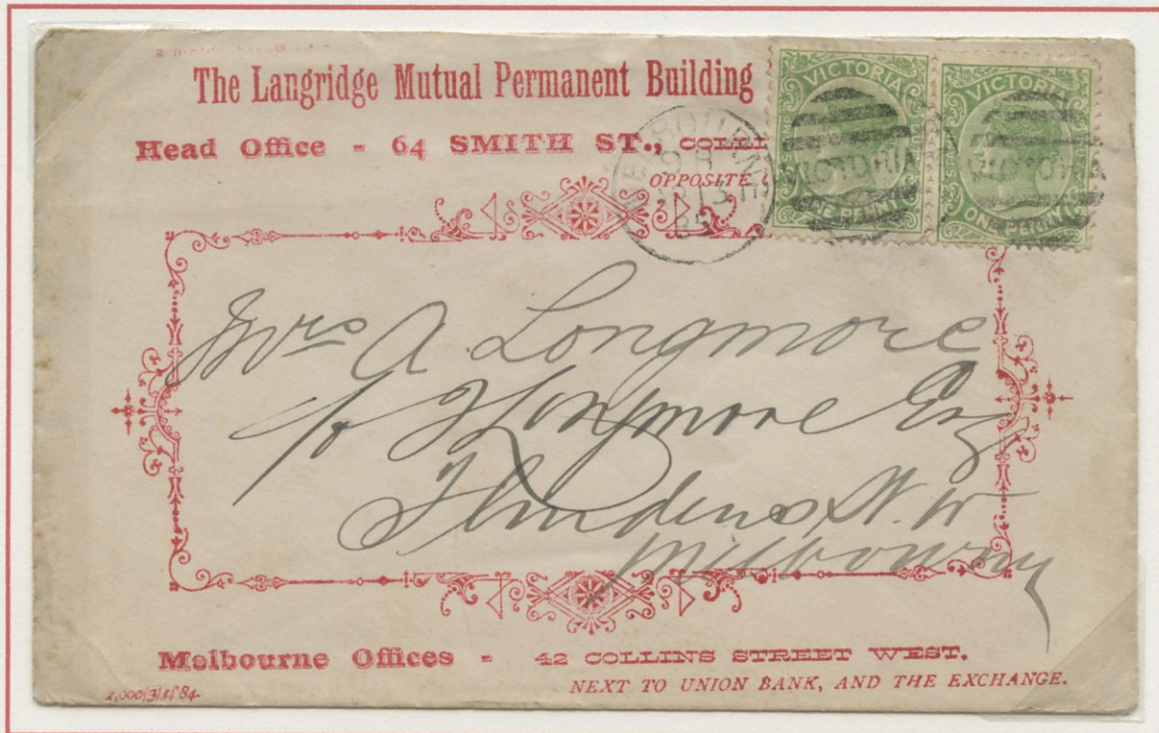


## 4.7 Lithograph all-over printed 1881 - 1890

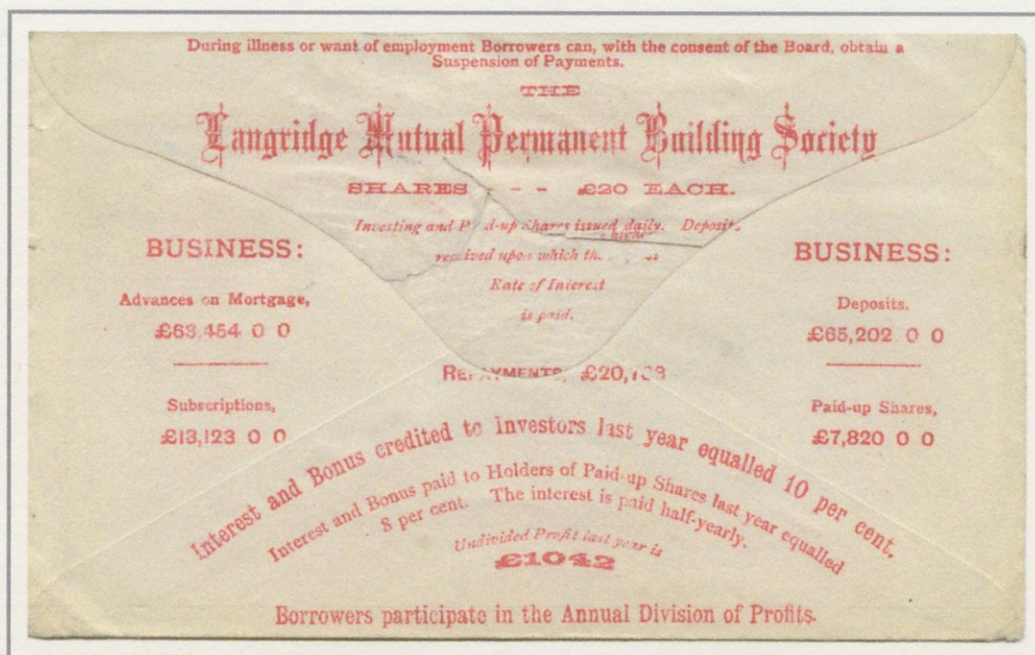
### Langridge Mutual Permanent Building Society

The Langridge Mutual Permanent Building Society was one of three established by Englishman George Langridge in the late 1870's. During this time, he entered politics and became an influential politician, at one time was the Deputy Premier of Victoria.

The earliest recorded all-over advertising envelope printed on both sides



Langridge Mutual Permanent Building Society: Used locally within Melbourne, Victoria on the 13.4.1885



A scanned image of the reverse of the envelope showing the strength of the Building Society of money on deposit and profits for the year.



#### 4.7 Lithograph all-over printed 1881 - 1890

##### G. D. Langridge & Sons Pty. Ltd.

This advertising envelope for the G.D. Langridge & Sons was used only two months after the cover on the previous page and shows two completely different forms of promotion from companies within the same business group.



**G. D. Langridge & Sons:** Used locally within Melbourne, Victoria on the 26.6.1885.



A scanned image of the reverse of this envelope promoting the real estate business of George Langridge.