

5. Advertising Envelopes of the Australian Colonies 1891 - 1900

Historical overview of the period

The depression of the 1890's hit the Australian Colonies very hard, with many historians stating that it was worse than the Great Depression of the 1930's. Property prices plummeted and many banks were insolvent and closed their doors. This was the period of the swagman, romanticised in *The Bulletin* by Henry Lawson and Banjo Patterson.

However, many businesses flourished, none more so than the breweries who were the most dominant advertisers of this period. There were new innovations in advertising, with postal stationery items like the Tasmania "True Shot" envelope, and more importantly, the John Bear illustrated circular that set the standard for advertising envelopes during this period.

For the first time, colour lithograph envelopes were printed, some of questionable quality, with the best examples printed for Robert Porter & Co, who brewed Guinness Stout under license for export to the Colonies. In addition, the first photograph printed advertising envelope was produced, for the Westend Brewery in Queensland.

This decade set the groundwork for the Federal period to 1913, where new printing presses produced highly decorative designs, many in colour.

5.1 Cameo lithograph printed 1891 - 1900

Cascade Brewery Co. Ltd.

The Cascade Brewery is the oldest continually operating brewery in Australia. It was founded by Peter Degraives on the Hobart Rivulet in 1824. The now extinct Tasmanian Tiger image illustrated on their beer label was adopted from Gould's "The Mammals of Australia". The brewery is still trading and is now owned by the Foster's Group.



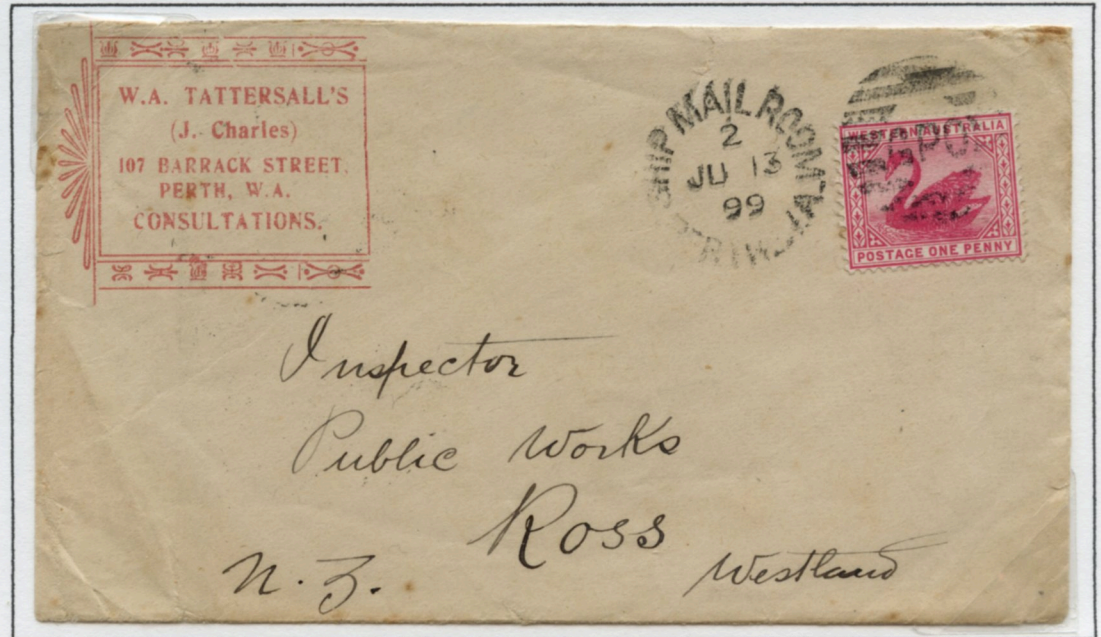
Cascade Brewery Co. Ltd: A highly elaborate cameo used from Hobart, Tasmania on the 20.6.1898 to Campbell Town.

5.1 Cameo lithograph printed 1891 - 1900

W. A. Tattersalls (J. Charles)

Joseph Charles, a wealthy Perth real estate developer who was famous for opening up the suburb of Subiaco and the owner of the South Perth Ferry Co. founded W. A. Tattersalls in 1898 when he promoted a sweep for the Perth Cup in 1898. He then regularly advertised Consultations Sweeps for major horse races around the country before promptly closing the business in 1901.

W. A. Tattersalls: Used from Perth, Western Australia on the 13.6.1899 to New Zealand



W. A. Tattersall's are the only Genuine Consultations in W.A.

W.A. TATTERSALL'S
107 BARRACK-ST., PERTH, WESTERN AUSTRALIA.
References—Union Bank.

Monster Consultation
ON
COOLGARDIE CUP
Run at COOLGARDIE, AUGUST 17, 1899.

At 5 Each		10,000 SUBSCRIBERS		At 5 Each	
First Horse	- 1000	5 Cash Prizes of 20	- 100		
Second Horse	- 250	10 " "	- 150		
Third Horse	- 100	10 " "	- 100		
Starters (divide)	- 100	10 " "	- 50		
Non-Starters (divide)	- 100	50 " "	- 150		
4 Cash Prizes at 25 Each	- 100	150 " "	- 300		
239 EXTRA PRIZES		239			

Promoter in Australia

AT 5 EACH

Press and Public Invited
(which take place on the

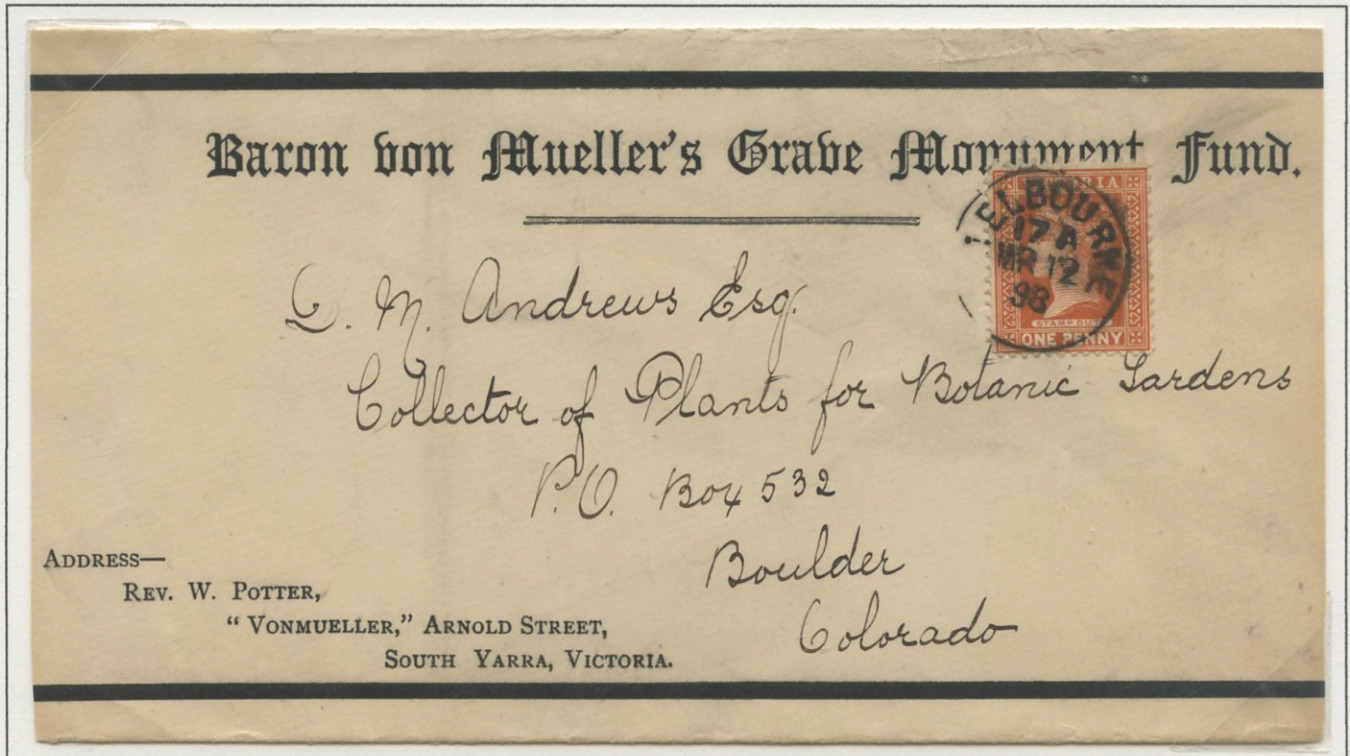
AT 5 EACH.

One of the four internal advertising leaflets printed on very thin paper advertising the various sweeps available to the subscriber.

5.2 Lithograph banner printed 1891 - 1900

Baron von Mueller's Grave Monument Fund

When the great Victorian botanist Baron Ferdinand von Mueller died in 1896, a fund was established by Reverend Potter to construct a 23 foot granite monument in St. Kilda cemetery. The funds took five years to acquire and the monument was completed in 1901. A large crowd gathered for its unveiling, including Sir John Forrest.

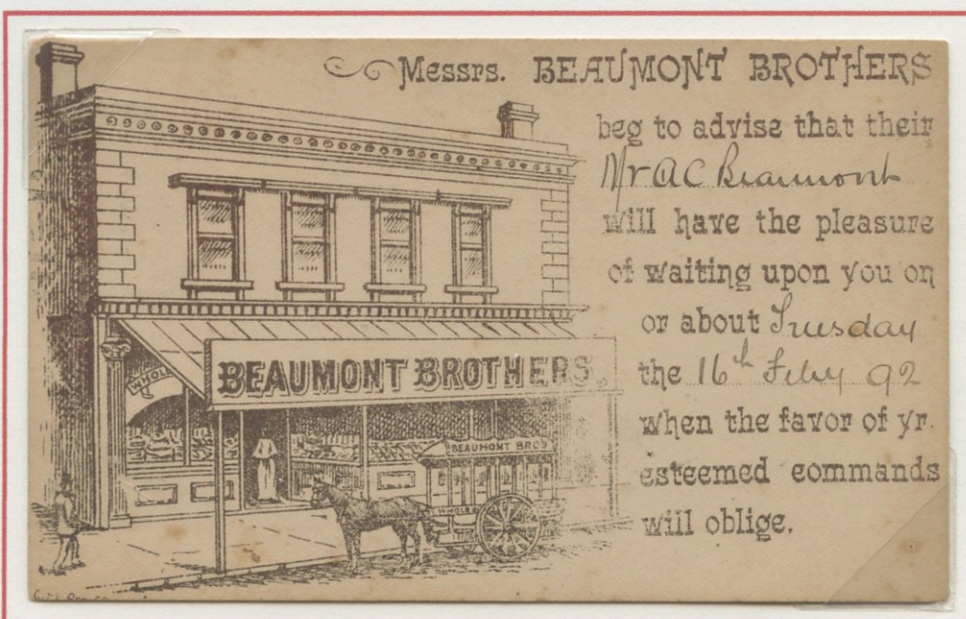


Baron von Mueller Grave Monument Fund: A newspaper wrapper used from Melbourne on the 12.3.1898 to Colorado, United States.

5.3 Lithograph printed 1891 - 1900

Beaumont Brothers

Established by Arthur Beaumont, a chemist in the mid-1880's, the Launceston wholesale and retail confectioners expanded to build a large shop in Charles St. He employed his siblings to run the business which ceased to operate in the mid 1920's.



Note: During the late 19th century, many firms would use 1d Postal Cards as calling cards, informing customers when their sales representatives will be calling within the area.

These calling cards usually had the text written on the reverse. This card from Beaumont Brothers, illustrating their premises at 140 Charles St is one of the most elaborate examples recorded.

Beaumont Brothers: A 1d Postal Card used from Launceston, Tasmania on the 9.2.1892 to Latrobe.

5.3 Lithograph printed 1891 - 1900

J. & C. Howard

There is little information recorded on the firm of J. & C. Howard although their ploughs competed in regional agricultural shows in the early 1890's.

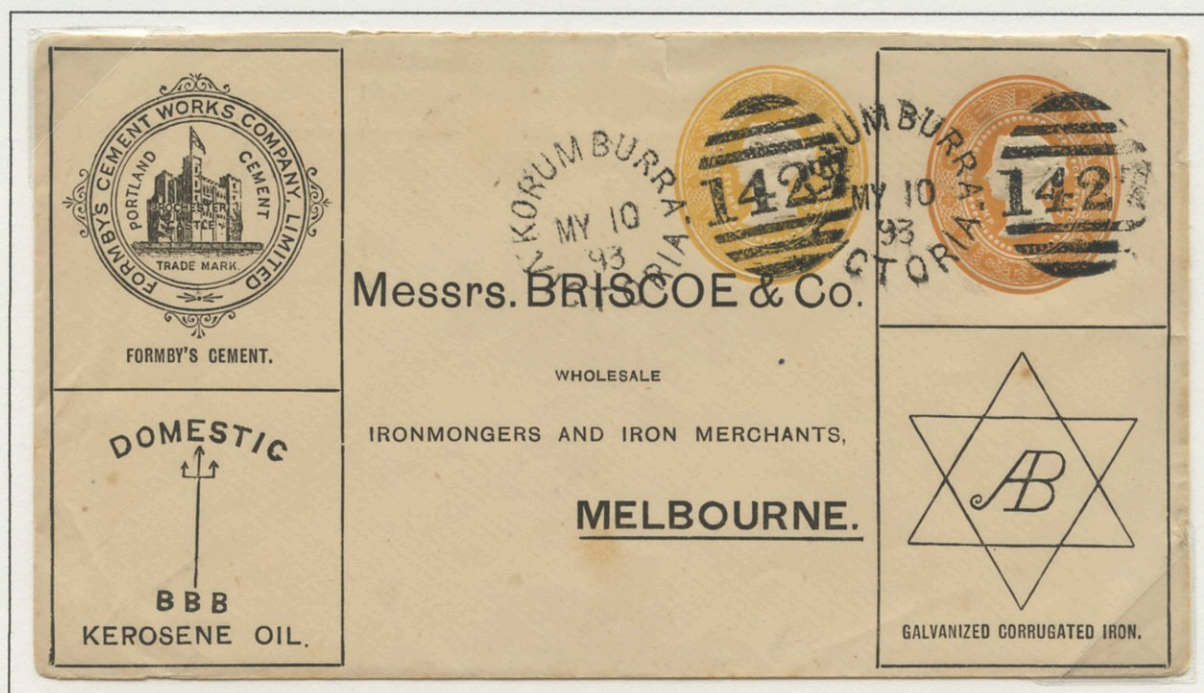
J. & C. Howard:
Used from Sydney,
New South Wales on
the 14.3.1892 to
London, England.



Note: This is an interesting design in that the illustration and lines for the text are printed diagonally. In addition, there are small text advertisements underneath each address line. This is the only example of this type of design recorded.

Briscoe & Co.

Founded in Wolverhampton, England in 1756, the iron merchants Briscoe & Co expanded with branches in the West Indies and South America before arriving in Melbourne in 1853 and New Zealand in 1862. Their Head Office moved to Melbourne in 1958, and transferred to New Zealand in 1970 where they still operate today.



Briscoe & Co: Used from Korumburra, Victoria to Melbourne on the 10.5.1893.

Note: This postal stationery envelope features the 1d error of colour with the left hand impression in yellow orange instead of orange brown.

5.3 Lithograph printed 1891 - 1900

Rae Bros.

The Rae Bros. photographers of Elizabeth St, Melbourne was one of the contemporaries of Nicholas Caire, the most famous photographer in Victoria of his era. They also established a studio in Perth, and are well known for their images on the Western Australian Pictorial Envelopes published between 1905-08.



Rae Bros: Used from Melbourne, Victoria on the 6.12.1895 to Launceston, Tasmania.

L. F. Schoenheimer

Ludwig Schoenheimer was an early German immigrant who established his tannery business at Kedron, Brisbane in the 1880's. He produced a number of leather products which he retailed through his store at 95 Elizabeth St, which is illustrated on the envelope below. The business prospered until after WW2, finally closing in 1954.



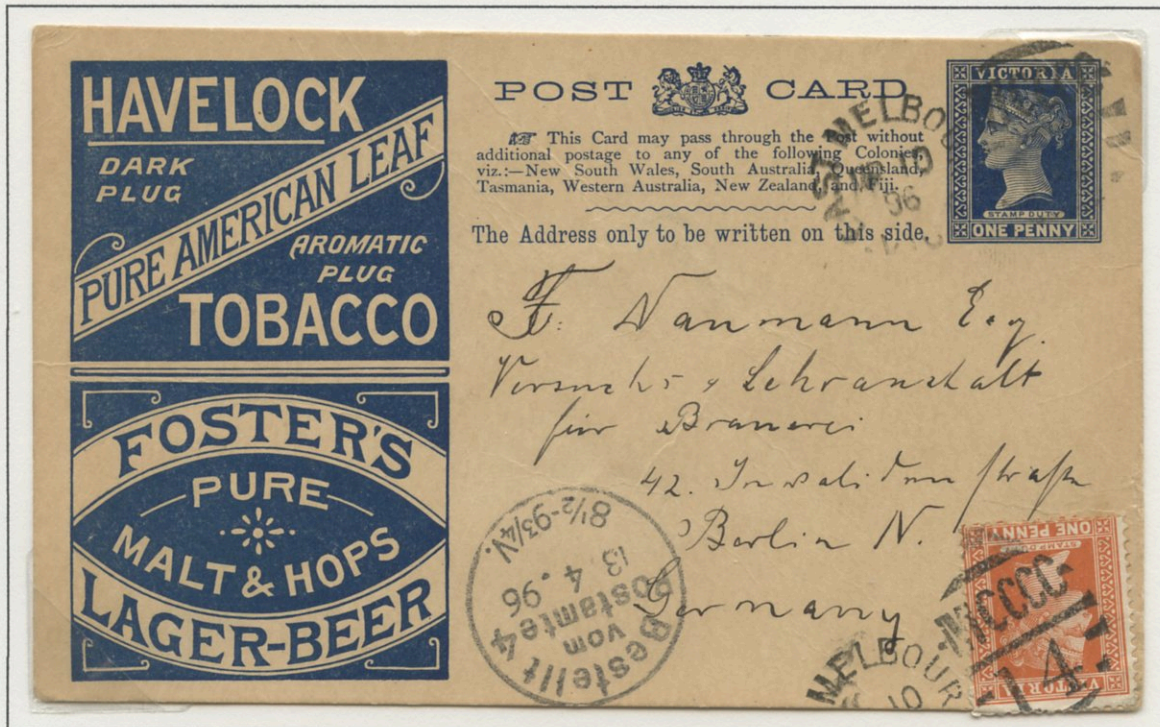
L. F. Schoenheimer, Tanners: Used from Brisbane, Queensland on the 11.5.1894 to Madgeburg, Germany.

Illustrated advertising envelopes from Queensland in this period are scarce

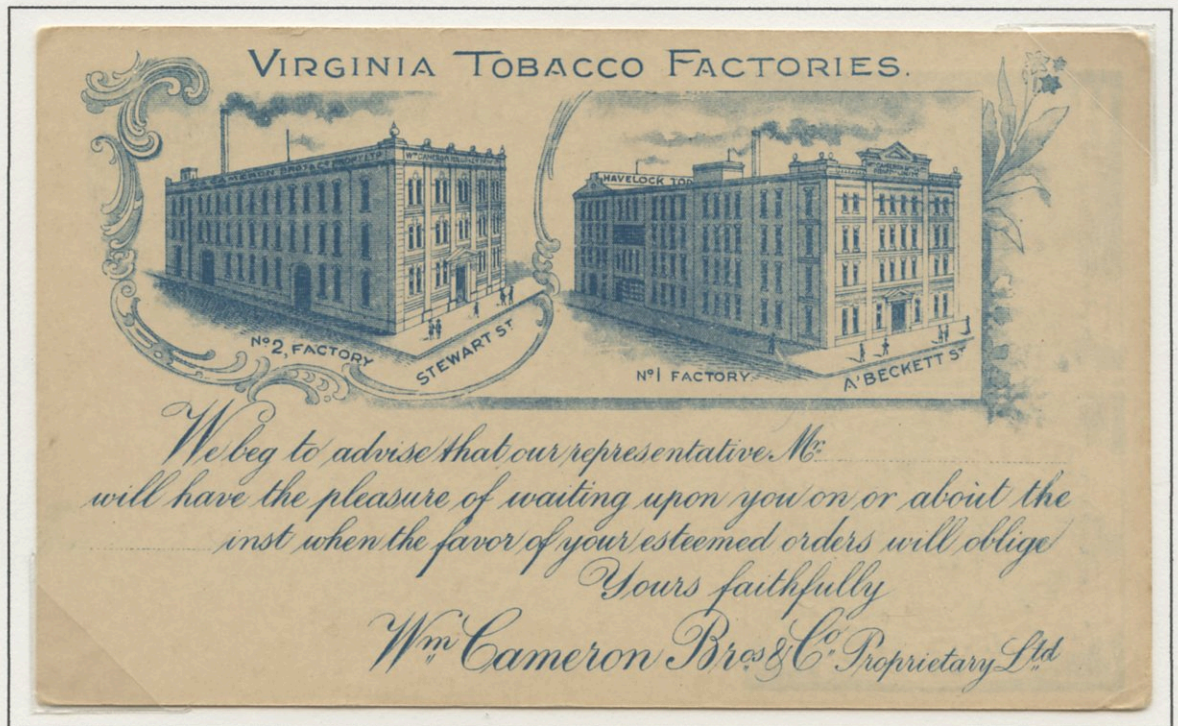
5.3 Lithograph printed 1891 - 1900

Havelock Tobacco and Foster's Brewery Ltd.

On the 1st of November 1895, the Victorian post office released their only stamped to order postcards with advertisements for beer and tobacco. There was a furious response from conservative elements within the community and it was withdrawn from sale on the 19th of November. During the three weeks of use, 84,960 cards were sold, primarily due to the bad publicity and they became known to collectors as the "Beer and Baccy" cards.



Havelock Tobacco and Foster's Lager Beer: A commercially used postcard example cancelled at East Melbourne, Victoria on the 10.3.1896 to Berlin, Germany.



William Cameron Bros. & Co: (Reverse) An unused example of the stamped to order 1d "Beer and Baccy" postcard with printed advertising for Cameron Brothers on the reverse.

5.4 Lithograph internal printed 1891 - 1900

In 1891, the Tasmanian Advertising Co. in Hobart produced a 1d advertising lettersheet called the "True Shot" Postal Wrapper. Inside were six pages of advertising for various Tasmanian businesses. They have been recorded printed in pale orange, cream and pink. Two used examples are known, dating the lettersheet usage to between 1891 to 1895. On the flap, it states that the wrapper was issued in a series of 10,000, however, given its rarity with probably ten examples recorded, this printing figure appears to be excessive.

A reduced scan of the front of the lettersheet

Multiple Brands Advertising Envelope



JONES' MARKING INK,
INDELIBLE JET BLACK.

Requires no heat; does not injure the fabric; can be used with
Stamps, Steel Pens, or Stencil Plates. 6d. per bottle.
JOHN FRASER, Agent.

GRUBB AND ELTHAM,

ARGYLE STREET, HOBART.

GENERAL MERCHANTS & COMMISSION AGENTS,

HAY, CORN, CHAFF, DRAIN PIPES, Etc.

ANDERSON'S CRITERION HOTEL,

LIVERPOOL STREET, HOBART.

THE MOST POPULAR HOTEL IN HOBART.

BEST ACCOMMODATION FOR VISITORS. BEST OF LIQUORS.

"Havanna" Cigars a Speciality. All Sporting information obtainable.

TASMANIAN STEAM LAUNDRY & DYE WORKS,

GLADSTONE OR GEORGE STREETS, NEAR WHARF, HOBART.

All descriptions of Laundry Work undertaken; also Dyeing
and Cleaning.

LENNOX & AIKEN, PROPRIETORS.

BROWNELL'S BUILDINGS, LIVERPOOL STREET, HOBART.

L. FAIRTHORNE AND SON,

(Late Lithgow and Co.'s)

IMPORTERS OF PURE DRUGS, CHEMICALS AND SUNDRIES.

PROPRIETORS—F. K. FAIRTHORNE, C. L. HODGMAN.

J. R. FRYER & CO., HOBART, WOOL, GRAIN & HOP MERCHANTS,

Purchasers of all classes of Skins and Hides. Agents for Howard Smith's line of Steamers.
The East Coast—s.s. "WARRENTINNA." Schooners "VICTORY" and "CAPE PIGEON."

Richies Oatmeal, Barley, Etc.

SOLE MANUFACTURERS TASMANIAN PACKET HOPS.

W. D. PEACOCK,

FRUIT EXPORT AGENCY, 14 NEW WHARF, HOBART.

Established Agencies in England, America, and Intercolonial Markets. Fruit consigned to any
Agent Growers may select. Original Account Sales rendered. Storage Free. Charges moderate.


Note Address—W. D. PEACOCK, 14 New Wharf.

FRUIT!

H. TOMLINSON & CO.,

Wholesale Fruiterers, Franklin Wharf (Near T.S.N. Co.)

IMPORTERS AND EXPORTERS.

 Fruit forwarded to any part of the Island. Fruit Shipments managed and sent to
the best Agents on Commission.

5.4 Lithograph internal printed 1891 - 1900

West Brothers

Established by John West in 1886 with five other shareholders, the Goulburn Valley Nurseries at Mooroopna developed to become the iconic brand Ardmona. The West Brothers supplied varieties of stoned fruit, citrus trees and grape vines for wine and dried fruits. Situated on the Goulburn River, Ardmona became the first irrigated settlement in Victoria in 1893.

GREAT CLEARING CASH SALE

Nursery Stock.

WEST BROS.

Goulburn Valley Nurseries, Mooroopna,



OFFER

100,000 WELL GROWN
FRUIT TREES,

SUPERB VARIETIES.

AT UNHEARD-OF PRICES, 60s. per 100; 8s. per DOZEN.

100,000 ROOTED VINES

At 2s. 6d. per Dozen; 15s. per 100;
£5 per 1000.

Ornamental Trees & Shrubs, Roses, Etc., 6d. Each.

Fan Palms, Umbrella Trees, 1s. Each.

PACKED SECURELY, FREE OF CHARGE, FOR TRANSMISSION
- - - TO ANY PART OF AUSTRALIA - - -

SEND CHEQUE, POSTAL NOTES, POST-OFFICE ORDER, OR STAMPS WITH ORDER.

[OVER

West Bros: A price list
used from Ardmona on the
22.6.1895 to Tatura.

5.4 Lithograph internal printed 1891 - 1900

Multiple Brands Advertising Circular

In 1895, John Bear of Melbourne patented an ingenious advertising envelope. A crescent shaped piece was punched out of the envelope, with an illustrated advertising circular enclosed. The embossed stamp was applied to the envelope in such a way that its upper portion (containing the letters of value) was impressed upon the circular through the aperture. The advertiser sold the envelope at half face value and the purchaser in posting the envelope was compelled to leave the circular inside it. These printed to private order circulars were printed with values of 1d and 2d.



The Victoria 1d
Ochre printed
to private
order circular

HANS IRVINE'S
CHAMPION
Dry Wines
of Australia.
CLARET,
BURGUNDY,
HOCK,
CHABLIS,
Etc.

GREAT WESTERN VINEYARD

Also
Sparkling
Hock,
Sparkling
Burgundy,
and Champagne.

Particulars & Price Lists from
IRVINE & CO.,
527 COLLINS ST., MELBOURNE,
OR
HANS IRVINE, GREAT WESTERN.

THE
CALLEY BRAND WHISKY
The Gems of Fashion
Household Word in all British
Dominions.

Hail, friends! A fairy I—
pray let me mention.
Flown hither from that Won-
derland, Invention!
Though robed in unassuming
garb, I've still
A providential mission to ful-
fil.
That is, without the aid of
Legislation,
To save one half the Postage
to each Nation!
This to perform I use no
mystic art;
Co-operation plays the leading
part!

AT PRICES ASK FOR THE TIMES
AT
THE GALLEY BRAND
Federal Emporium Melbourne.
WHISKY.

5.4 Lithograph internal printed 1891 - 1900

Multiple Brands Advertising Circular

The 2d value envelope is much rarer than the 1d value and used examples are very rare.



The Victoria 2d
Red printed to
private order
circular unused



Multiple Brands: The inserted advertising circular for the 2d value envelope. Note how the aperture of stamp impression is printed across the pages of the folded circular. The purchaser had to send the circular within the envelope. If it was removed, there would be no 2d value for the prepayment of postage.

5.4 Lithograph internal printed 1891 - 1900

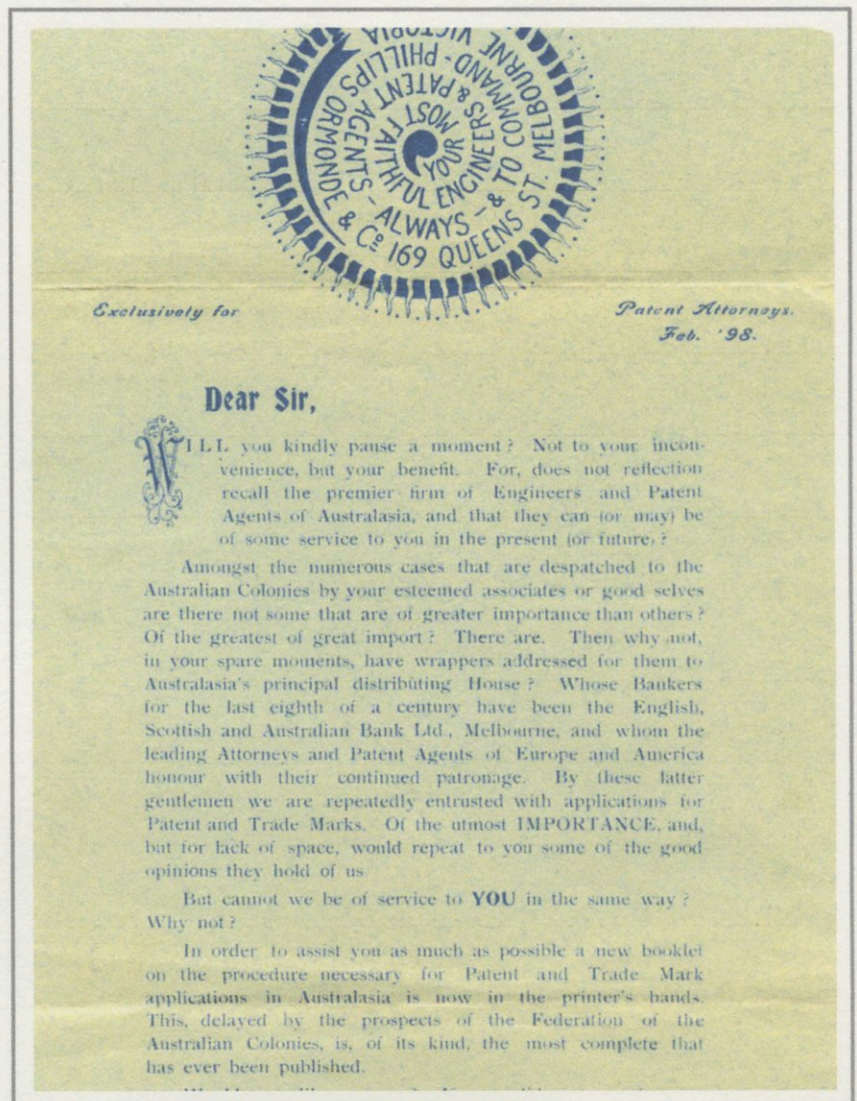
Phillips, Ormonde & Co.

In 1888, William D. Rowlingson commenced practice as a registered Patent Agent in Victoria. This practice was operated from Melbourne, but encompassed the six original colonies with their separate legislation for the protection of inventions, trade marks, designs and copyrights. In 1889 Albert Swanston, who had practiced independently as a registered Patent Agent, joined Rowlingson and they remained in partnership as Swanson & Rowlingson until 1892 when Edwin Phillips then acquired the practice and renamed the business Phillips, Ormonde & Co. The business still operates today with 25 partners and more than 140 staff.

A reduced scan of the internal advertising within the envelope is illustrated at the right.

Unusual usage of a Victorian advertising envelope from Scotland

Phillips, Ormonde & Co: Unusually used from Edinburgh, Scotland on the 16.5.1898 to the United States of America.



5.5 Lithograph printed advertising collar 1891 - 1900

John Aitcheson & Co.

The John Aitcheson & Co. Brewery was founded in the late 1820's and they began to expand their markets outside Scotland to London, Liverpool and Southampton in the early 1850's. By the early 1870's they were expanding internationally winning gold and silver medals at the exhibitions for their range of Edinburgh Ales and the newly created Chariot brand. They must have been brewed under license in Sydney, however, I am unable to locate the brewery.



John Aitcheson & Co:
Used from Sydney, New South Wales on the 3.2.1895 to Cham, Switzerland.

Glenkinchie Distillery

The Milton Distillery near Edinburgh was founded in 1825 by brothers John and George Rate and renamed to Glenkinchie in about 1837. In 1969, it stopped malting their own grain and the malting floors were transformed in to a museum for malt whiskies.



Glenkinchie Distillery: Used from Brisbane, Queensland on the 28.2.1895 to New York, United States. There is an imprint on the reverse for Fitz-Walter & Co., Merchants in Brisbane.

5.5 Lithograph printed advertising collar 1891 - 1900

Allt's Brewing and Wine & Spirit Co. Ltd.

Messrs. Burrows & Gleeson were the owners of the Waverley Brewery when they entered into a partnership in 1888 with Allt & Co Wine and Spirits Merchants, and the Surrey Brewery in Waterloo to form Allt's Brewing and Wine & Spirit Co. Ltd. From the economic boom of the 1880's, the depression of the 1890's severely affected the operations of the new venture and it was forced into receivership in 1895.



Allt's & Co. Ltd: A 1d Mauve stamped to order envelope used locally within Sydney, New South Wales on the 12.7.1895.

Three examples of this 1d advertising envelope are recorded

Allt's & Co. Ltd: A 2d Blue stamped to order envelope used at George Street North, Sydney, New South Wales on the 2.7.1895 to Blayney.



Both these covers were used just months before Allt's Brewery, Wine & Spirit Co. Ltd was forced into liquidation in September 1895.

5.5 Lithograph printed advertising collar 1891 - 1900

Waverley Brewery Pty. Ltd.

In addition to their brewing operations, the Waverley Brewery acted as distribution agents for a number of foreign spirits manufacturers, predominantly from Europe.

Sazerac de Forge et Fils

Established in the late 18th century at Limoges in France, Sazerac de Forge et Fils produced premium cognacs and brandies and engaged the Waverley Brewery Pty. Ltd. as their distribution agents in Australia. The company foundered prior to the First World War, however, the Sazerac name lives on and is known as America's first cocktail invented at New Orleans in the early 1850's.

Two types of stamped to order envelopes are known. Type 1 is titled "Waverley/Brewery Agents" at the base of the advertising collar. The second type was produced by Resch's Ltd.



On the reverse of both envelopes is a cameo of "Waverley Brewery, Sydney".



Waverley/Brewery Agents - Type 1 envelope: A 1d stamped to order envelope used locally within Sydney, New South Wales on the 4.1.1899.



Waverley/Brewery Agents - Type 1 envelope: A 2d stamped to order envelope from Sydney, New South Wales on the 4.1.1899 to Blayney.

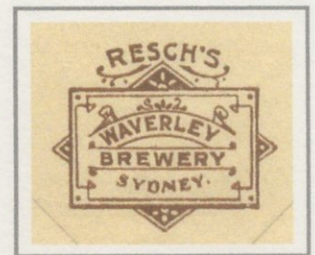
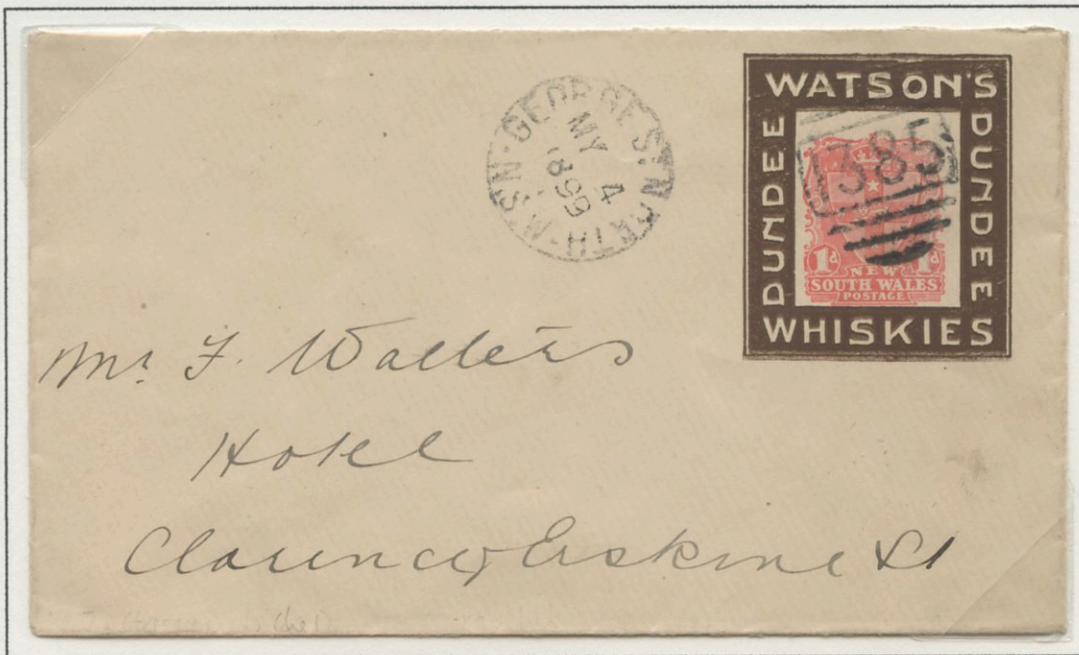
5.5 Lithograph printed advertising collar 1891 - 1900

Resch's Waverley Brewery Pty. Ltd.

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. A new site was built in Dowling Street, Redfern before the company was incorporated in 1906 as Resch's Ltd. The brewery was acquired by Tooth & Co. Ltd. in 1923 who still distribute their products today.

James Watson & Co. Ltd.

James Watson & Co. Ltd used Allt's Brewery and Wine & Spirit Co. Ltd. as distributors of their whiskies until they went into receivership in 1895. In 1897 Waverley Brewery Pty Ltd were appointed as their new distributor and a new series of Stamped to Order advertising collar envelopes were produced in 1d and 2d values for James Watson & Co.



On the reverse of both envelopes is a cameo of "Resch's/ Waverley Brewery, Sydney".

James Watson & Co: A 1d stamped to order envelope used locally within Sydney, New South Wales on the 4.5.1899.



James Watson & Co: A 2d stamped to order envelope used from Waverley, New South Wales on the 4.5.1899 to Blayney.

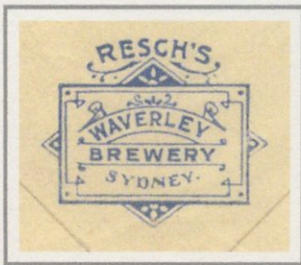
5.5 Lithograph printed advertising collar 1891 - 1900

Resch's Waverley Brewery Pty. Ltd.

The Type 1 Stamped to Order envelope for Sazerac was printed for the Waverley Brewery Pty Ltd. The Type 2 envelope, for Resch's Ltd, is very similar to the first and has "Resch's" inscribed at the base of the advertising collar. In addition, the cameo on the flap has "Resch's, Waverley Brewery, Sydney". The new wording on the collar was printed after Edmund Resch bought the Waverley Brewery in 1897.



Resches/ Waverley/Brewery Agents - Type 2 envelope: A 1d stamped to order envelope used locally within Sydney, New South Wales on the 14.7.1899.



On the reverse of both envelopes is a cameo of "Resch's/ Waverley Brewery, Sydney".



Resches/ Waverley/Brewery Agents - Type 2 envelope: A 2d stamped to order envelope used locally from Sydney, New South Wales on the 2.5.1899 to Blayney.

5.6 Lithograph all-over printed 1891 - 1900

H. L. Jones, Apiary

Henry Jones built his successful 'Mel Bonum' apiary on the family farm at Redbank Plains in 1880's. The apiary specialised in breeding queen bees, which along with bee-keeping equipment were able to be transported by mail. The family operated the bee-keeping firm until it was sold in January 2002 to Barrington Apiaries of Sheffield, Tasmania.



H. L. Jones Apiary: Used from Goodna, Queensland on the 13.5.1892 to Boston, United States.

Multiple Advertisers

One way to promote a city is to spread the costs and combine the advertising efforts of local businesses on the reverse of an envelope. This is the earliest example recorded from New South Wales, and this form of advertising became more popular in the next decade.



Multiple advertisers: (Reverse) An all over advertising envelope on the reverse for local firms in Waratah, New South Wales used on the 23.7.1894 to New York, United States of America.

The use of multiple advertisers on envelopes from New South Wales is surprisingly scarce

5.6 Lithograph all-over printed 1891 - 1900

The Australasian Stamp News

J.E. Newell Bull was a Gympie stamp dealer who published the "Australasian Stamp News" from July 1893 to late 1894. It was a 4-8 page publication, with mostly advertisements for his stock. It then re-appeared in April 1898 before being sold to Vindin's "Australian Philatelist" in January 1899.



The Australasian Stamp News: Used from Gunalda, Queensland 26.9.1894 to Pennsylvania, United States of America

Howard & Co.

Very little is known of the firm Howard & Co. although they are believed to have operated from 1892 to 1905. It is interesting to note that they promote themselves as the largest importers of musical instruments and guns, showing a diversity in products which would be unusual today. The startling optical illusion eludes a lot of people!



Howard & Co: Used from Sydney, New south Wales on the 5.8.1895 to Toolamba, Victoria.

5.6 Lithograph all-over printed 1891 - 1900

Richard Purser & Co., Farming Implements

Richard Purser immigrated from Ireland to Victoria in 1888 to manage the Walter A. Wood branch in Victoria before transferring to their Perth branch in the early 1890's. He established his own firm distributing farm machinery products under license before opening his own manufacturing business in Bassendean. The firm was sold to International Harvester in 1930.

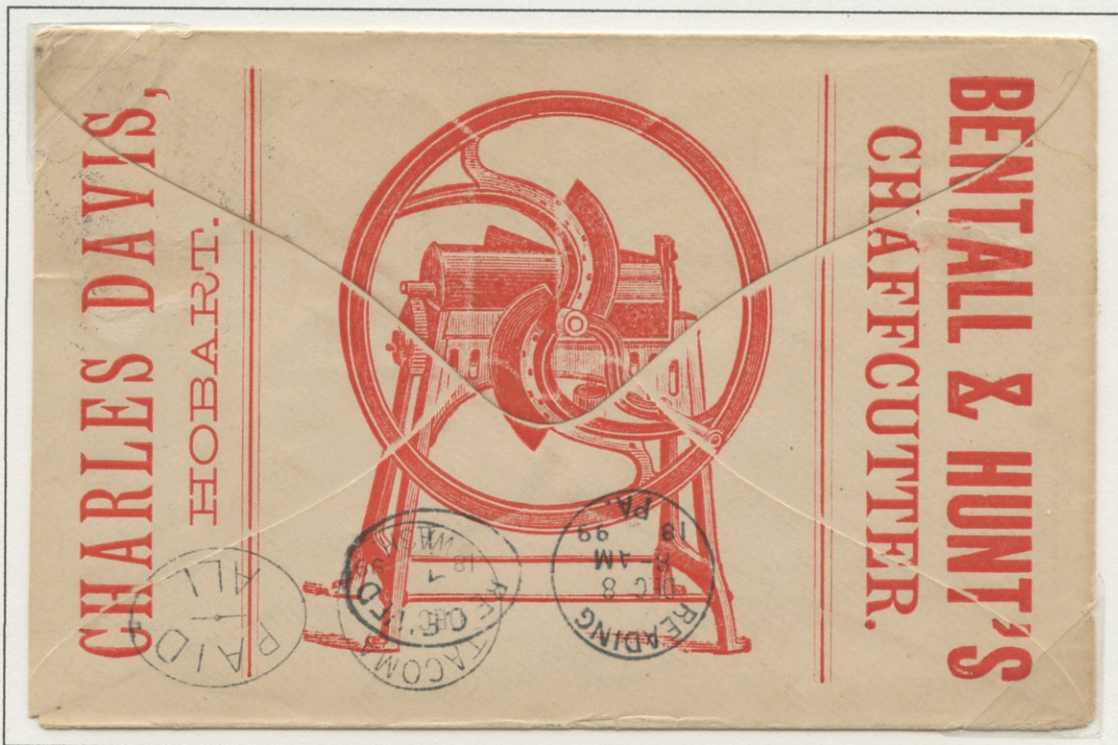
Note: Although this all over advertising envelope is representative of the period, it is rare used from Western Australia.



Richard Purser & Co: Used from Perth, Western Australia on 27.5.1896 to Philadelphia, United States

Bentall & Hunt

William Bentall built his first plough in 1795 in England with business prospering until the firm was incorporated by his son in 1841. They began exporting to the Colonies and expanding their product range, even building a motor car in 1914. The company was listed on the stock exchange in 1947 and sold in 1961.



Bentall & Hunt: Used from Hobart, Tasmania on 2.11.1896 to Reading, United States

5.6 Lithograph all-over printed 1891 - 1900

Tasmanian Government

The Tasmanian Government was at the forefront of tourism promotion of the colony's wilderness. In 1898 Tasmania issued a highly attractive series of pictorial envelopes featuring the natural beauty of the colony. These envelopes were printed by Waterlow and Sons based on sketches by D. Warry and were highly prized by collectors at the time. They were issued in two values of 2d and 2½d, with six different views of each value. Only 306 sets were issued and they have been described as the most beautiful postal stationery envelopes ever issued.



Mount King William from the West: An unused 2d envelope

Leven Bridge and the Dial Range: An unused 2d envelope



Lake Sorrell from the Diamond Beach: An unused 2d envelope

5.6 Lithograph all-over printed 1891 - 1900



On the North Esk near Launceston: An unused 2d envelope

In Denison Gorge near Launceston: An unused 2d envelope



Mount Wellington in Winter, from Huon Road, Hobart: An unused 2d envelope

5.6 Lithograph all-over printed 1891 - 1900



Diana's Basin and St. Patrick's Head: An unused 2½d envelope

The South Esk River at Launceston: An unused 2½d envelope



Mount King William: An unused 2½d envelope

5.6 Lithograph all-over printed 1891 - 1900



Lake Crescent and the Old Man's Head: An unused 2½d envelope

LAKE CRESCENT AND THE OLD MAN'S HEAD



Government House, Hobart: An unused 2½d envelope

GOVERNMENT HOUSE, HOBART.



Lake St. Clair and Mount Olympus: An unused 2½d envelope

LAKE ST. CLAIR AND MOUNT OLYMPUS.

5.7 Colour lithograph printed 1891 - 1900

John Robertson & Son

Whisky blender John Robertson & Son was established in Dundee, Scotland in 1813 and built a number of distilleries before being sold to the Allied Distillery Group in the early 1920's. It is not known if Robertson's had their own wholesale office in Sydney, however it is more likely that they used distribution agents like Allt's Brewing and Wine & Spirit Co. Ltd.



John Robertson & Son: An unusual 1d double die stamped to order envelope used from Sydney, New South Wales on the 29.7.1890 to Melbourne, Victoria.

Walter Akhurst & Co., Printers

Walter Akhurst managed the Sydney branch of the Melbourne printing firm Charles Troedel and Co., from 1877 to April 1881, when he began his own business. Akhurst & Co. accepted a wide variety of job printing, including the gardening firm Arthur Yates & Co., among other organisations. The firm is known to have survived up to the early 1960's.



Walter Akhurst & Co., Printers: Used locally within Sydney, New South Wales on the 6.10.1891

Note: The envelope was almost certainly printed by Walter Akhurst & Co. illustrating the technical skill to print this envelope of a framed blackboard illustration and two printed cinderella stamps showing the company's printing works in Kent St.

The highest quality colour lithograph printed advertising envelope from this period

5.7 Colour lithograph printed 1891 - 1900

James Watson & Co. Ltd.

Established in 1815, James Watson & Co Ltd were whisky blenders from Dundee in Scotland. They were the proprietors of the Ord, Ross-shire, and Parkmore Distilleries. Incorporated in 1896, the company flourished until after the First World War, when new taxes forced the company into liquidation in 1923 and it was acquired by John Dewar & Sons Limited.



James Watson & Co: An unused New South Wales 1d stamped to order envelope dated c1893.

Suzanne Schuhkrafft

Following in the footsteps of her father Augustes, Suzanne Schuhkrafft established a printing business in Flinders Street in 1885. They were also wholesale stationers, lithographers and paper bag manufacturers.



Suzanne Schuhkrafft: Used from Melbourne, Victoria on the 28.12.1894 to Collingwood.

Note: This is a very early three colour lithograph printed calling card and the only example recorded. All other calling cards are single colour lithograph printed, and it can only be assumed that Schuhkrafft were promoting their printing expertise.

5.7 Colour lithograph printed 1891 - 1900

Staerker & Fischer

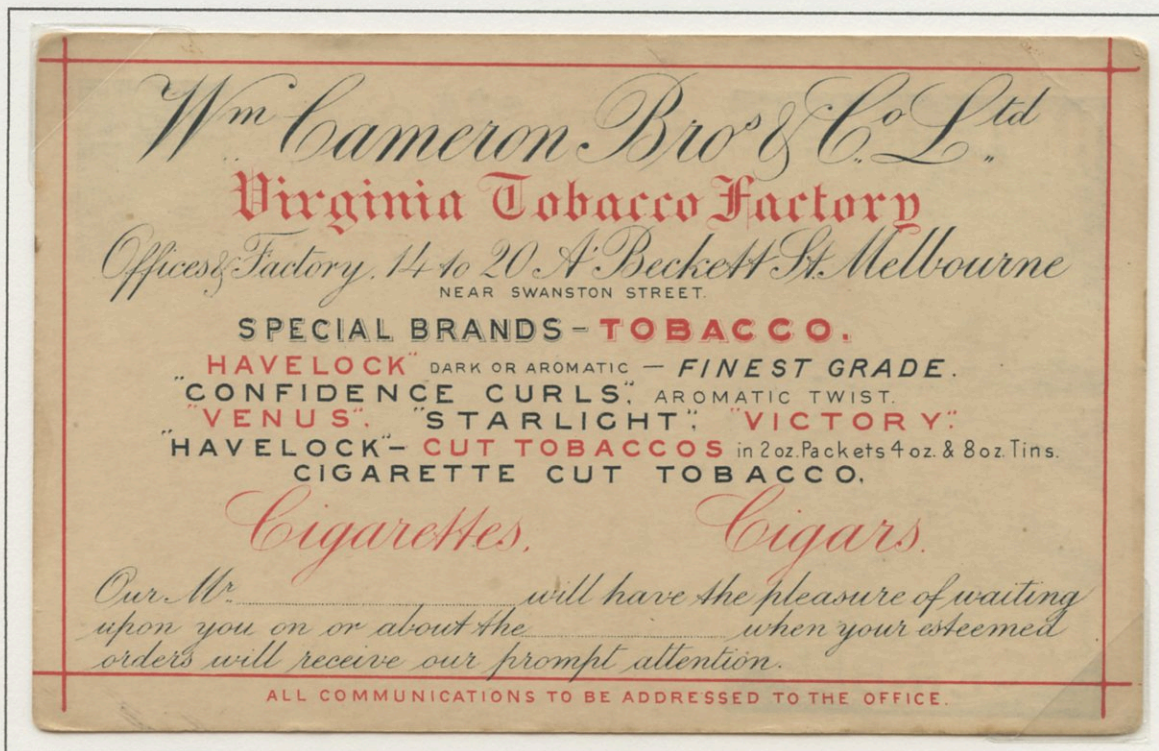
The industrial machine merchants Staerker & Fischer operated from Leipzig, Germany and established branches in Sydney and Brisbane in the late 1880's. They ran large advertisements in the local newspapers promoting their products. It is interesting to note that the advertising on the cover below is for leather gloves called "Sterling Stainless", a brand name from Germany that appears to have got lost in translation to English!



Staerker & Fischer: Used from Brisbane, Queensland to their head office in Leipzig, Germany c1895.

Cameron Brothers & Co. Ltd

This unused postcard was an advertisement for Cameron Brothers on a Havelock Tobacco and Foster's Brewery printed 1d postal card. The furious response from the conservative community forced these cards to be withdrawn after three weeks. The calling card below is a very elaborate design, and due to their short life, no used examples are recorded.



Cameron Brothers & Co. Ltd: An unused 1d Postal card issued on the 1.11.1895.

5.7 Colour lithograph printed 1891 - 1900

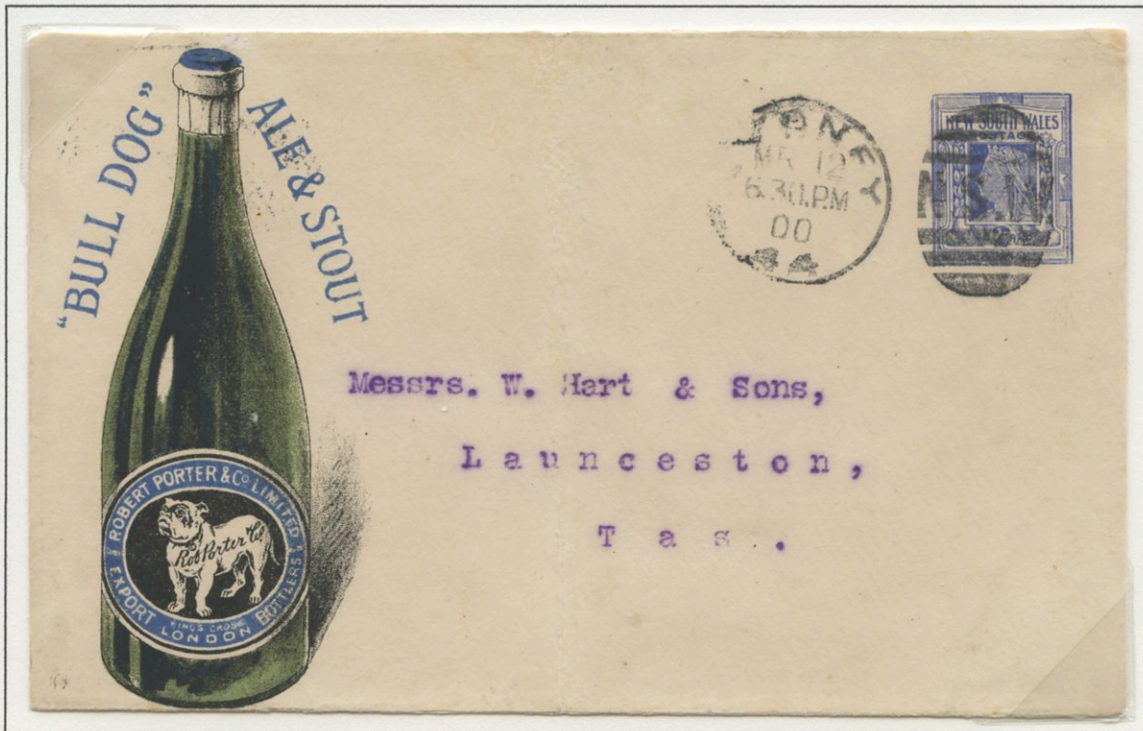
Robert Porter & Co. Limited

The stout made famous by the Irish brewers A. Guinness, Son & Co Ltd was wholesaled and bottled under license in Great Britain by Robert Porter & Co Limited in 1894. A distribution office was established in Sydney in the late 1890's where three types of stamped to order envelopes were used to advertise their products.

Type 1 Envelope: "Bull Dog" Ale & Stout



Robert Porter & Co. Limited: A 1d stamped to order envelope used from Sydney, New South Wales dated 7.4.1898 to Perth, Western Australia.



Robert Porter & Co. Limited: A 2d stamped to order envelope used from Sydney, New South Wales on the 12.3.1900 to Launceston, Tasmania.

5.7 Colour lithograph printed 1891 - 1900

Adelaide Brewery - Syme & Sison

The Pirie Street Brewery was founded in 1844 by James Walsh and had a number of proprietors until bought by James Syme and Frederick Sison in 1864. They changed the name to the Adelaide Brewery, producing XX Ale and Pale Ale. They sold the business in 1882 and it continued to operate until taken over by South Australian Brewery Co. Ltd in 1902.



Adelaide Brewery: Used from Adelaide, South Australia on the 16.2.1899 to Melbourne, Victoria.

Two examples of the Adelaide Brewery advertising envelope recorded

A scanned image of the reverse of this envelope illustrating the range of brands produced by the Adelaide Brewery, including non-alcoholic drinks.



The most colourful advertising envelope of the period recorded

5.8 Lithograph photograph printed 1891 - 1900

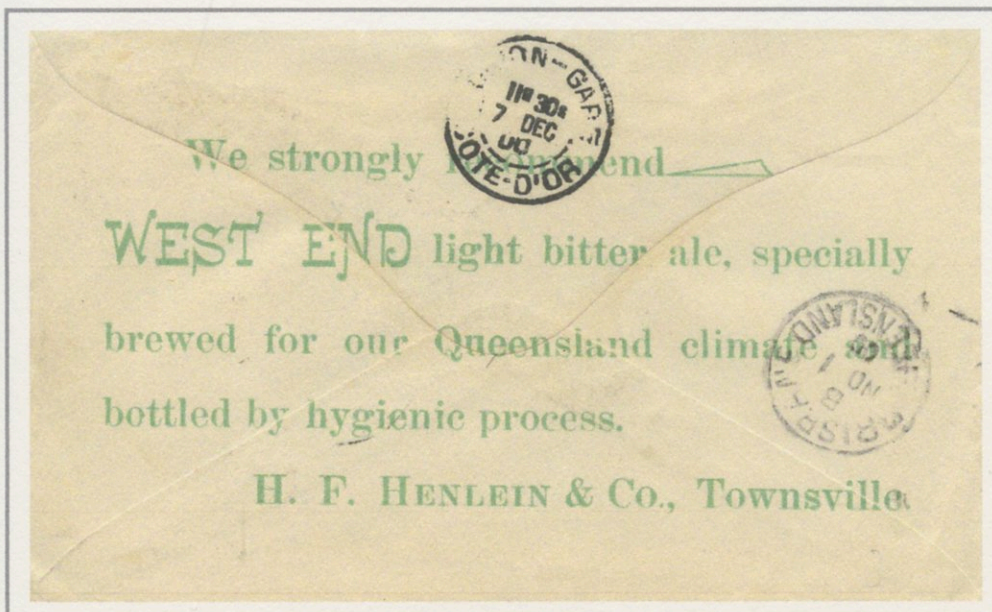
West End Brewery

The West End Brewing & Malting Co. Ltd. Was formed in 1886 and it was soon shipping 120 hogsheads to northern Queensland ports per week. Severe floods in 1889 and damage from a cyclone in 1891 forced the brewery to be rebuilt. During 1906 they took over the defunct North Queensland Brewing Co. at Mareeba with the view of reopening it as another West End Brewery, but this plan was abandoned. Declining profits forced them to close in 1913.

The earliest lithograph photograph printed envelope from the Australian Colonies recorded



West End Brewery: Used from Townsville, Queensland on the 29.10.1900 to Beaune, France. Unusually, the envelope is printed in emerald green, whilst all other photograph printed envelopes are in grey-black ink.



A scanned image of the reverse of the envelope for H.F. Henlein, Beer, Wine & Spirit merchants of Townsville.