

6. Advertising Envelopes of the Australian Colonies 1900 - 1913

Historical over of the period

The Federal period is the most prolific for advertising envelopes up to the First World War. The Australian Colonies were just emerging from the depression of the 1890's. Printing technology had advanced to a level that it was economically viable for many businesses to produce elaborately illustrative envelopes. Newspapers of the era carried intricate illustrations of manufactured goods which flowed through to advertising envelopes.

The range of enterprises promoting their products and wares reached its zenith during the Federal period. They ranged from banking, food and beverages, manufactured goods, farm machinery and hotels. With the eight hour working day movement, many people had spare time to pursue recreational activities. Advertisements are seen promoting musical instruments, cycling and religious and temperance movements. The general population had more disposable income to spend on these activities.

Although colour printing for advertising envelopes was occasionally seen in the 1890's, its usage was more widespread in the Federal period. The colour printing techniques used in the United States only made its way to the Australian shores with pre-printed stationery envelopes, and in comparison, the Colonies were late adopters of this process, with rudimentary results at best. The alcohol manufacturers and distributors were still the most prolific during this period.

Postcard advertising became more abundant as many firms embraced this form of advertising. The pinnacle of this was the chromo-lithographic postcards published by F.W. Niven from 1908. Over 500 different cards were produced, these being the peak of the printers art in the Colonies.

Following the Federal period and the First World War, advertising envelopes became austere and lacked artistic merit. The era of the advertising envelope was over as other advertising mediums such as newspapers and radio became more relevant to society and the consumers. There is a great legacy of design and printing competence and effectiveness which lasted over sixty years.

6.1 Cameo lithograph printed 1901 - 1913

The Farmers & Settlers Co-operative Society Limited

Although little is recorded of The Farmers & Settlers Co-operative Society, these co-operatives were founded by groups of farmers, generally from the same district to commercially market their produce in the capital cities. Founded in 1899, it only lasted less than a decade before closing their doors.



The Farmers & Settlers Co-operative Society: A New South Wales 2d stamped order envelope used from Sydney, New South Wales on the 29.6.1907 to Perth, Western Australia.

6.2 Lithograph printed 1901 - 1913

Wildy and Chaffer

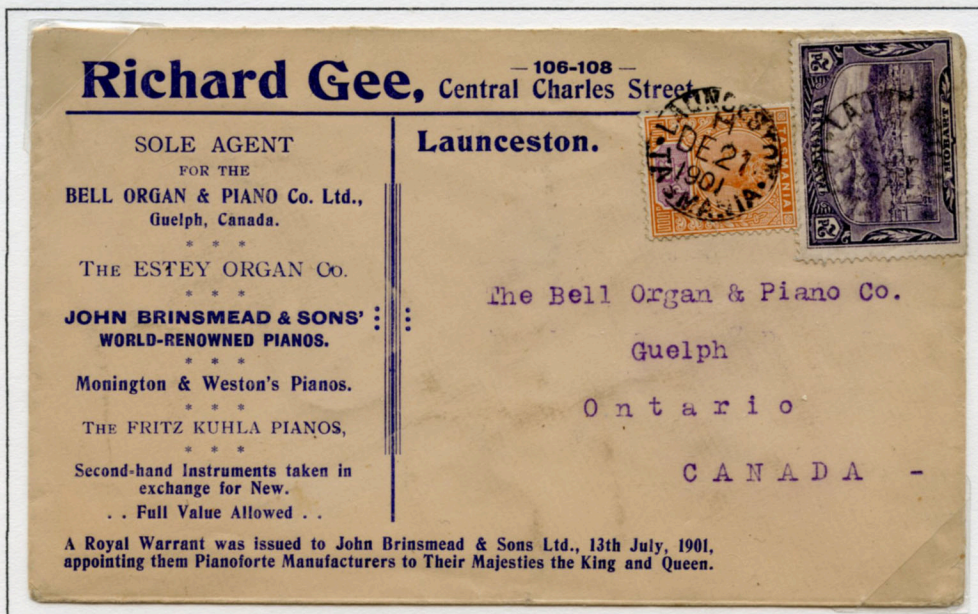
There is little information available on the printers and bookbinders Wildy and Chaffer, although they did advertise in the Adelaide Advertiser newspaper for a couple of years at the turn of the century.



Wildy and Chaffer: Used from Adelaide, South Australia 18.3.1901 to Hobart, Tasmania

Richard Gee

Richard Gee arrived in Launceston, Tasmania with his parents in 1854 and commenced business in 1872 as a clothing retailer, and diversified in to musical instruments, which is featured on the envelop below. He retired in 1907 after building a large property portfolio in the city, becoming Mayor of Launceston in 1914. He died at the age of 92 in August 1943.



Richard Gee: Used from Launceston 21.12.1901 to Ontario, Canada.

6.2 Lithograph printed 1901 - 1913

Independent Order of Rechabites, Queensland

The Independent Order of Rechabites (IOR) is a friendly society founded in England in 1835 as part of the wider British temperance movement to promote total abstinence from alcoholic beverages. Always well connected in upper society and involved in financial matters, it gradually transformed into a financial institution which still exists, and still promotes abstinence. The Order has been active in Australia from 1843, promoting temperance and as a benefit society.



Independent Order of Rechabites: Registered envelope used from Croydon, Queensland on the 29.7.1902 to St. Louis, United States of America.

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 from 1858 to 1886. Frances Cognet owned the hotel from 1899 until the mid 1920's when transferred to the Quigley family. The hotel closed in 1960.



Note: It is interesting to compare this cover to the all over advertising envelope dated 1863. The earlier example is much more elaborate than it's 1902 counterpart!

Brisbane Hotel: Used from Launceston, Tasmania on the 4.11.1902 to Hagdeburg, Germany.

6.2 Lithograph printed 1901 - 1913

New Zealand Insurance Co.

The new country of New Zealand was full of risk. A lack of roads and scattered population meant communication and supplies relied on coastal shipping. Shipwrecks and fire at sea were common. Colonial towns were built of wooden structures and often caught fire. Formed in 1869, the New Zealand Insurance Co. focused mainly on fire and marine policies.



New Zealand Insurance Co: Used from Toowoomba, Queensland 1.10.1903 to Hobart, Tasmania

The Singleton Budget

Founded at the back of his father's store by Alex Morrison in 1894, the Singleton Budget was a bi-weekly newspaper which was published for over 60 years. It had a small circulation of 1,500 copies at the time of this advertising cover, and closed in 1955 due to the great flood which devastated the town.



The Singleton Budget: Used from Singleton, New South Wales 8.1.1906 and to Georgetown, British Guyana, a remarkable destination for a regional newspaper correspondence.

6.2 Lithograph printed 1901 - 1913

Resch's Ltd

In early 1908, the Resch's Ltd brewery began to produce advertising and stamped to order envelopes featuring a printed image in various shades of green of their premises at Dowling Street, Redfern. This design was largely unchanged until the late 1930's. The brewery was acquired by Tooth & Co. Ltd. in 1923 who still distribute their products today.

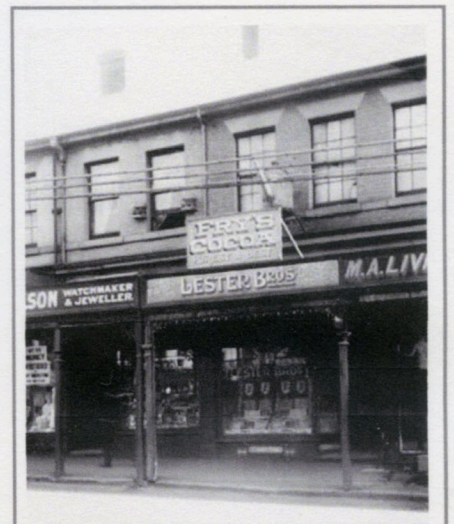


Resch's Ltd: A 2d stamped to order envelope cancelled at Sydney, New South Wales on the 26.3.1908 and addressed to Noumea, New Caledonia.

Lester Brothers, Grocers



A rare parcel tag with lithograph printed advertising for Lester Brothers, Grocers of Liverpool St, Hobart cancelled at Bellrive on the 6.8.1908 and addressed to Deloraine.



6.2 Lithograph printed 1901 - 1913

Bridge Hotel

Built during the South Australian gold rush era in 1850 at Langhorne's Creek, 70 km south east of Adelaide, the pub is still operated today. The hotel gained notoriety when it's second publican, Friend Cluggerty in 1854 made some very cunning moves to main road diverted past the hotel's doors.



Bridge Hotel: Used from Langhorne's Creek, South Australia on the 30.11.1908 to Melbourne, Victoria.

Resch's Ltd

This design for Resch's continued through to the 1930's. The print quality on this 1910 example is inferior to the first printings in 1908 due to excessive wear. The design was redrawn a number of times during it's extensive service.



Resch's Ltd: A 1d stamped to order envelope used locally within Sydney, New South Wales on the 14.12.1912

Mr. J. Foster
Gympie



86-88 QUEEN STREET, BRISBANE.



Warehouse and Showrooms.

THE
"CLAVIOLA"

SOME
of its great
ADVANTAGES.

Easy to Blow
A Special non-friction Air
Motor
Metal Tubing and Metal
Covered Tracker Board
(No perishable rubber used,
a very vital matter for our
climate)
Full Compass of Six Octaves
72 Notes
Levers for subduing separ-
ately either Bass or Treble.
All notes can be read as
played
Cheapness of Music Rolls.

The ARTISTIC
Piano-Player.

POST CARD



Mr. F. HEAP,

Paling's Representative,

POST OFFICE,

GYMPIE

William Paling arrived at Sydney from the Netherlands in 1853. He quickly established his Music House at Wynyard Square in 1855 and obtained piano agencies from many of the European manufacturers.

In 1883 he bought large premises at 356 George Street for £45,000 and reorganised the business as a limited liability company. In 1891 Paling moved to the company's present site at 338 George Street. He also established branches at Toowoomba in 1884, Brisbane in 1888 and Newcastle in 1892.

A rare and unusual internally printed advertising postcard and return card for William Paling & Co. piano manufacturers and tuners used from Brisbane to Gympie.

Note: This is the only example recorded of this innovative form of advertising from the Australian Colonies.

6.4 Lithograph all-over printed 1901 - 1913

Alpine Hotel

Established in the 1860's on Growler's Creek, the Alpine Hotel had a succession of owners until the hotel was relocated to it's current site in 1868 in the main street of Bright. The hotel in the illustration on the cover was built in 1890 by Captain McFarlane and still operates today.



Alpine Hotel: Used from Bright, Victoria 21.2.1901 to Hobart, Tasmania

European Hotel

Established in the 1880's, the European Hotel was built by ex-gold miner John Nissen, who run the hotel until the end of the century. It operated until the late 1950's before being demolished. It's interesting to note that the advertising design appears to be an 1860's image, rather than a more modern design such as the Alpine Hotel above.



European Hotel: Used from Bendigo, Victoria 27.1901 to Sydney, New South Wales.

Nicholson & Co., Music Publishers

Via France

Nicholson

George Street

The Wilcox & White Coy
Meriden
Conn:
N.S.A

Pianos
Organs
&
Music

SYDNEY
JAN 17
NOON
NEW
SOUTH WALES
POSTAGE

NEW SOUTH WALES
POSTAGE

NSW

Multiple Advertisers

Multiple advertisers: (Reverse) An all over advertising envelope on the reverse for local firms in Shepparton, Victoria used on the 1.2.1904 to Hobart, Tasmania.

THE PEOPLE'S PALACE, Wyndham Street, Shepparton. The Noted Cash Traders. Best Value in the Valley. A. MILLER & Co.

JOHN WEBBER & SONS, Coopers, Geelong.
 Make a speciality of all Oak trunks for Port and Vineyards.

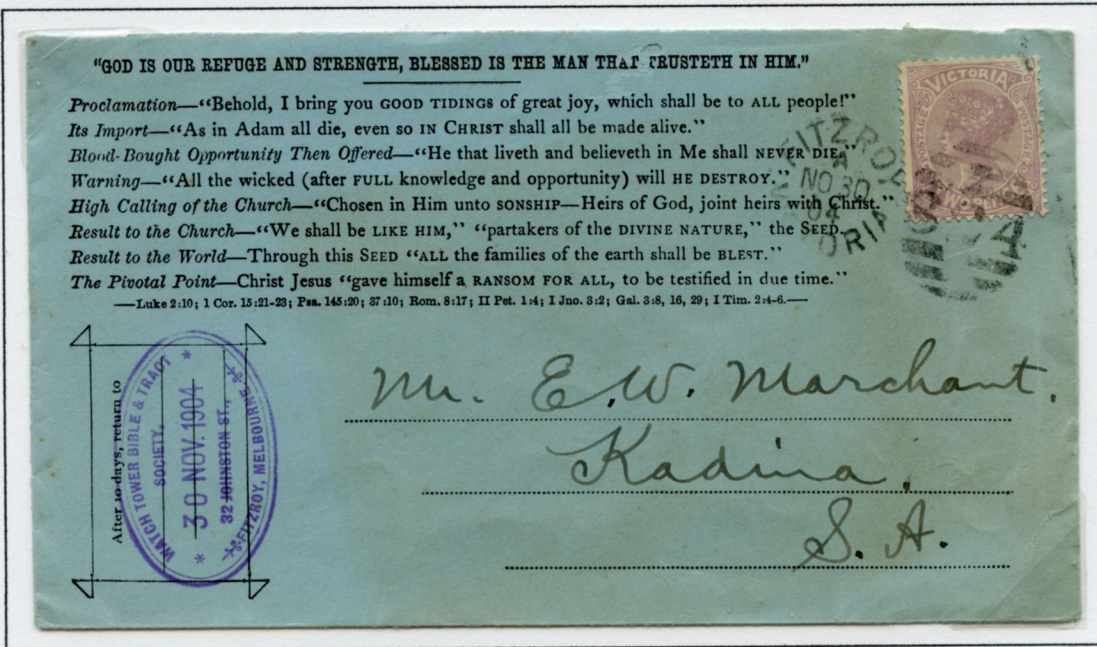
Shepparton Brewery. Bryant & Shell Propri- Beer in bulk and bottle. Brewed from Malt, Hops and Sugar only.	John T. Riley, Bookseller, Stationer, Tobacconist, Hairdresser, General & Fancy Goods Dealer. Wyndham Street, Shepparton	J. J. Coakley, Wholesale and Retail Tobacconist, Hairdresser and shaving rooms, Wyndham and High sts. Agent for The Guardian Fire Insurance Co.,	Wm. F. Stead, General Carrier, and Shepparton. Furniture removed. Picnic parties carried. Best Plant in Southern Valley. Office, Rye, st'n	Court House Hotel, Shepparton. M. J. Conlan, Proprietress.
W. F. Bowen. Undertaker Shepparton and Mooroopna. First Class Hearse and Mourning Coaches Oak & Kauri pine polished off.	Sign Writer, House Painter, and Decorator. F. L. McDuff	Furphy Bros., Engineers, Iron and Brass Founders, Agricultural Implement Makers, General smiths and Wheelwrights. High St., Shepparton.	Union Hotel. Shepparton. G. F. WAKE, Proprietor Best accomodation Hot and Cold Baths, Good Dining.	G. K. Goodlet. Engineer and Architect. Estimates and Plans Made and Carried out at Short Notice. Telephone 144. 1904.
Established 1859. E. J. Vibert. Carpenter and Building Contractor. Cash Timber Yards, Shepparton. Jobbing and Repairs. Estimates Free.	Farmers Arms Hotel Shepparton. G. McCracken, Prop. Largest & best hotel in town in the valley. Lobby well-ventilated bed rooms cabaret trains. No sea- and bargains on hire.	E. T. Powell, Flag, Tent, Tarpaulin and Water Bag Manufacturer. High St., Shepparton. Trade supplied at Melbourne prices. Flags, and Tents for hire.	Luchua Coffee Palace. Stewart St. (back of Water Tower), Shepparton. Meals in Pails Weekly 15s. Meals at all hours. Hot and Cold Baths. See Paquharson's Proprietor.	Auctioneer. Farms for sale Offices & Mart, Rye-st
J. Reid. Saddle and Harness Maker Wyndham-st., Shepparton. Rats and nest & prompt goods and Work lowest Price.	Quiggin Bros., Ironmongers and Furniture Ware- house. Shepparton.	F. W. Fair. Practical Coachbuilder. Fryers-st. Shepparton Vehicles of all descrip- tions built on Premises. Only a trial solicited.	R. Winnett. Boot and Shoe Manu- facturer and Importer, Boots and Shoes of every Description. High St. Shepparton	H. Currer. General Plumber. Hand-street, Shepparton For tanks, water-closets, milk & cream cans, and all kinds of Drainage.

INCE BROS., Tailors, 174 Swanston-st., Melb., Send Representative to Shepparton and District periodically. A first-class Article and Good Fit at a Reasonable Price. A trial will suffice. Representative, J. NUGENT.

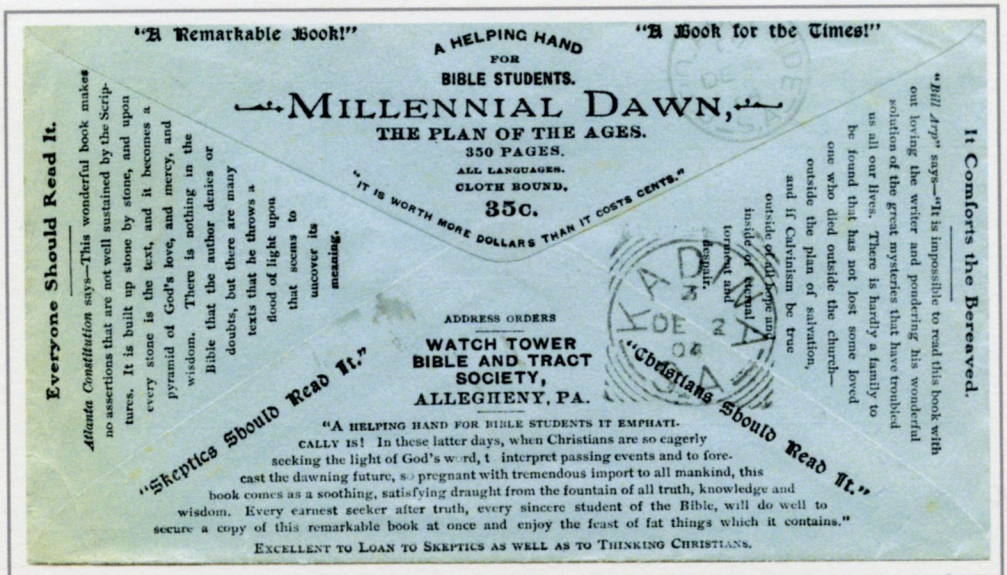
6.4 Lithograph all-over printed 1901 - 1913

"Millennial Dawn"

Biblical and religious themes in Australian Colonial advertising are rare. Charles Russell wrote six volumes, later entitled "Studies in the Scriptures" with a vision to "bring together these long scattered fragments of truth". The first volume was written in 1886. It was originally titled "The Plan of the Ages" as part of a series called "Millennial Dawn", and was later renamed "The Devine Planet of the Ages". The name of the series was changed again to "Studies of the Scriptures" in 1904 in order to clarify their nature as biblical textbooks.



Millennial Dawn: Used from Fitzroy, Victoria 30.11.1904 to Kadina, South Australia



Millennial Dawn: (Reverse) A scanned image of the reverse calling on all people, regardless of their religious beliefs, to read the book.

Note: This cover has more text written on it than any other advertising envelope from the Australian Colonies.

6.4 Lithograph all-over printed 1901 - 1913

Albert & Son., Music Publishers

Jacques Albert, a Swiss-born music teacher migrated to Australia in 1884. He and his son Michel Francois (Frank) established the Albert Music business in 1890 when they began to import violins. In the early 1900's Albert's became one of the leading sheet music publishers in Australia.



Albert & Son: Used at Sydney, New South Wales on the 22.2.1904 to San Francisco, United States of America.

Lowth's Hotel, Townsville

Thomas Lowth's name was involved with two Townsville hotels, the first being the Australian Hotel which opened in 1888 with Lowth, as the first licensee. He remained in the hotel for only a few months, before opening the large hotel that bore his name. Part of the hotel was destroyed by fire in 1902, requiring substantial rebuilding. The Australian-born Hollywood star, Errol Flynn stayed in the upstairs rooms and it was reported that he paid for his accommodation by selling signed autographs!



Lowth's Hotel: (Reverse) Used from Townsville, Queensland on the 3.10.1904 to Hobart, Tasmania.

6.4 Lithograph all over printed 1901 - 1913

G. Horsburgh & Co.

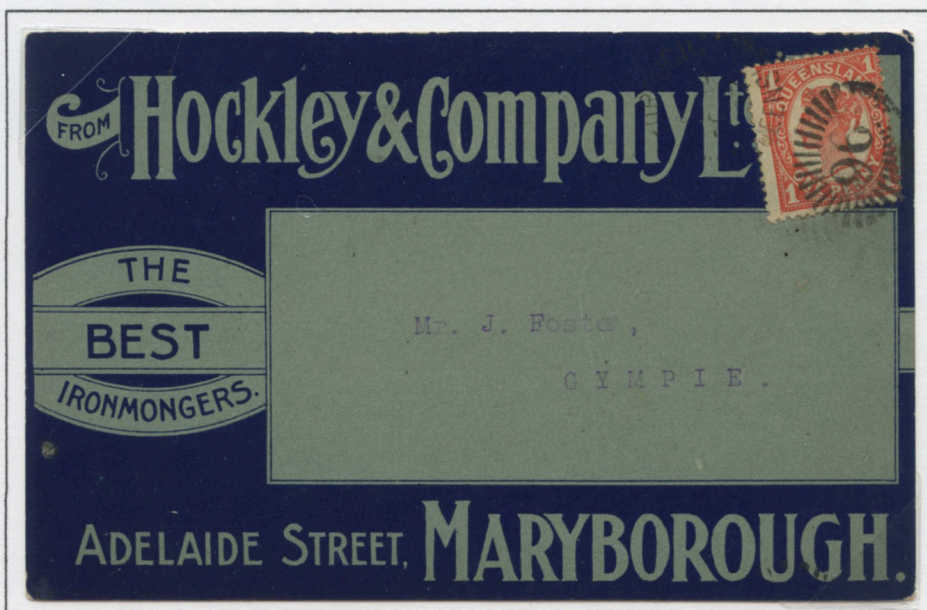
The Winchester Repeating Rifle was a series of lever-action repeating rifles. Developed from the 1860 Henry rifle, Winchester rifles were among the earliest repeaters. The Model 1873 was particularly successful, being colloquially known as "The Gun that Won the West". The design of this advertising envelope was featured for all distributors of Winchester rifles in the United States and this envelope is almost certainly printed there for distribution in Australia.



G. Horsburgh & Co: Retailers of Winchester Repeating Rifles used from Maryborough, Queensland on the 14.10.1904 to Hobart, Tasmania.

Ex Campbell

Hockley & Co. Ltd



Hockley & Co. Ltd: A postcard, used from Maryborough, Queensland to Gympie in c1905.

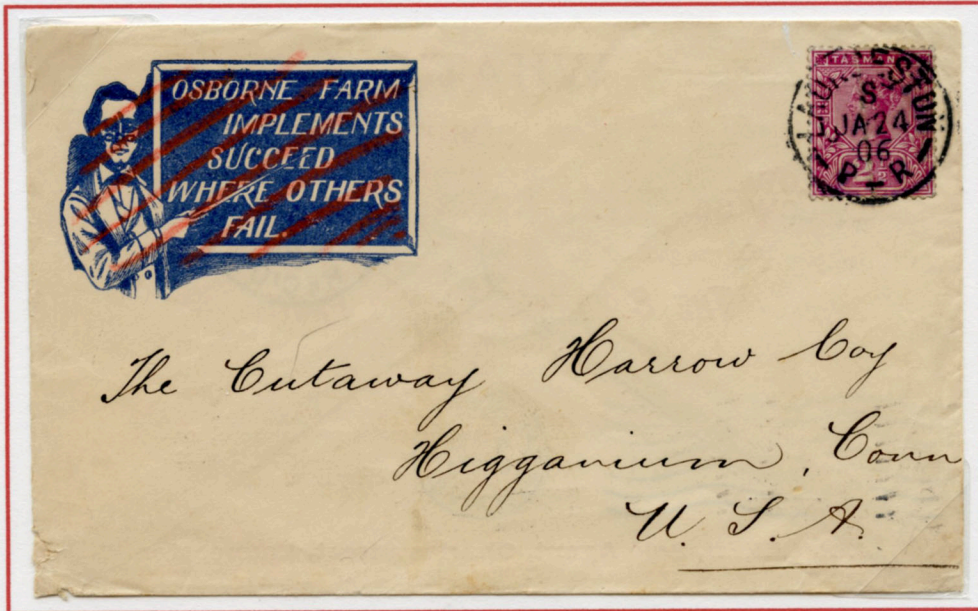
6.4 Lithograph all over printed 1901 - 1913

J.R. Green

The firm of J.R. Green was one of the largest distributors of hardware and agricultural products in Launceston and was founded in the late 1880's. They focused on importing products from the United States, of which this advertising envelope features two separate products.

The only recorded example of an advertising envelope scored through and repurposed

This advertising envelope is unusual in many different respects. Firstly, the original advertising on the envelope was printed in blue for the Osborne Farm Manufacturing Co. of Auburn, New York. The distribution agreement with J.R. Green of Launceston appears to have been discontinued. Rather than throw the envelope away, the cover was repurposed to advertise for Sherwin-Williams Paint in red, the same ink that has scored through the original advertising for Osborne farm implements.



J.R. Green: Used from Launceston, Tasmania 24.1.1906 to Connecticut, United States of America.

Reverse: A scanned image of the reverse featuring the Sherwin - Williams Paint Co., founded in 1866 and today a Fortune 500 U.S. manufacturing company.



6.5 Colour lithograph printed 1901 - 1913

Farmer & Company Ltd

The drapery business established in 1840 by Joseph and Caroline Farmer became a Sydney retail empire. His nephew William took control of the store and expanded the products and built new premises in Pitt Street. In 1897, Farmer & Co. became a public company with the firm celebrating their centenary in 1940.



Farmer & Co. Ltd: Used at Sydney, New South Wales on the 17.1.1901 to Queanbeyan.

Kalgoorlie Bottling & Trading Co.

Very little information is available on the Kalgoorlie Bottling & Trading Co., however, it is known to have operated from 1900 to 1904 with Bruno Mueller as the manager. It's major brand was the Horseshoe Ale and Stout.



Kalgoorlie Bottling & Trading Co: Used from Kalgoorlie, Western Australia on the 4.10.1902 to Munich, Germany. Coloured lithographic envelopes from Western Australia are rare.

6.5 Colour lithograph printed 1901 - 1913

McCracken's City Brewery Ltd.

The McCracken Brewery was established by the brothers Robert and Peter McCracken with James Robinson in 1851. It became a publicly listed company in 1888. In 1903, the McCracken's City Brewery Ltd. was one of six breweries to form the Society of Melbourne Brewers which set a minimum price for beer, which increased by 12% overnight. In 1907, the Society amalgamated to form Carlton & United Breweries Ltd. which became publicly listed on the stock exchange in January 1913.



McCracken's City Brewery Ltd: Addressed to London, England and cancelled at Melbourne, Victoria on the 18.2.1903.

Two used examples of this advertising envelope are recorded

McCracken's City Brewery Ltd: (Reverse)
an unused example showing the printed advertising on the reverse.

Note: These envelopes are printed with variations of five different colours which is rare during this period.

The only unused example recorded



6.5 Colour lithograph printed 1901 - 1913

Buffalo Forges

The Buffalo Forge Company of the United States was formed in 1878 to manufacture blacksmith's forges. Their product offerings were expanded to include drilling machines in 1883, and steam engines and pumps in 1889. In 1902, Willis Carrier, an engineer at Buffalo Forge, submitted drawings for what became recognised as the world's first modern air conditioning system. It was listed on the New York stock exchange in 1941.

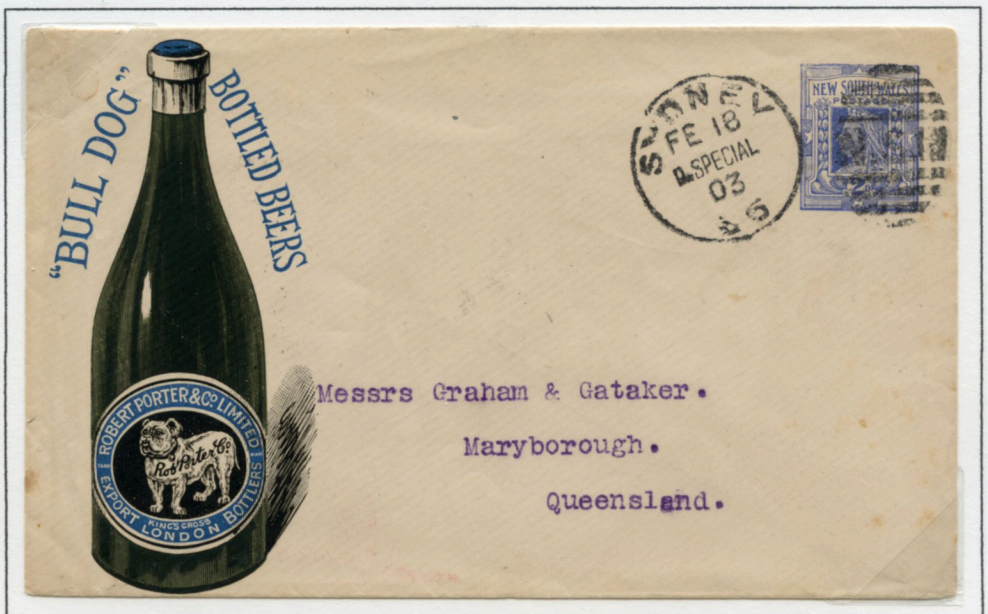


Holdsworth, Macpherson & Co: Agents for Buffalo Forges used from Sydney, New South Wales on the 20.8.1903 and redirected to Christchurch, New Zealand.

Note: This envelope was printed in the United States of America and distributed to their agents globally. The Australian text at the base was printed locally.

Robert Porter & Co. Limited

Type 2 Envelope:
"Bull Dog" Bottled Beers

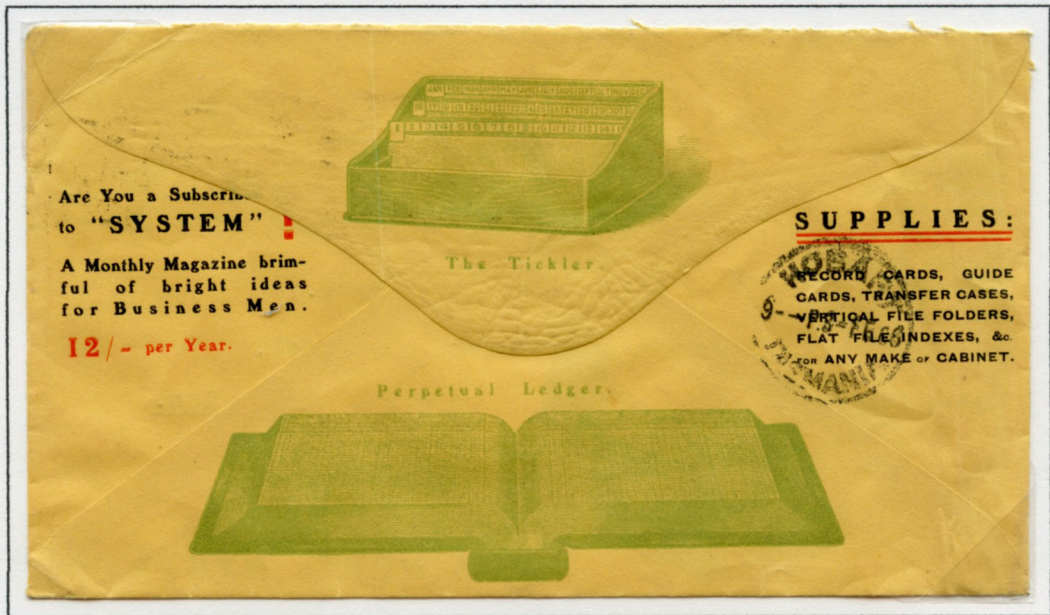


Robert Porter & Co. Limited: A 2d stamped order envelope used from Sydney, New South Wales on the 18.2.1903 to Maryborough, Queensland.

6.5 Colour lithograph printed 1901 - 1913

Peacock Brothers, Stationers

Founded in 1888 by Ernest Peacock as a small general printing business in Collins St, Melbourne, the business expanded in to general stationery and a distributor of new office business systems. The firm still operates today and is one of the largest business label printers and suppliers in Australasia.



Peacock Brothers: Used at Melbourne, Victoria on the 2.2.1905 to Hobart, Tasmania.

Read Brothers Ltd

The Read Brothers Ltd built their reputation on the export of Bass Ales and Guinness. Established at Kentish Town, London in 1883, by 1906 they were the worlds third largest bottler of ales and spirits. In 1938, they amalgamated with Porter Brothers to form Export Bottlers Limited.



Read Brothers Ltd:
Used from Ulverstone, Tasmania on the 2.7.1906 to Hobart.

On the reverse is "Drink Dogs Head Bass" and Drink Dogs Head Guinness".

6.5 Colour lithograph printed 1901 - 1913

The Walkerville Brewing Company

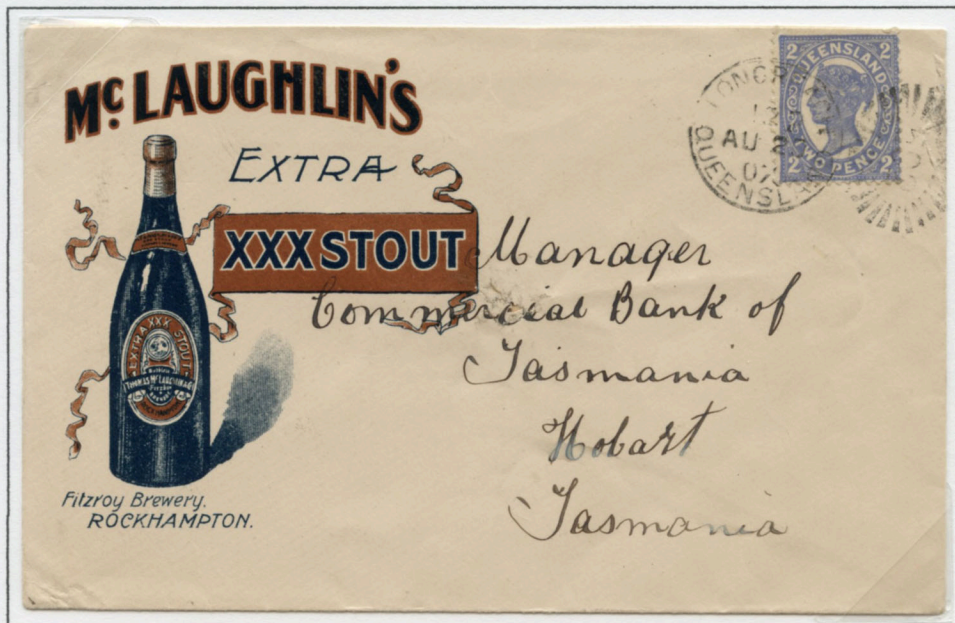
Robert Hyman founded the Walkerville Brewing Company in the 1880's when the competition between the breweries in South Australia was fierce. By 1908, there was only eight brewers, with Walkerville and South Australian Brewing accounting for 80% of the beer production.



Walkerville Brewing Co:
Used from Adelaide,
South Australia on the
20.6.1907 to Hobart,
Tasmania.

The Fitzroy Brewery Ltd.

The Fitzroy Brewery was founded in 1880 at Quay Street, Rockhampton by Thomas Mc Laughlin. The company incorporated on the stock exchange in 1892 and became famous for its "Mac's Beer" before eventually being acquired by Carlton and United Breweries in 1961.

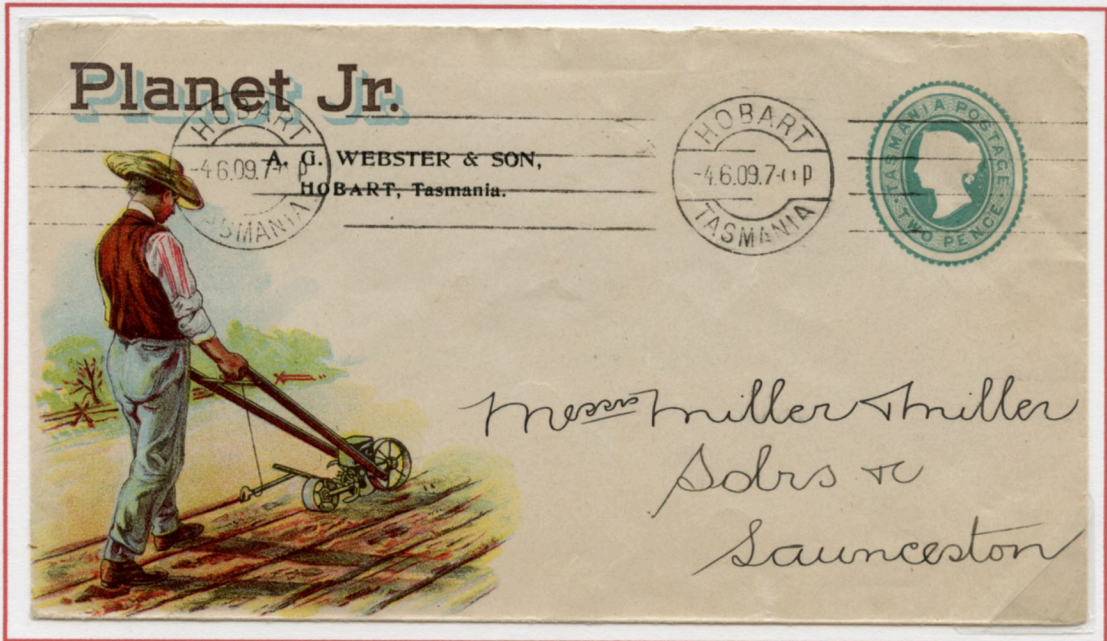


Fitzroy Brewery Ltd: An
envelope featuring "Mc
Laughlin's Extra Stout"
cancelled at Longreach,
Queensland on the
20.8.1907 to Hobart,
Tasmania.

6.5 Colour lithograph printed 1901 - 1913

Planet Jr.

Established by inventor Samuel Allen in the late 1870's, the Planet Jr. company focused their agricultural products to the small one horse and recreational farmers and was very successful globally. The design of this advertising envelope was popular in the United States where this cover was printed. A batch was sent to their distributor in Tasmania, the publically listed A.G. Webster who had the oval value in green stamped to private order.



Planet Jr: Used from Hobart, Tasmania 4.6.1909 to Launceston.



Planet Jr (Reverse): A scanned image of the reverse of this visually striking advertising envelope.

6.5 Colour lithograph printed 1901 - 1913

Resch's Ltd

The Resch's Brewery were continuous advertisers from the 1890's up to the Second World War. With the arrival of the United States Fleet on their global tour in 1908, many firms took advantage to promote their products in association with the Fleet. Numerous coloured postcards were published, but very few advertising cards such as the Resch's example below.



Resch's Limited: An unused postcard promoting their Lager Beer and Dinner Ale in conjunction with the arrival of the American Fleet in 1908.

People's Cycling Agency

The People's Cycling Agency of Queen St, Brisbane was a small retail and repair shop for bicycles which operated from 1907 to 1913.

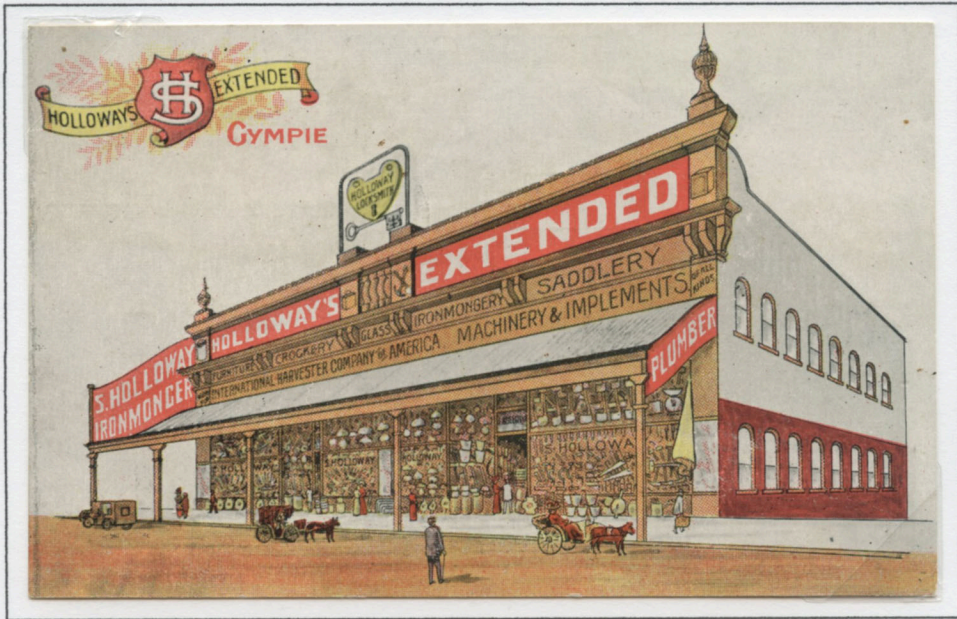


People's Cycling Agency: Used from Brisbane, Queensland dated the 28.3.1910 to Ohio in the United States. The bicycle in the illustration is unusually embossed.

6.5 Colour lithograph printed 1901 - 1913

S. Holloway, Ironmonger, Gympie

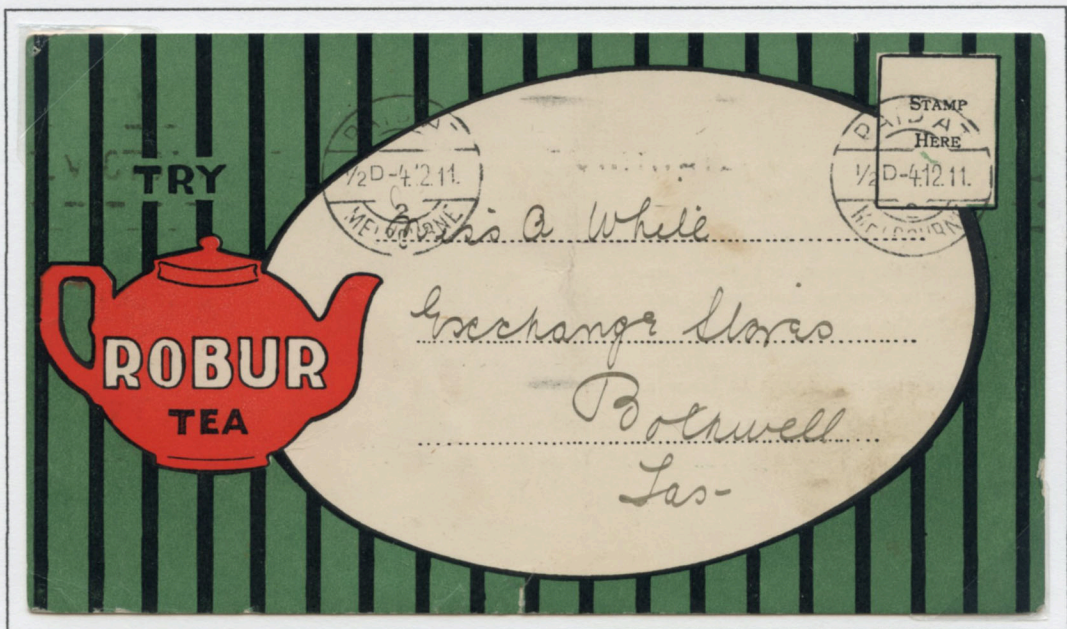
Very little is recorded from S. Holloway, the ironmongers of Gympie except some advertising excerpts from local newspapers.



S. Holloway, Ironmonger: An unused postcard of the Gympie, Queensland store c1910.

Robur Tea

Given the prominence of Robur Tea in Australian society, very little information has been recorded on the Melbourne based tea company. It is believed to have been founded in 1854 and was very prosperous, building the Robur Tea warehouse, one of the tallest buildings outside the CBD in 1887, opposite the new Crown Casino. D.J. Fowler bought Robur in 1974.



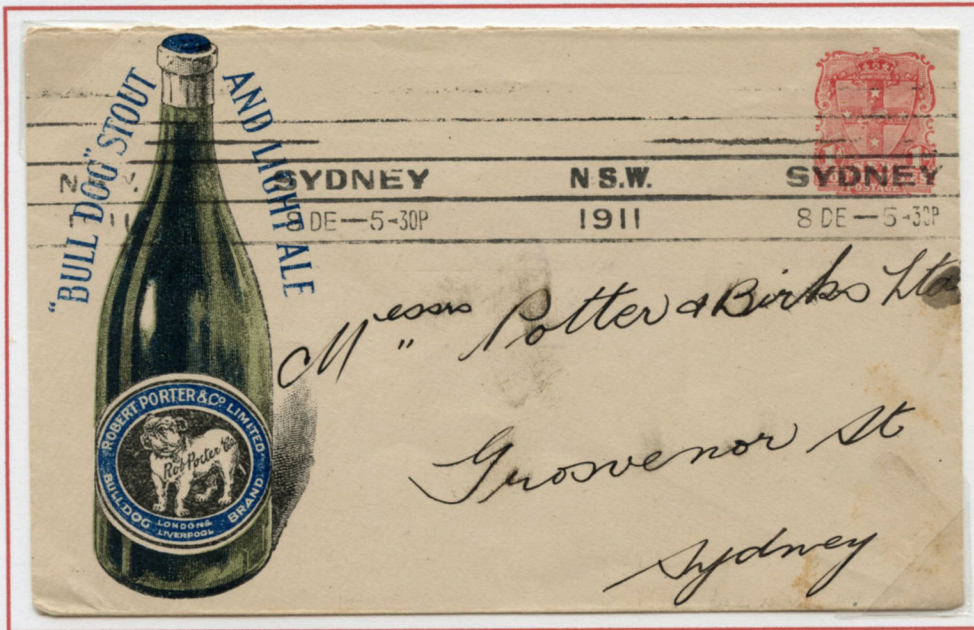
Robur Tea: A postcard used from Melbourne, Victoria on the 4.2.1911 to Bothwell, Tasmania.

6.5 Colour lithograph printed 1901 - 1913

Robert Porter & Co. Limited

The first Type 1 Stamped to Order envelopes for Robert Porter & Co. were printed in the late 1890's, with usage of the Type 2 envelopes recorded around 1903. The Type 3 envelopes below were printed in 1911..

Type 3 Envelope: "Bull Dog" Stout and Light Ale"



Robert Porter & Co. Limited: A 1d stamped to order envelope addressed locally within Sydney, New South Wales and canceled on the 5.12.1911.



Robert Porter & Co. Limited: A 2d stamped to order envelope used from Sydney, New South Wales on the 19.9.1912 to West Devonport, Tasmania.

The Type 3 envelope is the rarest design of the Robert Porter envelopes.

6.6 Chromo lithograph printed

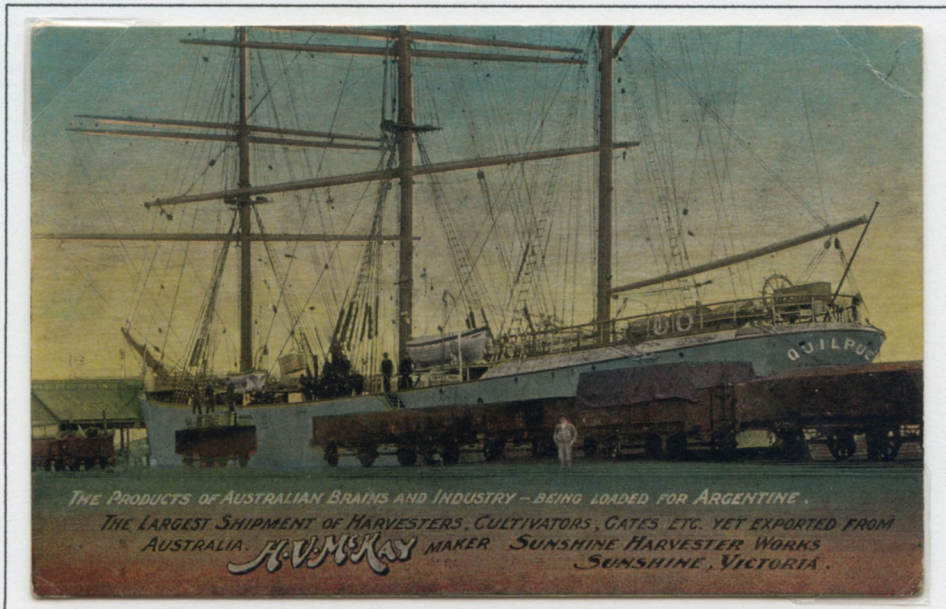
F.W. Niven, Publisher

In the first decade of the twentieth century F.W. Niven produced hundreds of advertising postcards for businesses throughout Australia. A 2012 census listed 290 cards from Victoria and 205 from Tasmania, with lesser numbers from other states. Cards are known only from the period 1908 to 1915 and are the most elaborate advertising postcards produced in the Australian Colonies.

Francis Wilson Niven was born in Dublin, Ireland in 1831 and immigrated to the Ballarat gold fields in 1852. In 1885 he purchased his first lithograph printing press before buying the business of noted Ballarat lithographer Herman Deutsch and renamed it F.W. Niven & Co. Niven imported the first steam lithograph press to Australia in 1873. This led to the development of innovative printing techniques, most notably the crisp photo process. This technique resulted in coloured lithography and photographs.

Niven relocated to Melbourne in 1893, setting up a business on Flinders Street. He held many voluntary roles including a position on the Ballarat Art Gallery committee, President of the Chamber of Commerce and the Amateur Photographic Society. Niven passed away 3 December, 1905 and was buried in Ballarat.

A chromo lithograph postcard for the Cathedral Hotel on the corner of Flinders Lane and Swanston St, Melbourne. The hotel was demolished in 1968.



An unused chromo lithograph postcard for H.V. McKay, manufacturers of the Sunshine Harvester.

6.7 Photo lithograph printed 1901 - 1913

Lasker Brothers, Tailors

John Lamb joined T.A. Braye, a solicitor, as a partner in Elliott & Cowman, a Newcastle firm of tailors and mercers founded by the Lasker Brothers in 1887. The business was promoted as "The House that Value built" and was expanded to include a second shop in 1917. By 1920 the company had become Elliott's Ltd, menswear outfitters.



Lasker Brothers Tailors and Mercers: (Reverse) Used from Newcastle, New South Wales on the 8.10.1900 to Auckland, New Zealand. This is a very early photograph printed envelope.

James Taylor, Photographer

James Taylor was born at Aberdeenshire, Scotland, in 1846, and arrived in South Australia in 1864. By 1868 he was operating a photographic studio in Gawler. In 1882 Taylor opened a branch establishment at Port Augusta, which continued until closing in 1903.



James Taylor: Used from Port Augusta, South Australia on the 3.11.1901 to Buenos Aires, Argentina.

6.7 Photo lithograph printed 1901 - 1913

Thomas Parkin, General Merchant



Thomas Parkin, General Merchant: Used from Corowa, New South Wales to Sydney in 1902.

Athenaeum Café, Melbourne

There is little information available on the Athenaeum Café in Swanson St, Melbourne. The building was compulsorily acquired by the Melbourne city Council in the early 1960's and demolished by Whelan the Wrecker to make way for the City Square.



Athenaeum Café: A registered photographic advertising envelope cancelled at Melbourne, Victoria on the 3.9.1903 to Hobart, Tasmania.

6.7 Photo lithograph printed 1901 - 1913

Tasmanian Tourists' Association

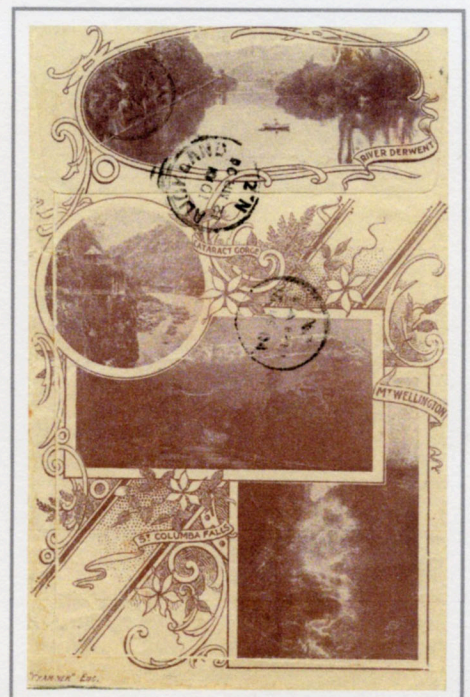
In 1893, the Premier Henry Dobson established the Tasmanian Tourist Association, a body subsidised by the government and the travel industry to inform and encourage tourist traffic. The Association was a watershed in tourism development, the first such body to exist in the world. This government body was instrumental in the promotion of the 1898 Pictorial envelopes and the 1899 Pictorial stamps illustrating the scenic virtues of the colony.



Tasmanian Tourists' Association: A combination of a lithograph and photo printed envelope used from Deloraine, Tasmania to Auckland, New Zealand on the 30.11.1903.

At the right is a scanned image of the reverse of this envelope showing further scenic views of Tasmania.

Note: The envelope was printed by the "Examiner" newspaper in Launceston.



6.7 Photo lithograph printed 1901 - 1913

Unknown Publisher

Picture Postcard sending and collecting was very popular in the years prior to World War I, and each Local Tourist Authority promoted the special features of their town or locality whilst many of the Australian States incorporated similar views on postal stationery envelopes, lettercards or postcards of the era.

In 1905, attractive photographic pictorial envelopes appeared in each of the Australian States, printed mainly in grey to black, depicting important buildings, scenic locations and street scenes, all of very similar design and format to postcards and postal stationery of the period. Usage of these envelopes was primarily between 1905 and 1908 with most of these views being very rare. Although some of the photographers and printers are identified, the original publisher of these envelopes is unknown.

City Bridge, Torrens Lake, Adelaide:
Used from North Adelaide, South
Australia on the 9.9.1905 to Medindie.



Peppermint Grove: Used from
Bunbury, Western Australia on the
20.8.1906 to Riverton, South Australia.

6.7 Photo lithograph printed 1901 - 1913

Unknown Publisher

In 1910, a series colour tinted photographic envelopes were published of regional Victoria. To date, only seven views have been recorded and two used examples are known. They follow on from the pictorial themes of the various state government authorities to promote tourism through attractive photographic envelopes. The photographer, printer and publisher are unknown.



Mornington Pier: An unused envelope.



Warburton: Used from Mount Waverley, Victoria on the 25.4.1910 to Munster, Germany.