

Advertising Envelopes of the Australian Colonies to 1913

Historical overview

Advertising in the Australian Colonies was in its infancy in the 1850's. The only advertising envelopes recorded are printed circulars, mostly for Prices Current, and small embossed printed cameos on the reverse of covers.

With the gold rush in the 1850's brought new immigrants to the colonies, new printing technologies and expanding markets. Firms looking to promote their businesses sought new forms of advertising besides the more expensive newspapers. Small letter press printed envelopes began to be printed by the early 1860's, followed closely by the elaborate all over lithograph envelopes produced by Augustus Schuhkrafft from 1862 until 1867.

Victoria led the way with advertising envelopes, with the highly attractive Schuhkrafft designs being influenced by United States patterns. With his insolvency in 1867, advertising envelopes would not reach this level of quality until the 1890's.

During the middle periods between 1870 - 1890, Australian Colonial advertising envelopes were generally of mediocre quality at best. All over advertising envelopes from this period are very rare, with most types being the only examples recorded. Although the great depression hit the colonies from the early 1890's, advertising on envelopes began to find a broader audience. New lithographic colour printing machines arrived and some companies took advantage of these processes, especially the brewery and alcohol industries. The Federal period provided cheaper printing options and expanded industries wishing to advertise right up to the First World War.

Scope of the Exhibit

This exhibit features Australian Colonial advertising envelopes to 1913 and shows the gradual development of printing techniques over specific time periods to showcase the art of advertising and printing techniques.

The exhibit is categorised in to the following time periods which reflect the history of advertising, expansion of the colonies and the printing techniques available for effective promotion:

- | | |
|--|--|
| 1. Australian Colonial advertising envelopes to 1860 | 4. Australian Colonial advertising envelopes 1881 - 1890 |
| 2. Australian Colonial advertising envelopes 1861 - 1870 | 5. Australian Colonial advertising envelopes 1891 - 1900 |
| 3. Australian Colonial advertising envelopes 1871 - 1880 | 6. Australian Colonial advertising envelopes 1901 - 1913 |

Printing Techniques

Each of the time periods show the development of advertising envelopes using the printing technologies available at the time and are listed under ten main printing categories:

- | | |
|--------------------------------|--|
| 1. Cameo advertising | 6. Lithograph printed advertising collar |
| 2. Handstamped advertising | 7. Lithograph all-over printed |
| 3. Lithograph banner printed | 8. Colour lithograph printed |
| 4. Lithograph printed | 9. Chromo lithograph printed |
| 5. Lithograph internal printed | 10. Photo lithographic printed |

The arrangement of the exhibit in this fashion provides a logical representation of the material which is easy to interpret based on date and printing methods.

Treatment

Most of the printing techniques are represented within each time period, with the advertising envelopes in date order. The printing technique used to publish each envelope is detailed to provide context to the design and quality of each cover.

Rarity

In the majority of cases, most advertising envelopes in this exhibit prior to 1890 are the only examples recorded. Items of significance and rarity are highlighted within a bold lined box.

Original research

The exhibitor has conducted extensive research in to the histories of each advertiser with a brief overview of their business and a description of the envelope. Conclusions have been drawn regarding the rarity of each envelope based on the examples recorded by the exhibitor.

This exhibit follows the evolution of advertising envelopes from the Australian Colonies to 1913 and are selected from each time category to illustrate the workmanship of the printer's art.

1. Advertising Envelopes of the Australian Colonies to 1860

Historical overview of the period

Folded lettersheets were still the main form of written communication during the period to 1860. The production of envelopes was only available in the early 1850's, and only for the more prestigious businesses, so they were rarely used until later. Since it was difficult to advertise externally on lettersheets, there is little advertising material available to 1860 from the Colonies.

With lettersheets being the main source of correspondence, some entrepreneurial people began advertising internally within the entires. The most common form of this was "Prices Current" lists produced by the colonial merchants. Other industries adopted this form of promotion, although it was not common. This option faded away in the mid 1860's.

The most dramatic advertising from this period was the Valentine all-over advertising propaganda envelopes which were printed in England and brought to the Australian Colonies by supporters of the causes. They are the earliest forms of illustrated advertising envelopes in Australian. All of these envelopes are very rare.

1.1 Embossed cameo printed to 1860

The first cameo printed advertising known from the Australian Colonies is from the early 1850's. Prior to that, mail was sent by entire letter sheets which precluded the ability to advertise. Once the colonists started using envelopes, larger businesses including banks and insurance companies began embracing cameo printed advertising on the reverse of their envelopes. This form of advertising would be common place throughout all periods to Federation.

Newell, Hooper & Stevens

The partnership of Newell, Hooper & Stevens commenced in 1853 to represent American manufacturers in the Australian Colonies. The partnership dissolved in 1860 and Andrew Newell continued the business as Newell & Co., being joined by his son in 1863. The large correspondence of the firm and family members was donated to the Victorian museum and now rests with the National Archives.



Newell, Hooper & Stevens: Used from Melbourne, Victoria on the 27.9.1853 to Boston, United States of America.

Note: The impressed cameo image in the top left corner is very rare and was produced in the first year of business for Newell, Hooper & Stevens.

The earliest advertising cover from Victoria recorded

1.1 Embossed cameo printed to 1860

South Australian Banking Company

The South Australian Company which founded the colony in 1837, established a banking division in 1847 which later became the Savings Bank of South Australia, now a division of the Westpac Banking Corporation.



South Australian Banking Company: (Reverse) Used from Adelaide, South Australia 10.9.1853 to North Shield, England.

The earliest advertising cover recorded from South Australia

Browne & Noyes, Shipping Agents

The shipping agents firm of Browne & Noyes commenced business in early 1854 at 93 Flinders St. for many of the smaller vessels that plied their trade into Melbourne. They expanded into real estate, however the firm was insolvent and ceased operations in 1859.



Brown & Noyes: Used from Melbourne, Victoria to London, England on the 14.2.1857

1.1 Embossed cameo printed to 1860

Bank of New South Wales

Established in 1817 in Macquarie Place, Sydney, the Bank of New South Wales was the first bank in Australia. This was during the time when barter was the most common exchange for goods and services. They opened a number of branches in the second half of the 19th century and merged with many other financial institutions, including the Commercial Bank of Australia in 1982 to form Westpac Banking Corporation.

Note: Two of the early Chairman of Directors of the bank were Robert Tooth (1862) and Frederick Tooth (1868), the two founders of the Tooth Brewery on the envelope below.



Bank of New South Wales: Used from Sydney, New South Wales on the 21.12.1857 to London, England.

R.E. & F. Tooth

With his brother in law John Newnham, John Tooth established the Kent Brewery in 1835 which was incorporated as Tooth & Co. in 1888. It became the dominant brewery in New South Wales in the early 20th century, buying Resch's Waverley Brewery in 1921. Its two main products were KB Lager and Kent Old Brown which are still sold today.



R.E. & F. Tooth: Used from Sydney, New South Wales on the 16.11.1859 to England

The earliest alcohol advertising envelope from the Australian Colonies recorded

1.2 Handstamped advertising envelopes 1861 - 1870

B. Mortimer & Son



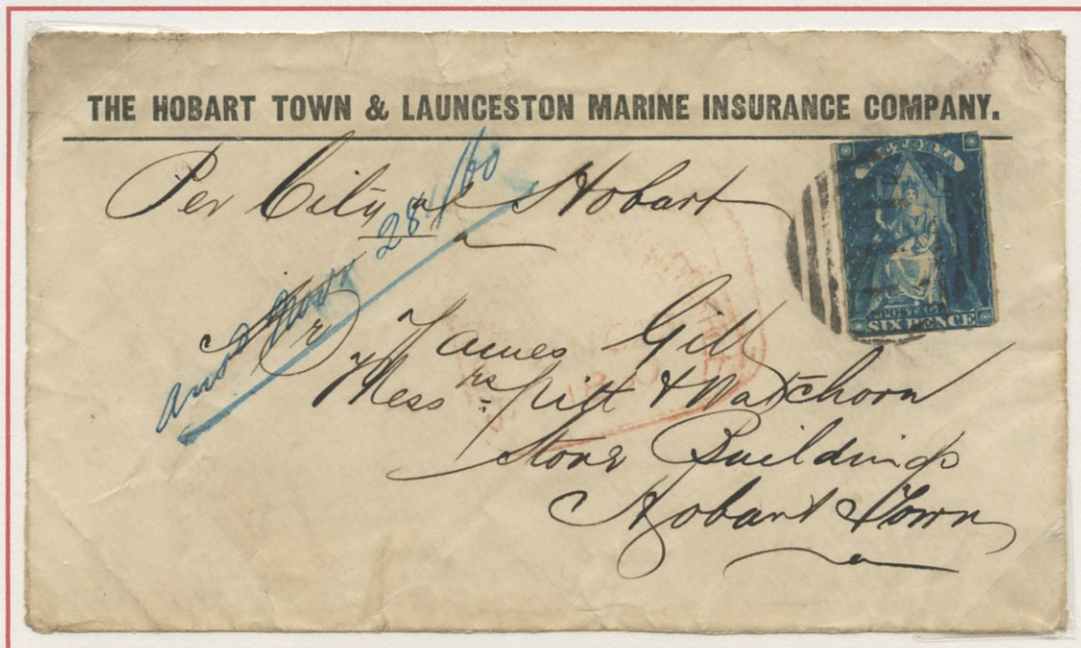
B. Mortimer & Son - Importer of American Books & Stationery: Used from Melbourne, Victoria on the 17.1.1860 to New York, United States.

Early handstamped advertising is rare from the Australian Colonies and this is believed to be the earliest example

1.3 Lithograph banner printed to 1860

The Hobart Town & Launceston Marine Insurance Company

Many of the early banner advertising envelopes were printed for insurance company's such as the Hobart & Launceston Marine Insurance Company founded in 1836.



The Hobart Town & Launceston Marine Insurance Company: Used from Melbourne, Victoria to Hobart in 1860.

The earliest banner printed advertising envelope from the Australian Colonies

1.4 Lithograph internal printed to 1860

The only Sydney Views advertising cover recorded

W. H. Aldis, Tobacco Merchant

William Henry Aldis arrived in Sydney in 1827 as one of 176 convicts aboard the "Manilus". He was transported for seven years for grand larceny, for stealing a ream of paper.

Earning his release, in 1837 he bought George Gordonovitch's tobacco business and became very successful. Investing in other opportunities proved disastrous, and he was declared insolvent in 1867 and died in 1872.



Scan



W. H. Aldis: Used from Sydney, New South Wales to Parramatta on the 14.8.1850.

The earliest advertising envelope from the Australian Colonies recorded

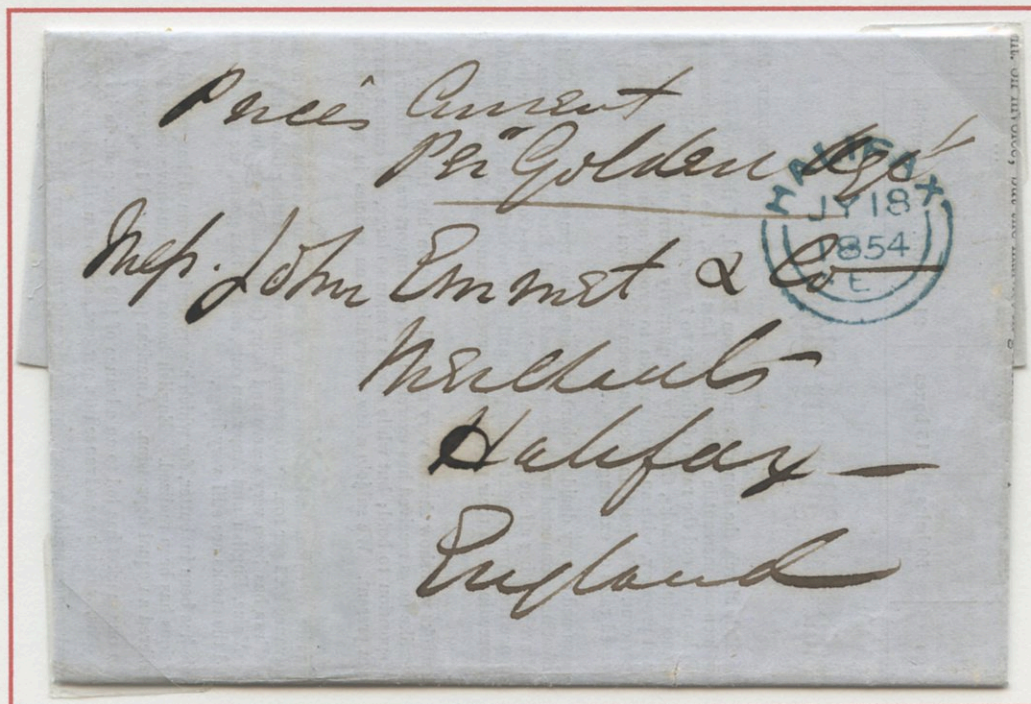
1.4 Lithograph internal printed to 1860

Joseph Ravenscroft's - Melbourne Price Current and Shipping List

To attract importers to ship their products to the Australian Colonies, merchants began to publish price lists of staple products in the colonies to entice their English counterparts to send their wares. These price lists are recorded from the late 1840's, and became more common after the discovery of gold in 1851.

The First Steam Crossing via Panama - Per "The Golden Age"

Per "Golden Age."			
JOSEPH RAVENSCROFT'S			
Melbourne Price Current and Shipping List,			
MAY 5th, 1854.			
PRINTED AND PUBLISHED AT THE OFFICE OF THE MORNING HERALD, 9, GREAT BOURKE STREET, EAST.			
Arrowroot—		Drugs—	
Bermuda, per lb.....	8d @ 11d	Acetic Acid, per lb.....	1s 2d
South Sea Island.....	3d @ 6d	Alcohol, per gallon.....	7s in bond
Ashes—		Arsenic, powdered, per lb....	2d @ 3d
Pot, per cwt.....	80s	Balsam Copaiba, do.....	3s @ 4s
Soda.....	50s	Carbonate of Soda, per cwt...	20s @ 25s
Biscuit—		Brimstone, roll, per cwt....	50s
Cabin, per cwt.....	15s @ 20s	Do., powdered, do.....	75s
Ship.....	12s @ 15s	Camphor, refined, per lb....	3s
Pilot.....	20s	Cardamoms, do.....	not saleable
Crackers, per lb.....	4d @ 6d	Castor Oil, do.....	4d @ 7d
Meat, per 30 lb. tin.....		Do., per dozen pints.....	8s @ 11s
Boots and Shoes.		Cochineal, per lb.....	9s @ 10s 6d
Common.....	50 @ 25 disct.	Cream of Tartar, per lb.....	1s 2d
Superior.....	30 @ 50 adv.	Cubebs, E. I. do.....	1s 6d
American.....	20 @ 30 adv.	Epsom Salts, per cwt.....	9s @ 12s
Inferior.....	unsaleable	Gum Arabic, sorts, per lb....	1s 6d
Bricks (in the Bay)		Corrosive Sublimat. do.....	4s @ 6s
English, per 1000.....	87 5s	Hydroid Potash.....	24s
Colonial, per 1000.....	70s. @ 83s	Jalap, per lb.....	4s 6d
American, per 1000.....	80s	Magnesia, do.....	9d
Canvas— Bleached, per yd.	1s @ 1s 1d	Oil of Anniseed.....	14s
Candles—		Do. Bergamot.....	18s
Sperm, per lb.....	2s @ 2s 3d	Do. Peppermint.....	15s @ 50s
Stearine, per lb.....	1s 4d @ 1s 6d	Do. of Lemon.....	17s 6d
Composition, per lb.....	1s 6d	Opium, Turkey.....	15s
Colonial moulds, per lb.....	7d	Quicksilver, per lb.....	4s 6d
		Gunpowder—	
		FFF, per dozen.....	15s @ 18s
		Do., half-lbs.....	10s @ 12s
		FF, per dozen.....	14s @ 16s
		Do., half-lbs.....	9s @ 10s
		Blasting do, per lb.....	8d @ 9d
		Hay—	
		Compressed, per ton.....	33' @ 36'
		Hardware—	
		Advance per cent. on invoice	{ well astd. 40
		Cutlery, 30 @ 40 per ct. adv.	{ @ 50 pr. cent.
		Spades.....	40 per ct. adv.
		Shovels, Miner's steel, pr doz	45s @ 50s
		do. American, short handled	50s
		do. do. long handled	40s @ 55s
		Axes, Collins's, handled.....	90s @ 100s
		Picks, Miner's steel, per doz.	65s @ 70s
		Cooking Stoves.....	50 per ct. adv.
		Camp Ovens, per cwt.....	18s @ 20s
		Honey— Per lb.....	8d
		Hops—	
		English, per lb.....	2s 3d @ 2s 6d
		American.....	1s 9d @ 2s 3d
		Houses—	
		Wood n. 2 rooms.....	{ stocks
		do. 4 do.....	{ of
		Iron do, adv. pr. ct. on invoice	
		Oils and Oilmen's Stores—	
		Olive, per gallon.....	10s
		Do pints, per dozen.....	22s
		Do half-pints do.....	17s 6d
		Sauces, assorted, per doz. pt.	7s 6d @ 9s 6d
		Pickles, do., do. quarts	12s @ 18s
		Do., do., do. pints	9s @ 10s 6d
		American, do., do. quarts	12s
		Do., do., do. pints	9s
		Do., do., kegs per gal	1s
		Vinegar, per gallon.....	2s @ 2s 6d
		Blue, Colman's, per lb.....	1s 3d @ 1s 4d
		Whiting, per ton.....	15l @ 16l
		Paints, Resins, &c.—	
		White Lead, per cwt.....	36s @ 40s
		Black do. do.....	30s @ 35s
		Paints, assorted colors, per	
		cwt.....	35s
		Vermillion, China, per lb..	not saleable
		Do., English, do.....	4s
		Turpentine, per gallon.....	6s
		Varnish, do.....	20s @ 25s
		Do., patent, do.....	
		Pitch, per barrel.....	45s @ 55s
		Tar, do.....	40s @ 50s
		Do., American, per barrel...	not saleable
		Resin, do.....	15s @ 16s



Joseph Ravenscroft's - Melbourne Price Current and Shipping List: Used from Melbourne, Victoria on the 5.5.1854 to Halifax, England. A part scan of the document is illustrated at the top.

This is the only Printed Matter item recorded from the "Golden Age" voyage via Panama

2.4 Lithograph internal printed to 1860

Mrs. Birchall - Home Education

Aside from the Prices Current Lists which are readily available in the pre-1860's period, internal advertising with entire sheets such as this example are very rare.

Mrs. Birchall - Home Education: Used from St. Kilda, Victoria on 30.6.1854 to Wakefield, England.



HOME EDUCATION.

St. Kilda.

MRS. BIRCHALL

Has made arrangements to receive a limited number of Young Ladies, to educate with her own daughters.

Especially pains will be taken that the children entrusted to her care have all the comforts of Home, and the strictest attention to moral training.

Every care will be taken in securing the most competent Teachers and Masters, in order to ensure a First Class Education, on the following

TERMS:

BOARD, WITH A SOUND PRACTICAL ENGLISH EDUCATION IN ALL ITS BRANCHES; ALSO, <i>including</i>	ONE HUNDRED GUINEAS PER ANNUM.
FRENCH AND MUSIC	EIGHT " "
SINGING AND DANCING, EACH	EIGHT " "
DRAWING	EIGHT " "
GERMAN	EIGHT " "

EACH YOUNG LADY TO BRING ONE FORK, ONE SPOON, TWO PAIRS OF SHEETS, AND SIX TOWELS.

Terms to be paid quarterly, in advance; and it is expected that a Quarter's notice will be given, or payment for that term, previous to the removal of a pupil.

Robt Street, March 31, 1854.

HERALD OFFICE, T.O.

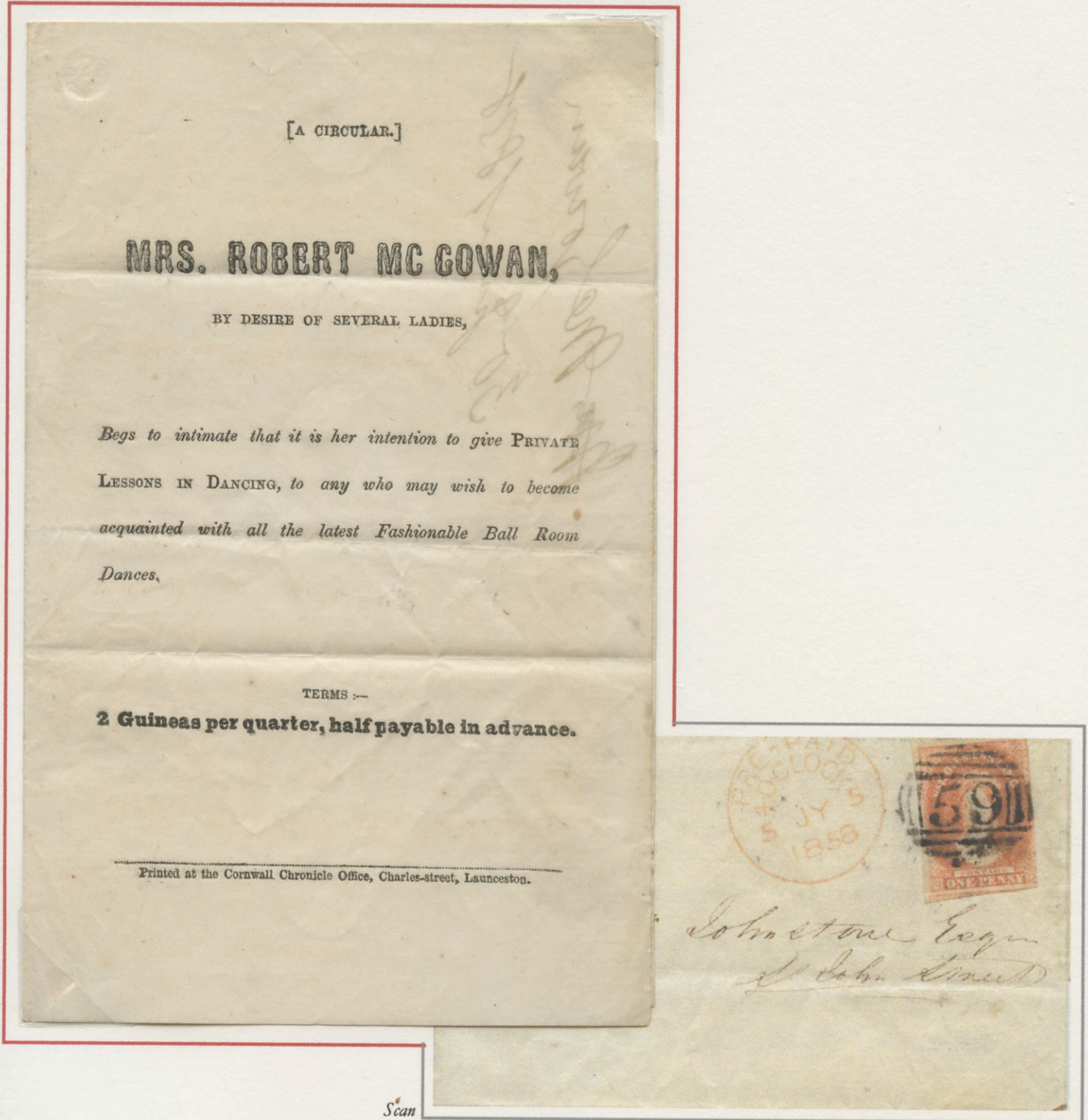
Internal advertising within the lettersheet

At the left is a scan of the lithographic printed advertisement inside this lettersheet being a full page advertisement for Mrs. Birchall home education for young ladies in St. Kilda.

Aside from the "Prices Current Lists", this is the earliest form of internal printed advertising from Victoria recorded.

1.4 Lithograph internal printed to 1860

Mrs. Robert Mc Cowan



Mrs. Robert Mc Cowan: Used locally within Launceston, Tasmania on the 5.7.1858 with a very early advertising circular for ball room dancing lessons.

The circular was printed at the offices of the Cornwall Chronicle Newspaper, which was published in Launceston from 1835 until closure in 1880.

The earliest internal lithograph printed advertising cover from Tasmania recorded

1.5 Lithograph all-over printed to 1860

Valentine's Ocean Penny Postage Envelope

Great Britain advertising envelopes used in the Australian Colonies

In the early 1840's, half a dozen publishers began printing propaganda envelopes promoting social reforms. The most popular was James Valentine of Dundee who designed, engraved and published a series of five advertising envelopes promoting the Ocean Penny Post; Peace; Brotherhood of Man; Temperance; and Anti-Slavery. Sales of these envelopes to the general public appear to have been enormous, with Valentine claiming that by March 1850, half a million envelopes had been sold.

Usage of these envelopes from the Australian Colonies is very rare with only a couple of examples of each design recorded. About a dozen examples are known, the latest being used in 1868. These propaganda envelopes were brought to the colonies by supporters of the causes and mailed in the antipodes. None of them were printed and published in the colonies.



Valentine's Ocean Penny Postage Envelope: First Design - State 3: Used from Melbourne, Victoria on the 9.10.1852 to London, England.

Ex Knapp; Risvold; Forster

The earliest all-over advertising envelope from the Australian Colonies

Note: The campaign for an Ocean Penny Post was vigorously promoted by an American, Elihu Burritt. He lectured in England from 1846 advocating a 1d postal rate for foreign destinations. The movement became so large, that a number of pictorial envelopes by different publishers were distributed and sold. There are ten different states for Valentines First Design of the Ocean Penny Postage envelope.

1.5 Lithograph all-over printed to 1860

Valentine's Ocean Penny Postage Envelope



Valentine's Ocean Penny Postage Envelope - First Design - State 4: Used from Melbourne, Victoria on the 3.9.1853 to Heckmondwicke, England.

Ex Perry; Forster

Note: Four examples of the Valentine Ocean Penny Postage envelope are recorded, three from Victoria.

Valentine's Universal Brotherhood Envelope



Valentine's Universal Brotherhood Envelope - State 1: Used from Adelaide, South Australia on the 5.9.1854 to Kirkwall, England.

The only example of this design used from the Australian Colonies

Note: Envelopes dedicated to Peace were published by several different firms, the most popular being Valentine's Universal Brotherhood envelope which was printed in six different states.

1.5 Lithograph all-over printed to 1860

Valentine's Ocean Penny Postage Envelope



Valentine Ocean Penny Postage Envelope: Used from Adelaide, South Australia on the 10.7.1858 to Birmingham, England.
Ex Yates, Forster

The only imperforate advertising envelope used from South Australia

Valentine's Ocean Penny Postage Envelope

Valentine Ocean Penny Postage Envelope - Second Design: Used from Hobart, Tasmania on the 14.11.1859 to Melbourne, Victoria.

Ex Forster

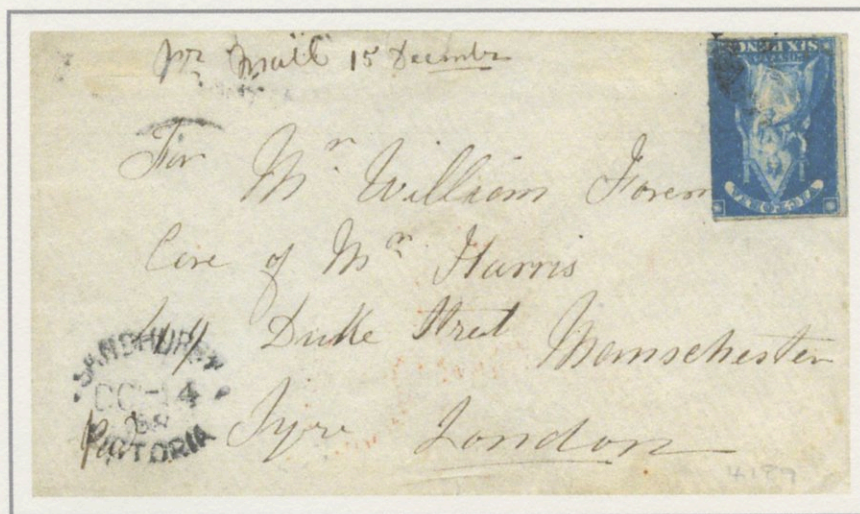
The only example of a British illustrated envelope used from Tasmania.



Note: The second Valentine Ocean Penny Postage design was printed in the reverse and appeared in the mid 1850's. Used examples, even within Great Britain are scarce.

1.5 Lithograph all-over printed to 1860

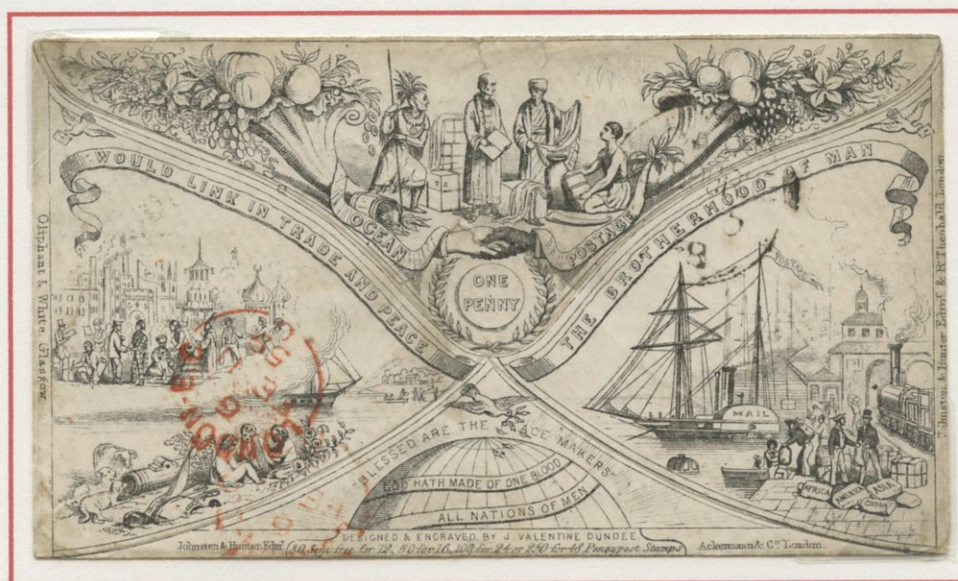
Valentine's Ocean Penny Postage Envelope



Scan

Valentine's Ocean Penny Postage Envelope - Second Design: An all-over printed Valentine Ocean Penny Postage envelope from Sandhurst, Victoria dated 14.10.1858 to London, England.

Ex Perry, Forster



Note: Although this design has been allocated under the Ocean Penny Post by Bodily, Jervis & Hahn in their seminal work "British Pictorial Envelopes of the 19th Century", it has other design elements including Trade, Peace, and Brotherhood.

It is interesting to note that the imprint patten at the base of the envelope of "Johnston & Hunter Edm" at the lower left and "Ackermann & Co. London" at the lower right differ from the other envelopes recorded by Bodily, Jervis & Hahn , making this a Second State of the printing.

Two examples of this design are recorded used from the Australian Colonies