

# 1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

## 1891 "TRUE SHOT" POSTAL WRAPPERS

They are recorded printed on orange, pink and white paper. The producers state that the sheets are "The Most Effective and Cheapest Advertising Medium extant" and were issued in a series of 10,000.

<p><b>C. J. D. JERSEY,</b> BOOT AND SHOE MANUFACTURER, 124 LIVERPOOL STREET, HOBART.</p> <p>BY APPOINTMENT TO THE GOVERNMENT TO THE <b>ABBOTT &amp; SARGEANT,</b> 74 MURRAY STREET, HOBART.</p> <p>Chaussures and Wash Manufacturers, Furniture, Expenses and Importers.</p> <p>ALL REPAIRS DONE BY THE PREMIER TASMANIAN WOOLLEN MILLS, 12 MACQUARIE STREET, HOBART.</p> <p>James Aiken and Sons, Hobart.</p> <p><b>P. BROWN &amp; CO.,</b> ENGINEER, IRON FOUNDRY, ETC., ORIENTAL CARRIAGE, DORN AND BARRETT STREETS, HOBART.</p> <p><b>G. B. HOGARTH &amp; CO.,</b> WATCHMAKERS, JEWELLERS AND OPTICIANS. Speciality in making a fine and accurate pair of spectacles for any pair with other articles of gold and silver work.</p> <p>130 Liverpool, Opposite the Emigration.</p> <p><b>THE TASMANIAN GOLDSMITH CO.,</b> Have the Largest, Cheapest and best assorted Stock of Watches and Jewellery in Tasmania. —REPAIRS A SPECIALITY—</p> <p><b>S. P. LAWRENCE, Manager,</b> 50 LIVERPOOL STREET, HOBART.</p>	<p><i>W. J. Haslerby</i></p> <p><b>Stock and Sharebroker, Etc.,</b> Special attention to "Change" Climate Stock deals and placed on best prices. Mount Zeehan, Charters, 21 Collins Street, Hobart Tasmania 200.</p> <p><b>J. T. FEARLEY,</b> CASH MEAT SALESMAN, 14 Stall, New Market, LIVERPOOL STREET, HOBART.</p> <p><b>H. B. BAILY,</b> PRINTING &amp; LITHOGRAPH PHOTOGRAPHER, LIVERPOOL STREET, HOBART.</p> <p>Speciality in making a fine and accurate pair of spectacles for any pair with other articles of gold and silver work.</p> <p><b>FRED. H. CRISP,</b> General Agent for the sale of all English, American, French and Continental Fossil Chemical Coal. Dealer of all descriptions of Iron, Steel, Tinplate, etc. Agents for the sale of all kinds of machinery.</p> <p><b>NICHOLS' MALT ALES</b> Speciality in the finest Pilsener and King of Oats of both the English and Continental Nichele's Lager Beer, etc. Agents for the sale of all kinds of machinery.</p> <p><b>GEO. NICHOLS,</b> BREWERY &amp; ICEBERG BREWERY, HOBART, TASMANIA.</p> <p>USE MILLER'S MAGIC SOAP!</p>
--	---

Left panel

Right panel

<p><b>A. P. MILLER,</b> CHEMIST. Specialties: Perfumery, Toilet Preparations, and Medicines.</p> <p>Photographic Goods Tourists Portable Camera Students Set of Photographic Apparatus.</p> <p>Toilet Requisites, Soaps and Necessities.</p> <p><b>A. P. MILLER,</b> CORNER MURRAY AND LIVERPOOL STREETS, HOBART.</p> <p>BRACKLEY, ZEEHAN, STRAHAN, NEW SORFOLK Stores and Manufactory 5 DAVEY STREET, HOBART.</p> <p>ASK YOUR GROCER FOR THE <b>5 O'CLOCK TEA.</b> It is perfection. It will give satisfaction.</p> <p>TASMANIAN AGENTS Elizabeth Street, Hobart, and 21 Elizabeth Street, Launceston.</p> <p><b>R. MILLER &amp; CO.,</b> SOAP, CANDLE AND CHEMICAL MANUFACTURERS, Elizabeth Street, Launceston, Macquarie Street, Hobart.</p> <p>THE <b>CASCADE BREWERY</b> COMPANY, LIMITED.</p> <p><b>BULK BEERS:</b> STUNNING ALE, STRONG ALE, STOUT.</p> <p><b>BOTTLED BEERS:</b> LIGHT SPARKLING ALE, BITTER ALE, STRONG ALE, BOTTLED STOUT.</p>	<p><b>C. E. KNIGHT &amp; CO.,</b> JAM MANUFACTURERS, HOBART.</p> <p>SOAP, FRUIT, AND GENERAL MERCHANDISE.</p> <p><b>L. SUSMAN AND CO.,</b> REPAIRERS &amp; IMPORTERS, Stationery, Cutlery, Jewellery, Glasses, China, Crockery, Musical Instruments, Optical Goods, Perfumery, Bookbinders, Electro-Plate, Druggists and Tobacconists Sundries, Patent Medicines, Toys, Toys, Etc., Etc.</p> <p>Sole Agents for Deane's "Cameo" Cigarettes and Smoking Tobacco and WATERBURY WATCHES.</p> <p>Exhibits awarded for more descriptions in England, America and Continental Markets.</p> <p>THE <b>ENGLISH &amp; AMERICAN</b> WATCH REPAIRING CO.</p> <p>100 LIVERPOOL STREET, AND 47 ELIZABETH STREET, HOBART.</p> <p>Your Watch Cleaned 4s. 6d.</p> <p><b>"BLUE" HOUSE,</b> THE NEW CROCKERY SHOP, 125 LIVERPOOL STREET, Direct Importers Crockery, Glassware and Cutlery.</p> <p>WHOLESALE PRICES. Country Traders are travelling expenses beyond their Crockery at <b>BLUE HOUSE,</b> 125 LIVERPOOL STREET, HOBART.</p> <p><b>MRS. McLOUGHLIN,</b> 85 ELIZABETH STREET, HOBART, Manufacturer and Importer of Barometers, etc. Machine Made Vanities. Blade cut into substitutes. EASY TERMS PAYMENT. 85 ELIZABETH STREET.</p>
---	---

Central panel

The "True Shot" Postal Wrapper  
The Most Effective and Cheapest Advertising Medium  
extant. Issued in series of 10,000.

SOLE PROPRIETORS:  
THE TASMANIAN ADVERTISING CO., HOBART,  
For spaces to let apply to Secretary.

**V. VALENTINE BROS.**  
**PHOTOGRAPHERS,**  
45 ELIZABETH STREET, HOBART (OPPOSITE BANK  
V.D.L.)  
Cabinet Portraits, any style, 3 for 6s. Carte de  
Visite, any style, 6 for 4s., finished either in Sepia  
or Black.

THE ONLY TEA IN THE COLONY WORTH  
DRINKING IS  
**THE "LION" BRAND,**  
Superior to any imported Teas offered to the  
Public. SOLE PROPRIETOR—  
**C. H. WILLIAMS, TEA MERCHANT,**



Orange

# 1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

## 1891 "TRUE SHOT" POSTAL WRAPPERS

The advertisements are the same on all coloured papers

**E. MACE AND CO.**  
STOCK & SHAREBROKERS.  
Hobart, Tasmania. From 1st April 1891.  
52 & 54 Collins Street, Hobart.  
Telephone No. 189.

**Anglo-Australian Bank Limited.**  
Authorized Capital—£2,000,000; Subscribed Capital—£2,000,000; Paid-up Capital—£1,000,000; Total Capital and Reserve Fund, £2,000,000.

**GRUBB LIVERPOOL AND LONDON STY. DEPT.**  
40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200.

**INTEREST ALLOWED ON DEPOSITS.**  
12 months — 4% per cent. Interest.  
6 months — 3% per cent. " "  
3 months — 2% per cent. " "  
Savings A/c — 1% per cent. " "

**T. NORMOYLE, Manager.**

**W. H. BLUNDSTONE & Co.,**  
BOOK BINDER, STATIONER AND PRINTER.  
75 LIVERPOOL STREET, HOBART.

**ROBERT WALKER & CO.,**  
Wholesale, Retail and Family Grocers and Ice and Fruit Merchants.  
"FRONT" LIVERPOOL STREET, HOBART.  
Sole Agents in Tasmania for the Great West Packing and Freezing Co. of N.Z. Limited.

ESTABLISHED 1842.

**IMPORTERS,**  
**A. MATHER & CO.,**  
AND  
**FAMILY DRAPERS**  
N.B.—Best Value in all kinds of  
General Family Drapery.  
ORDERS PROMPTLY EXECUTED  
AND SECURELY PACKED.  
95 Liverpool Street, Hobart.

**JAMES HARCOURT,**  
60 ELIZABETH STREET, HOBART.  
Importers of Furnishing and General Drapery.  
Agents for Worthens and Jones' Sewing Machines.  
BREECHLOADING GUNS AND AMMUNITION, Etc.  
ESTABLISHED 1842.

**George Peacock and Sons, Ltd.,**  
Manufacturers of Java, Java, Pacific, Ocean, Tart and Desert Frags, Conical Tomatoes, Conical Lemon Peel, Pine Kiffles, etc.  
These Goods obtained First Prize at Melbourne and Adelaide Exhibitions, 1908-10.  
Stores No. 9, 11, 13, 15 and 17 Old Wharf, HOBART.

**DRINK ONLY**  
"LION" BRAND OF TEA  
Sold all over the Colony.

**T. APPELBY**  
(LATE APPELBY AND PARTNERS)  
No. 2 AND 3 STALLS, NEW MARKET.  
The Most Popular Meat Salerians in Hobart.  
LOWEST CASH PRICES.

**BUGGIES, PHAETONS, CHAISE CARRIAGES, ETC.**  
Buggies, Double and Single Seated, Open and Hooded.  
Basket Carriages, Paynel & Chaise Carriage, Excellent Polo Carriage, Pony Carriage, Express Waggon, Spring Drays, Etc.

LARGEST STOCK IN TASMANIA.  
SPECIAL INVITATIONS GIVEN TO ALL.

**E. C. A. NICHOLLS,**  
PROPRIETOR.

**JONES' SELF-INKING PEN, PENCIL & RUBBER STAMP COMPANY.**  
Under-Cost.  
This is an advertisement for the above goods, and is not to be used for any other purpose.

Left inner panel

**JONES' MARKING INK.**  
HOBART, TASMANIA.  
SOLE AGENTS, 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.  
"Havana" 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 Littlewood and Co.)  
IMPORTERS OF PURE DRUGS, CHEMICALS AND SUNDRIES.  
Proprietors—F. K. FAIRTHORNE, C. L. BODDAN.

**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—A. "WARRINGTON," "Schooners" "VICTORIA" and "CAREY" "PETER."  
Bikes, Canned, Barley, Etc.

**SOLE MANUFACTURERS TASMANIAN PACKET HOPS.**

**W. D. PEACOCK,**  
FRUIT EXPORT AGENCY, 14 NEW WHARF, HOBART.  
Established Agency in England, America, and International Markets. Fruit consigned to any Agent Growers may select. Original Account Sales reduced. Storage Free. Charges moderate.

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

**FRUIT!**  
H. TOMLINSON & CO.,  
Wholesale Fruitsters, 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.

Rear panel

### The "True Shot" Postal Wrapper

The Most Effective and Cheapest Advertising Medium extant. Issued in series of 10,000.

SOLE PROPRIETORS:

THE TASMANIAN ADVERTISING CO., HOBART,

For spaces to let apply to Secretary.

**VALENTINE BROS.**  
**PHOTOGRAPHERS,**

45 ELIZABETH STREET, HOBART (OPPOSITE BANK V.D.L.)

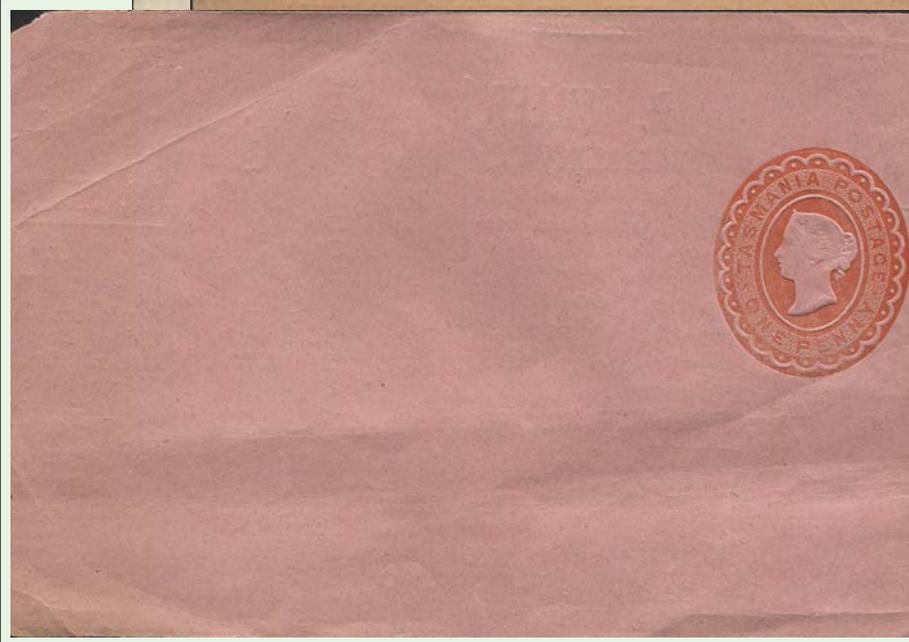
Cabinet Portraits, any style, 3 for 6s. Carte de Visite, any style, 6 for 4s., finished either in Sepia

THE ONLY TEA IN THE COLONY WORTH DRINKING IS

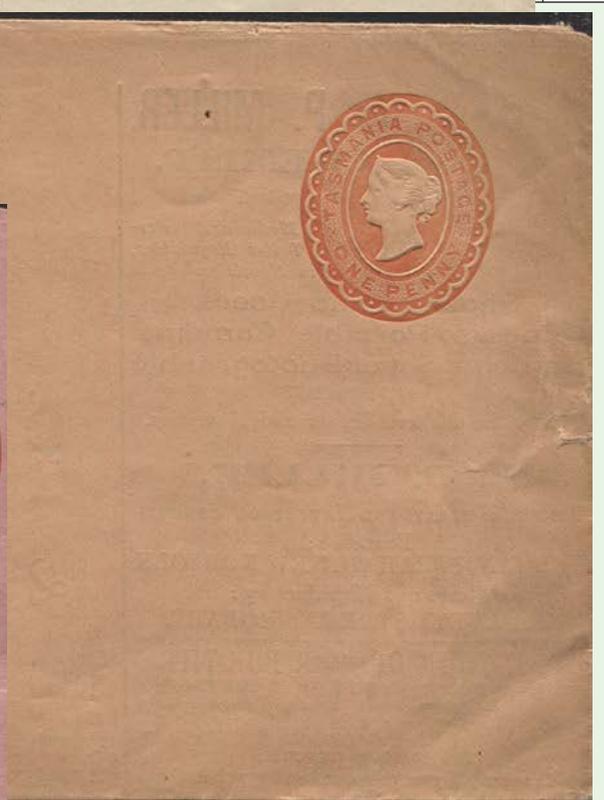
**THE "LION" BRAND,**

Superior to any imported Teas offered to the Public. SOLE PROPRIETOR—

**C. H. WILLIAMS, TEA MERCHANT**



Pink - only recorded example

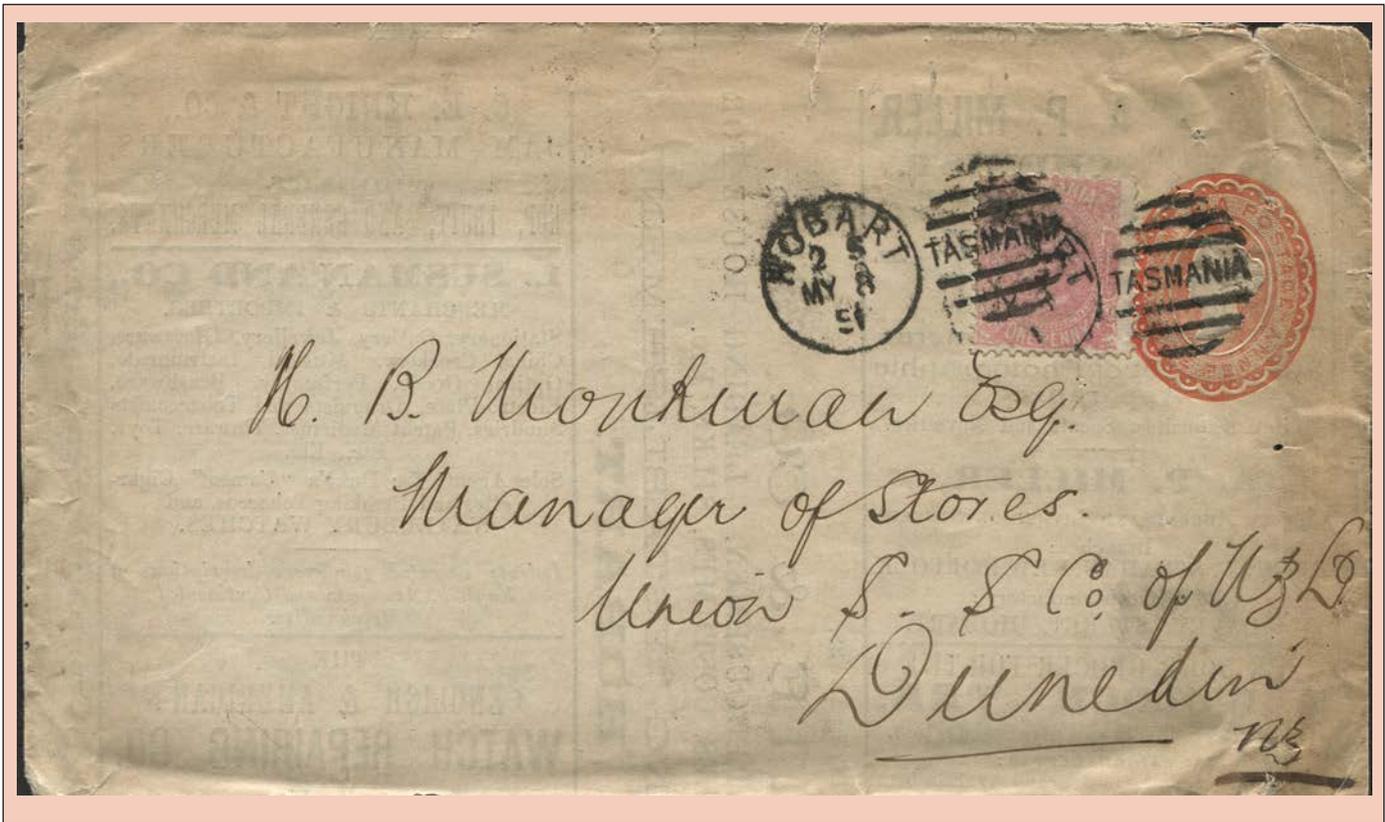


Cream

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

1891 "TRUE SHOT" POSTAL WRAPPERS

The Tasmanian Advertising Co. of Hobart produced a folded advertising lettersheet containing a wide selection of paid advertisements.



1891 (May 8) Hobart to Dunedin uprated with 1d to meet the intercolonial rate. **Only recorded used examples.**

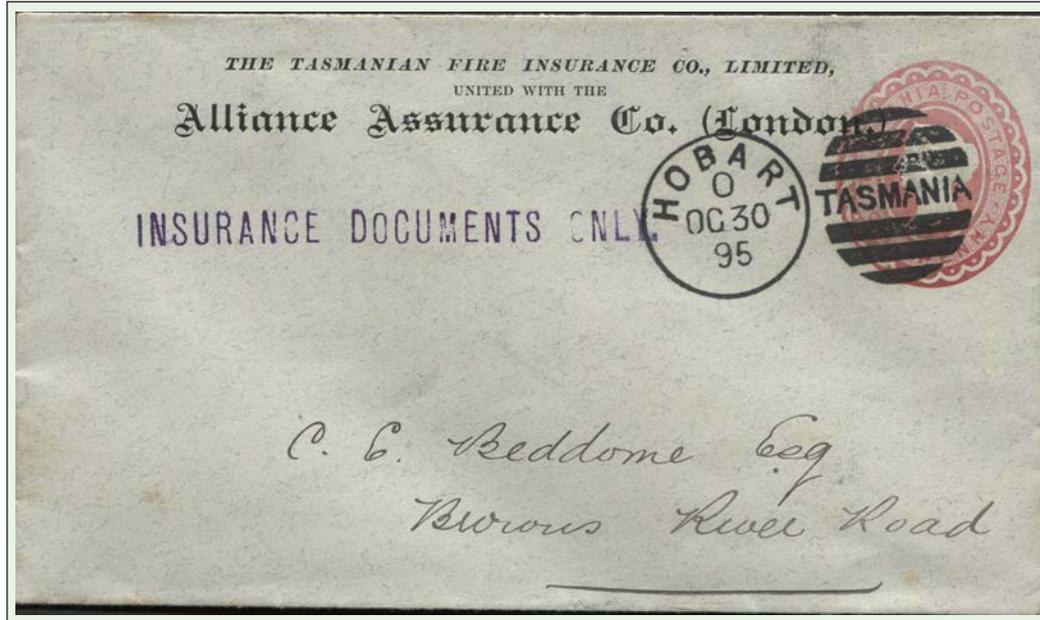


1894 (December 24) Hobart to Adelaide endorsed "Photo Only", to ensure carriage at the 1d concessional rate.

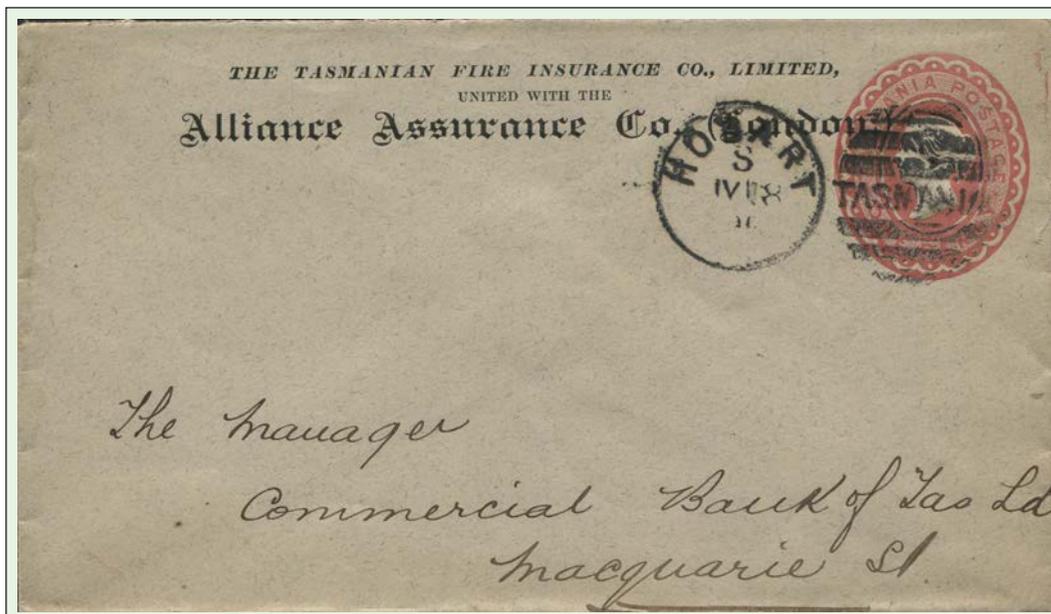
1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

1895 - 1896 ALLIANCE ASSURANCE CO. (LONDON)

No records have been located listing those businesses that accessed the stamped to private order service. Previously unrecorded users are still being discovered.



1895 (October 30) Hobart to Browns River at printed matter rate.



1896 (July 18) Used in Hobart at printed matter rate. Buff envelope.

## 1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

### 1896 THE CLIPPER TOPICAL JOURNAL & 1903 THE GRAND LODGE OF TASMANIA

Apart from the Pastoral Companies, stationery for commercial Firms and Associations accessing the stamped to order service is scarce.

"THE Press is the greatest factor of the Country, for good or evil and an independent press is priceless as a safeguard of Freedom."

## THE "CLIPPER"

Is the People's Paper, wherefore every reader should try and get at least ONE FRIEND to take the Independent Democratic Paper. Cut out the Coupon below, fill in necessary particulars and enclose in Stamps or Postal Note. Delivered to all parts of the State Free.

### COUPON FOR THE "CLIPPER."

TO THE PROPRIETOR  
THE "CLIPPER,"  
COLLINS-STREET, HOBART.  
Please forward the "Clipper" to

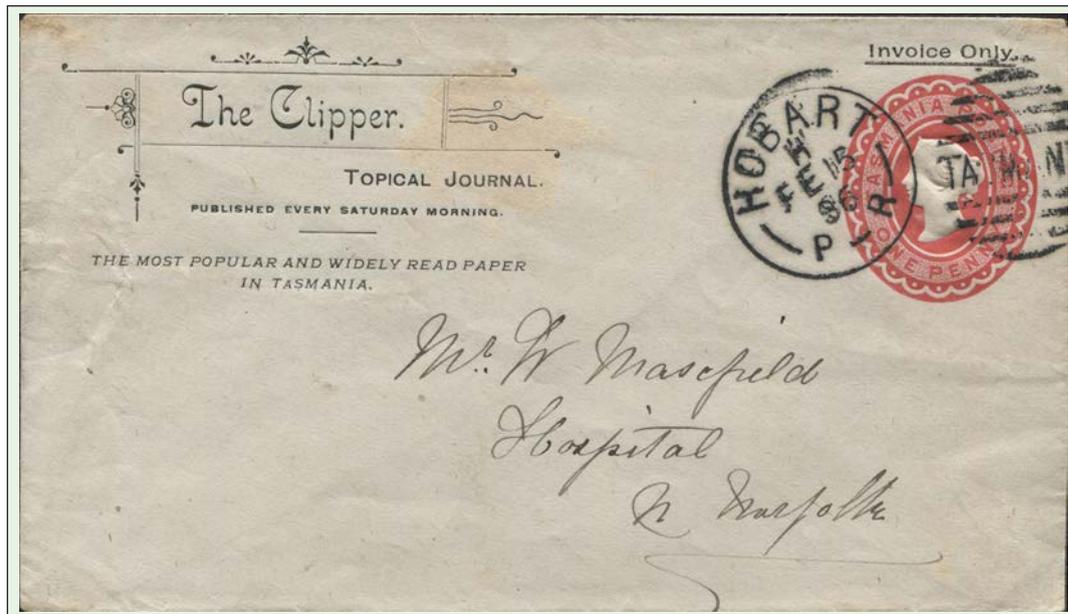
.....

.....

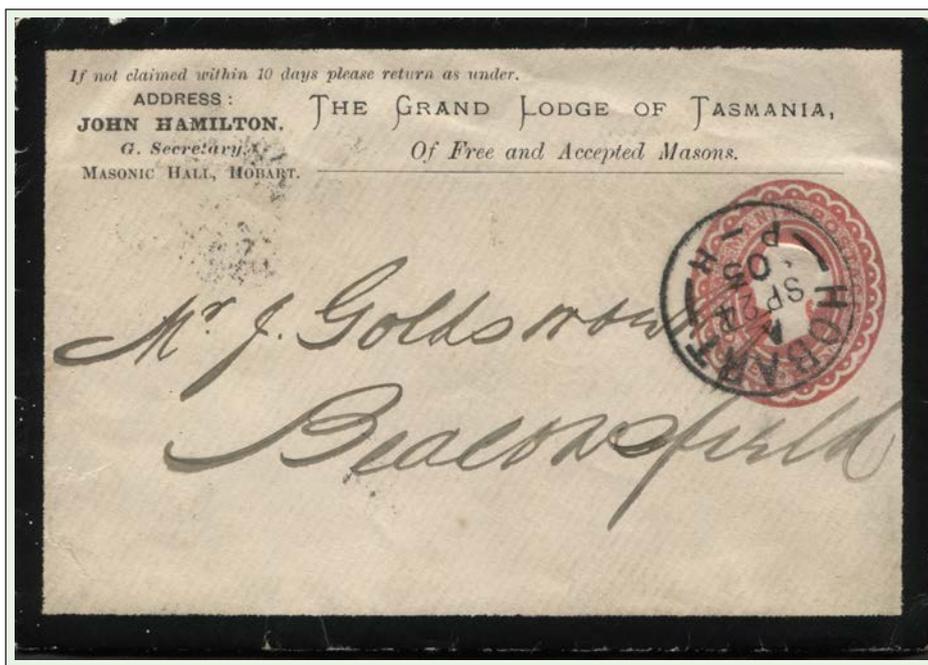
.....

for One Year from date. Enclosed please find.....shillings.

1902 subscription advertisement



1896 (February 15) Hobart to New Norfolk unsealed letter rate for The Clipper Topical Journal. **Only recorded example.**



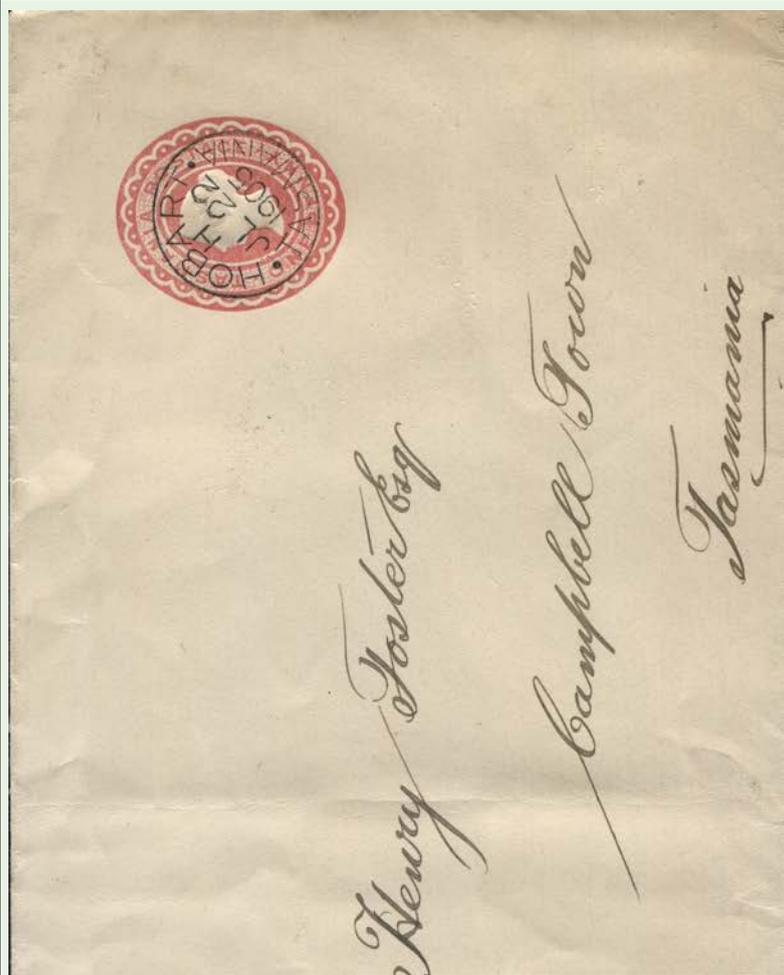
1903 (September 24) Hobart to Beaconsfield unsealed letter rate for The Grand Lodge of Tasmania. **Only recorded example.**

'The Clipper' was a labor-oriented journal published from 1893-1909. It styled itself as "A weekly journal of topical Incident, Racy Comment and News" The Editor was James Paton and it was acquired in 1903 by Melbourne journalist Walter Woods. The Grand Lodge of Tasmania of Free and Accepted Masons was formed in 1890 from representatives of seven English, seven Irish and five Scottish Lodges.

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

1895 & 1905 PERPETUAL TRUSTEES, EXECUTORS & AGENCY CO. OF TASMANIA

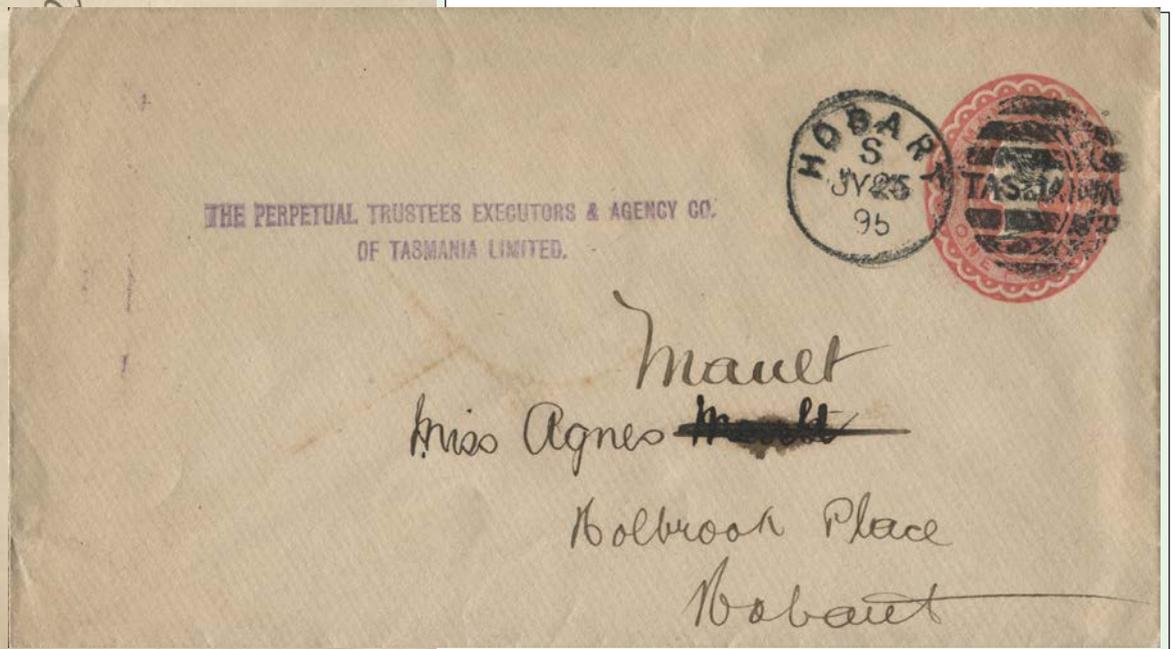
Perpetual Trustees were also significant users of embossed to order stationery in their communications with clients.



Crest on reverse of long envelope

1905 (July 22) used Hobart to Campbell Town at unsealed letter rate.

1895 (July 25) used in Hobart at town letter rate handstamped for Perpetual Trustees.

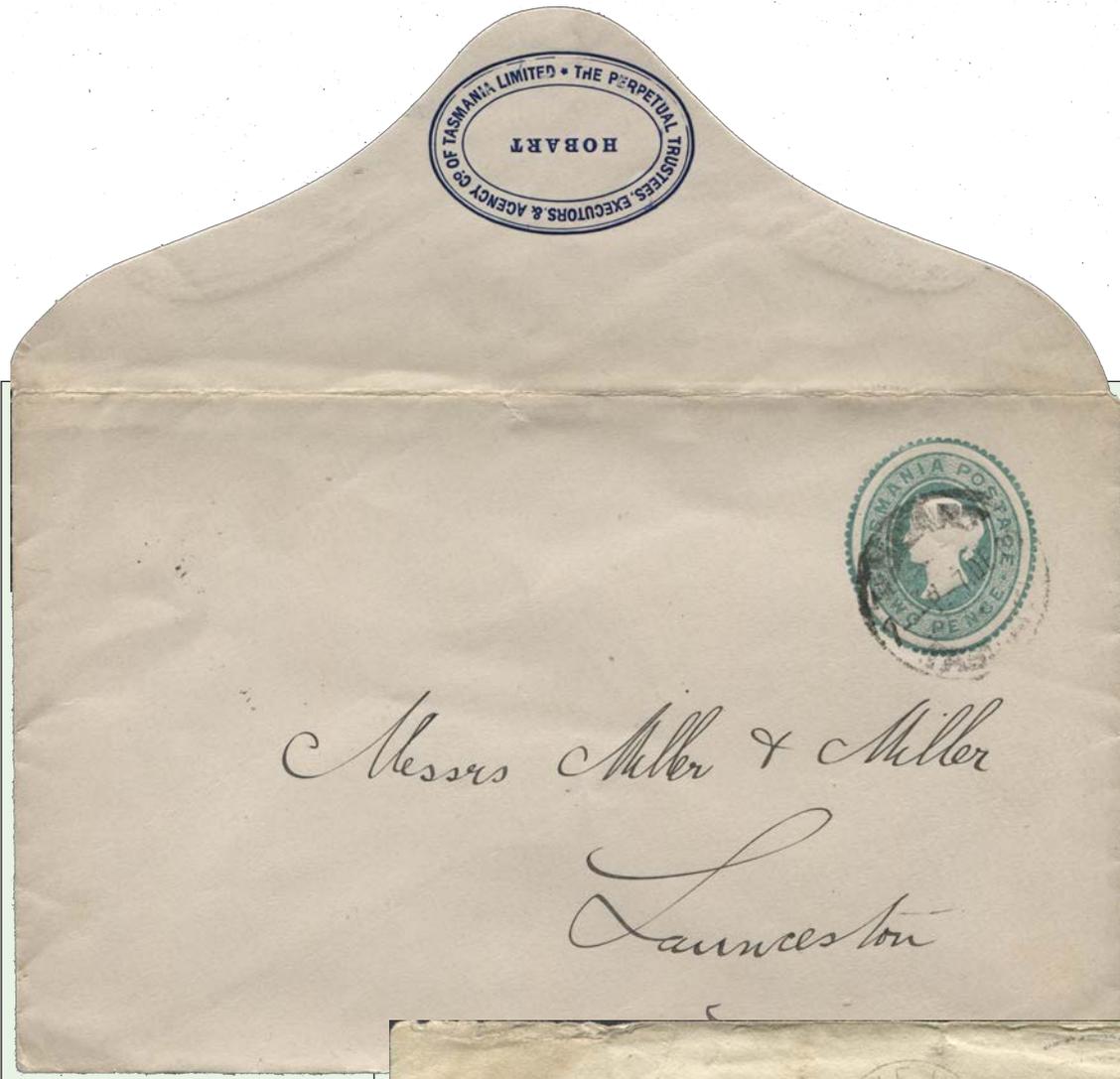


Perpetual Trustees & National Executors of Tasmania Ltd was established in 1887 and was based in Hobart operating as Trustees and Estate Managers for 116 years until merging with their Northern Tasmanian equivalent.

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

1906 & 1902 PERPETUAL TRUSTEES, EXECUTORS & AGENCY CO. OF TASMANIA

In January 1894 the rules on stamping envelopes were altered to allow the use of the 2d die as well as the ½d and 1d which had been permitted since the beginning of 1891. The minimum quantity for each order was at that time 480.

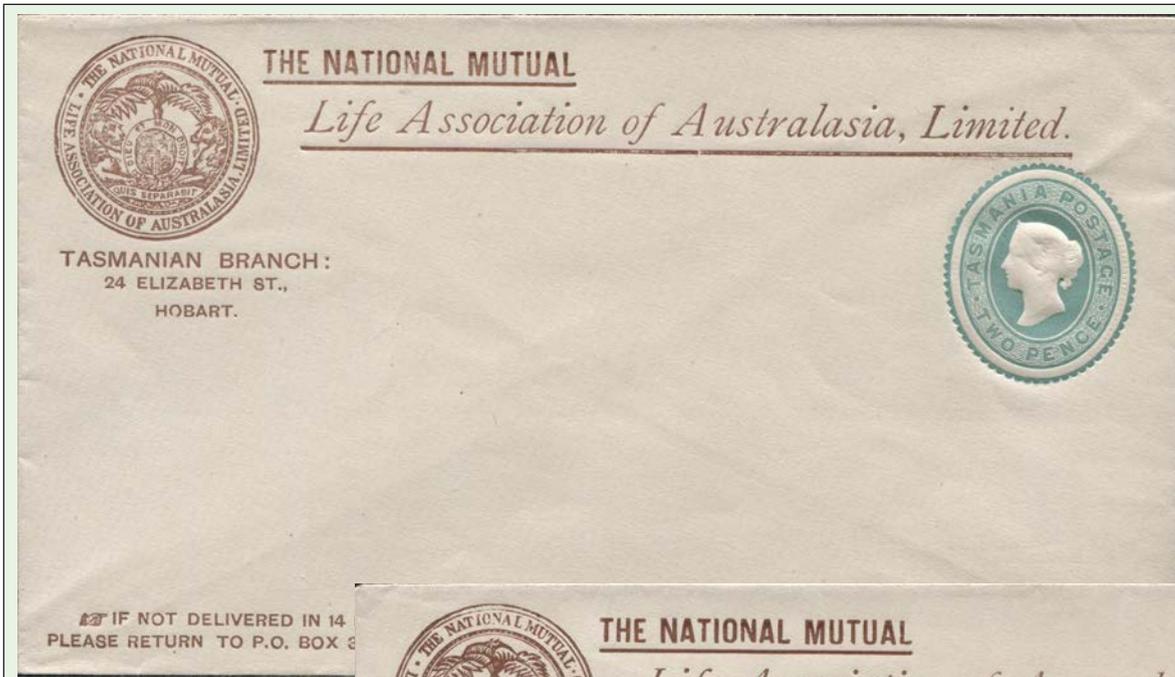


1906 (December 7) 2d embossing green used Hobart to Launceston at inland letter rate.



1902 (January 2) 2d + ½d embossing from Hobart to USA at foreign letter rate.

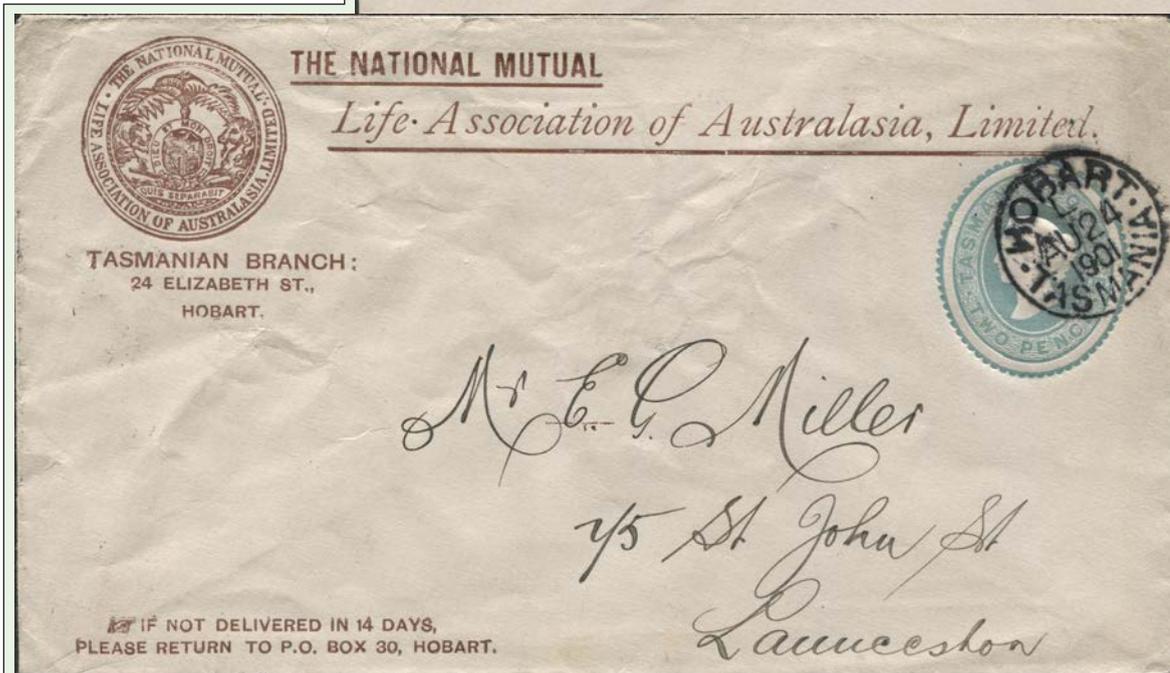
1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE



Two Pence blue green for inland letter rate.



One Penny rose red for Town letter rate



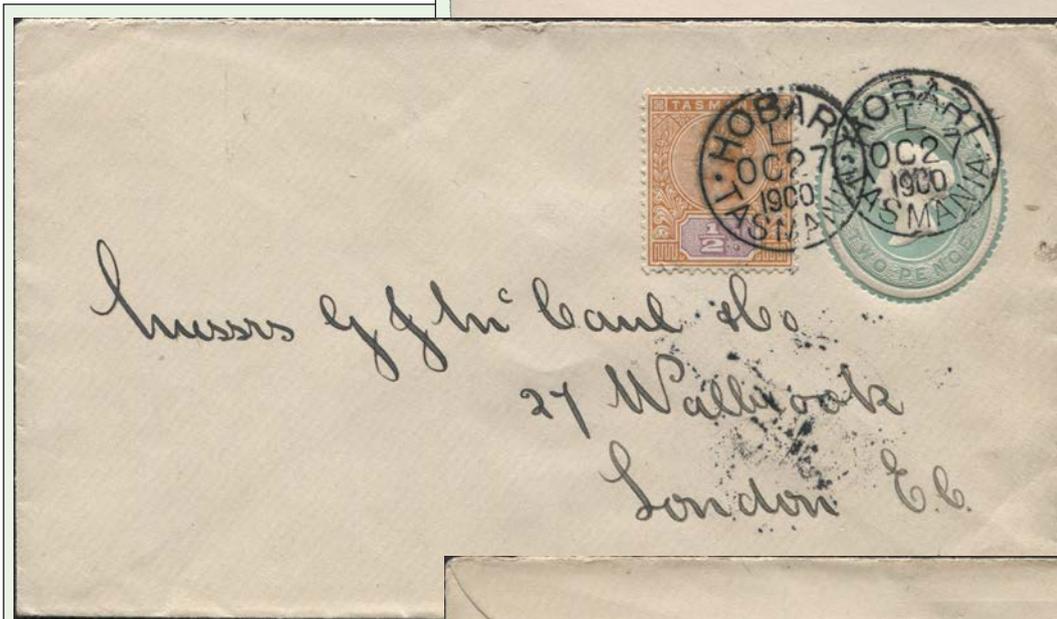
1901 (August 24) Hobart to Launceston at inland letter rate.

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

1898 - 1900 BURGESS BROTHERS TWO PENNY ENVELOPES



About 1900 - Burgess Brothers Merchants & Marine Board Stores.  
Libraries of Tasmania Online collection



1900 (October 27) Hobart to London uprated for 2½d overseas rate. Burgess Brothers crest in blue.



1899 (May 23) Hobart to Sydney at 2d intercolonial rate. Burgess Brothers crest in red.

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

**1902 BURGESS BROTHERS ONE PENNY EMBOSSING**

This Firm used 1d stamped envelopes for town letter and unsealed printed matter rate mail and 2d envelopes for inland and intercolonial mail.



*Burgess Brothers were wholesale grocers and wine and spirits merchants established in 1845 and based in Hobart. They were acquired by The Cascade Brewery Co, Ltd in 1964.*

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

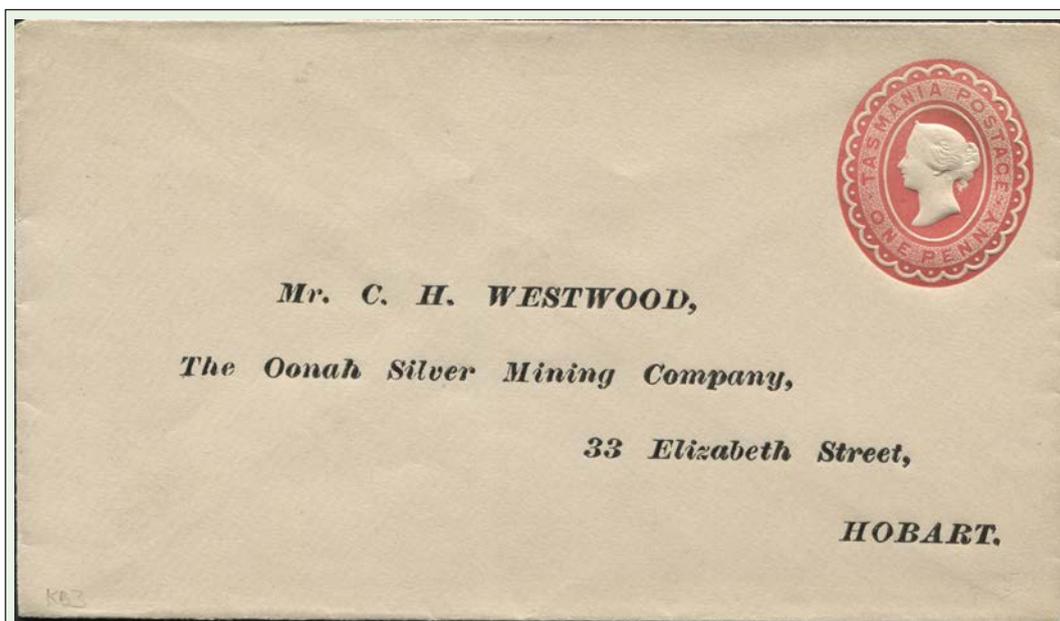
**RENISON BELL PROSPECTING & MINING CO. NO LIABILITY & OONAH SILVER MINING COMPANY**

The flourishing mining industry, particularly on the West Coast of Tasmania generated much of the Colony's wealth between 1885 and 1902 & they were active users of stamped to order stationery.



1913 (March 1) Hobart to Launceston at 1d printed matter rate registered by addition of 3 x 1d Kangaroo stamps. **Only recorded example of stamped to order stationery used in combination with Commonwealth stamps.**

**Only recorded example of this user.**

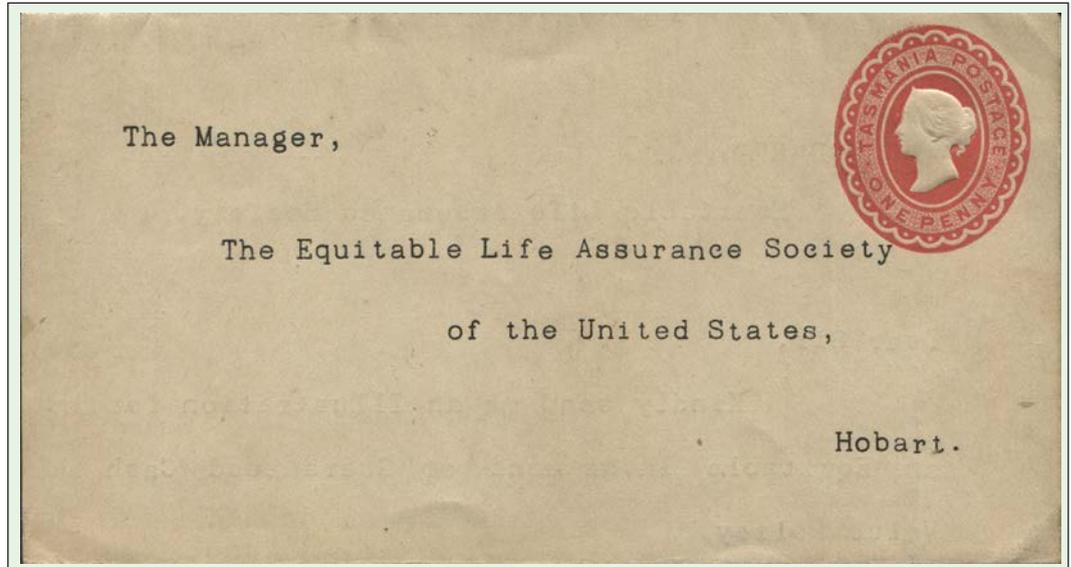
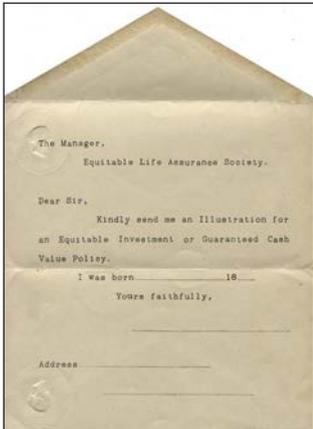


1898-1903 used as reply paid envelopes by C.H. Westwood Manager of The Oonah Silver Mining Company.

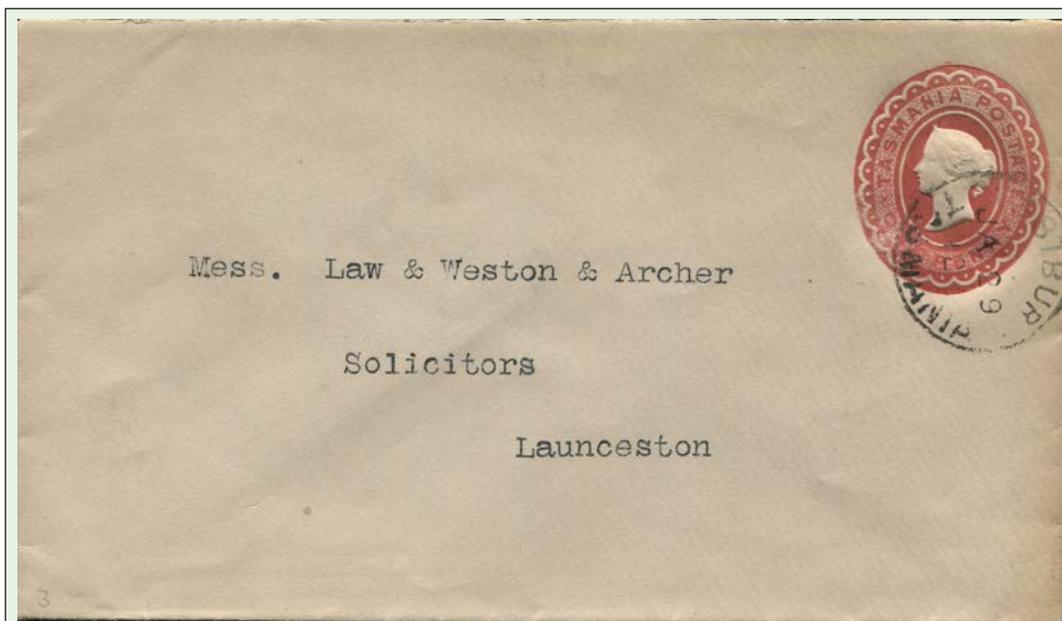
## 1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

### REPLY ADDRESSED ENVELOPES

Stockbrokers, Solicitors & Insurance companies operating in Tasmania between 1894 to 1912 used the stamped to order service to produce addressed postage paid envelopes & lettersheets for use by shareholders & policyholders. All are embossed for the unsealed printed matter rate of 1d.



1889-1900 Equitable Life Assurance Society of the United States. Folded lettersheet open at each end for inspection to comply with the concessional rate requirements.

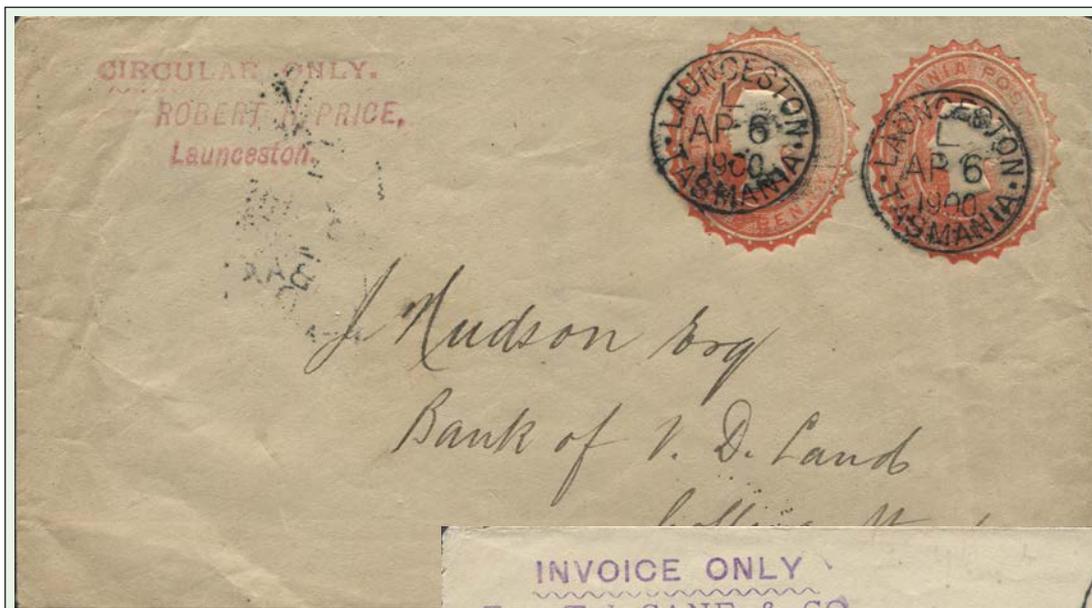


1912 (January 29) Westbury to Launceston to Law & Weston & Archer, Solicitors.

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

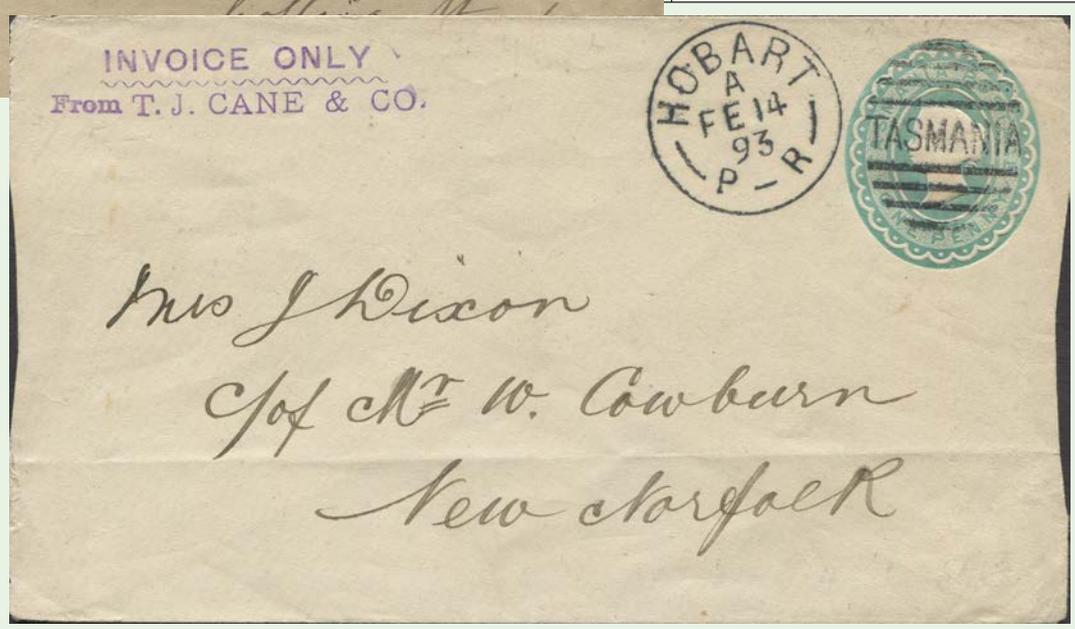
ROBERT H PRICE & L SUSMAN & T.J. CANE & CO. RUBBER HANDSTAMPED ENVELOPES

Robert H Price



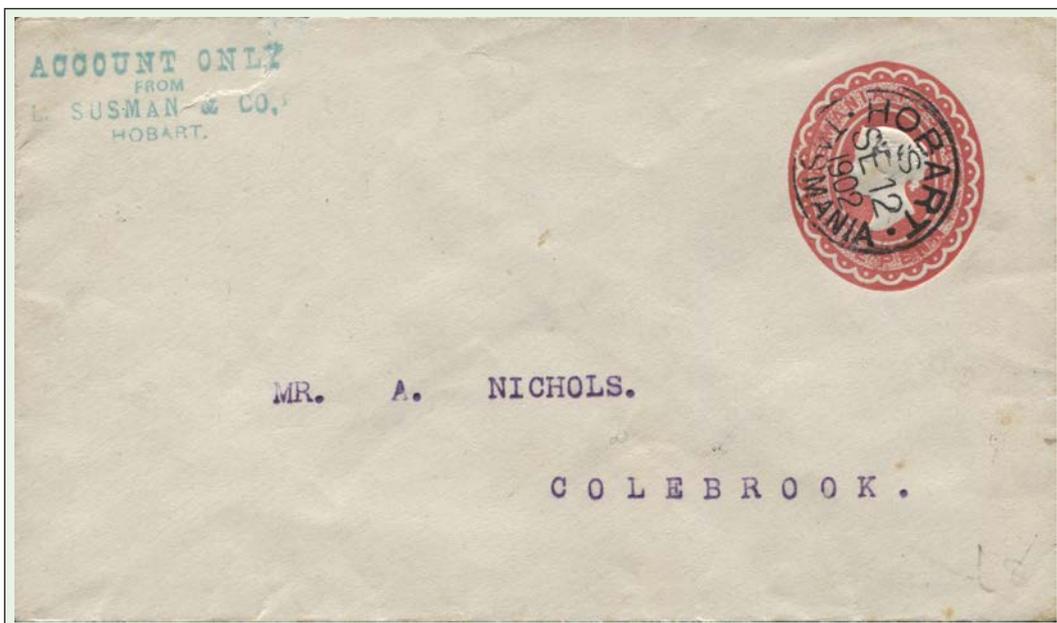
1900 (April 6) 1/2d + 1/2d vermilion meeting unsealed printed matter rate.

T.J. Cane & Co.



1893 (February 14) 1d green meeting unsealed printed matter rate. Error of colour found January/February 1893

L Susman



1902 (September 12) Hobart to Colebrook at 1d unsealed printed matter rate.

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

1893 7 1905 SAVINGS BANK PACKETS - HOBART SAVINGS BANK & LAUNCESTON BANK FOR SAVINGS

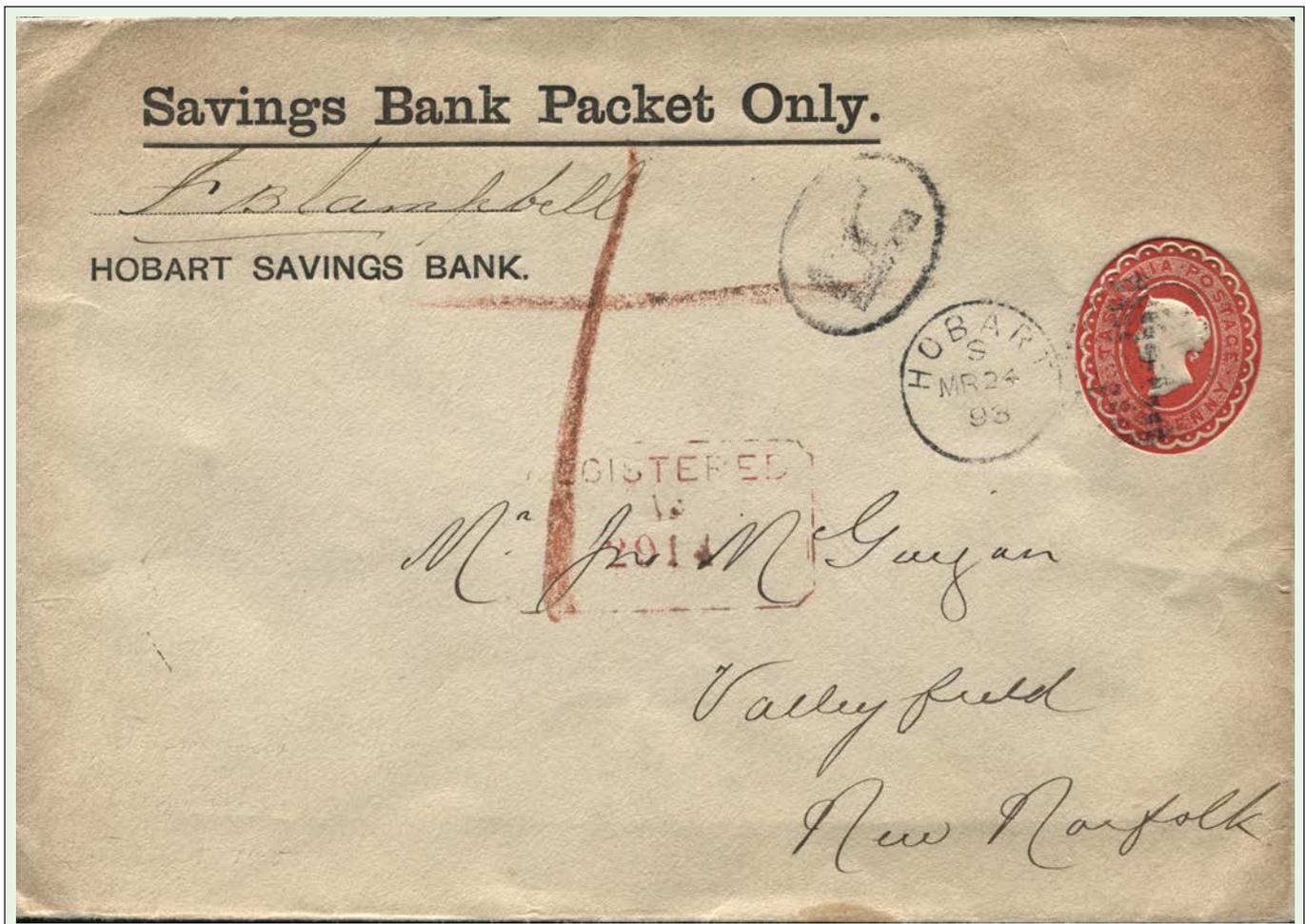
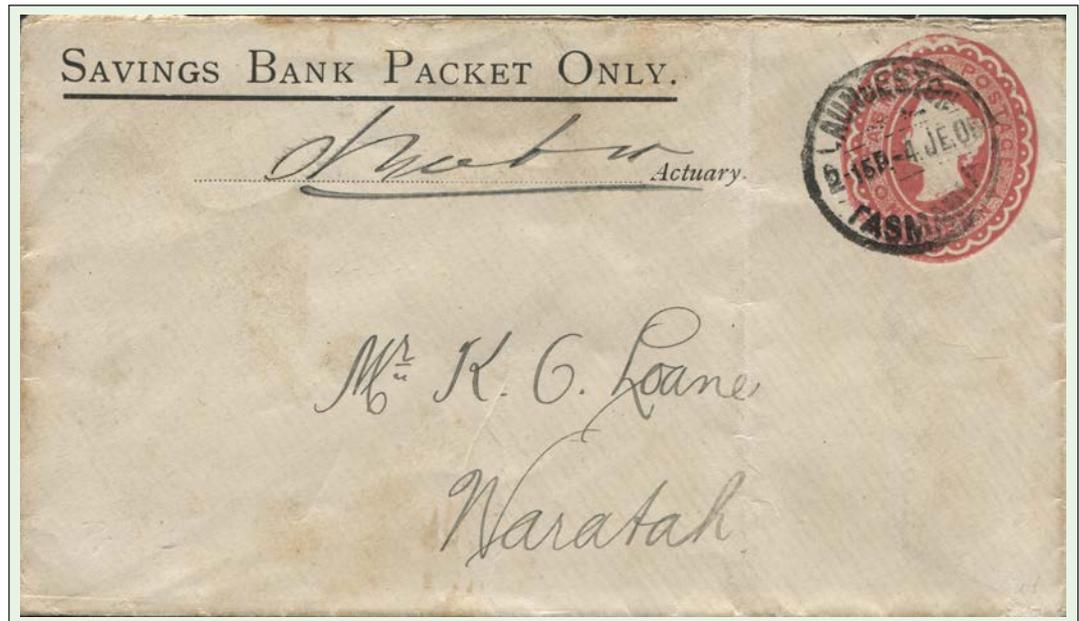
Special Regulations were adopted on November 1st 1862 providing a 1d per 4 oz. concessional rate for Savings Bank books provided they were properly endorsed and clearly marked. The rate was not implemented until 1st January 1882. These were the two principal Savings Banks in the Colony and they adopted printed to private order stationery to simplify the return of Bank books by customers.



Backstamp of Bank for Saving Launceston.



Backstamp of Hobart Savings Bank.

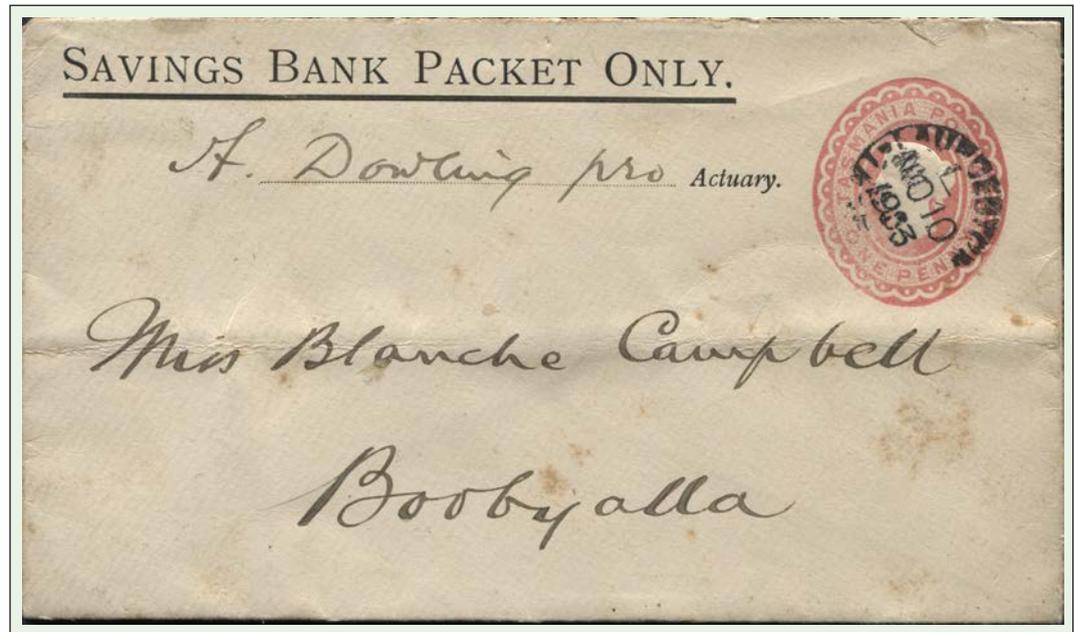


1893 (March 24) Hobart to New Norfolk at 1d special Savings Bank rate. Registration was Free.

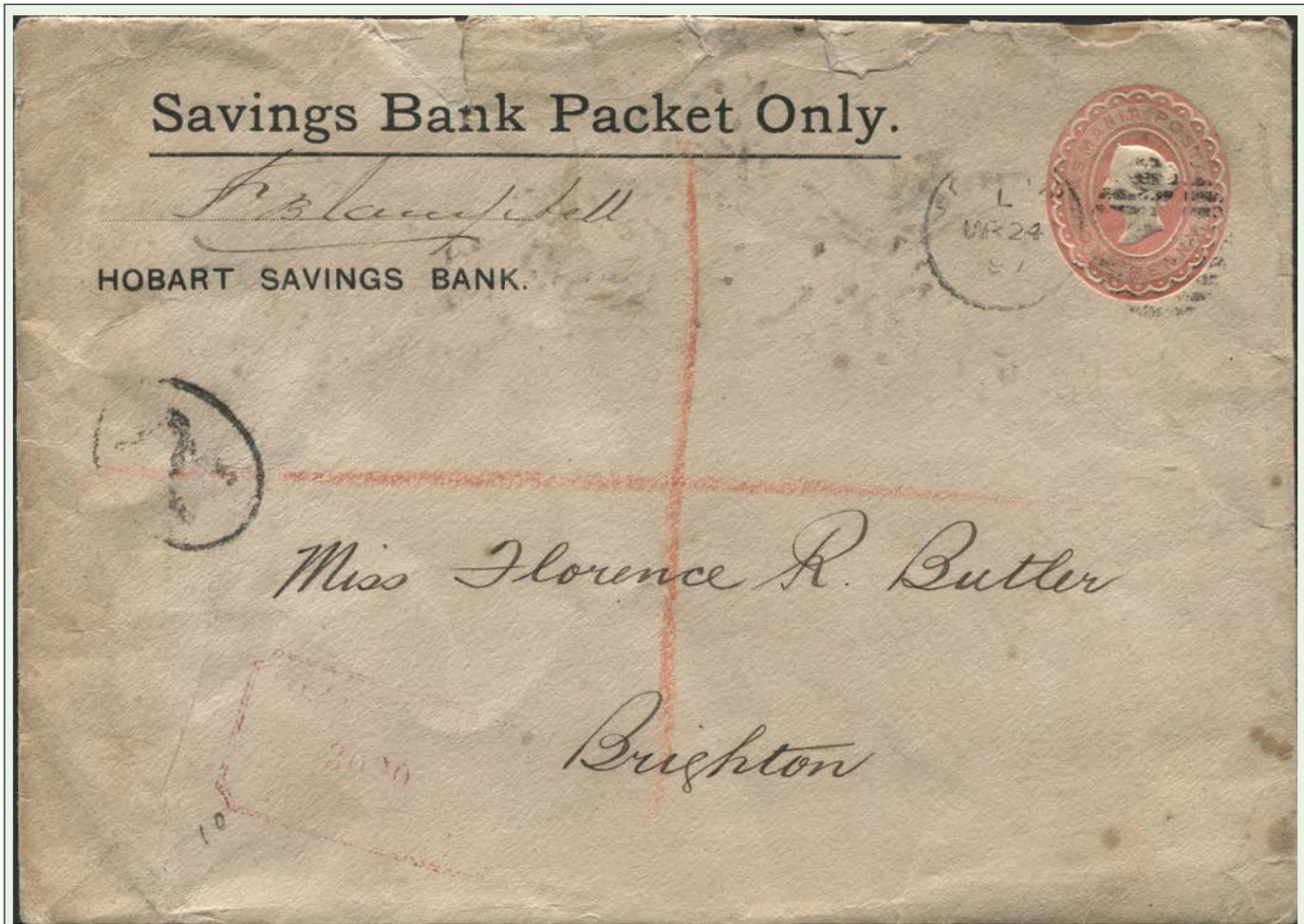
1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

1897 & 1903 SAVINGS BANK PACKETS - HOBART SAVINGS BANK & LAUNCESTON BANK FOR SAVINGS

The principal Savings Banks using the printed to private order service for the mailing of Savings Bank books.



Backstamp of Hobart Savings Bank.



1897 (March 24) 1d pale rose red for Hobart Savings Bank Hobart to Brighton. Registration covered by 1d concessional rate.

1891-1912 COMMERCIAL USERS OF THE STAMPED TO ORDER SERVICE

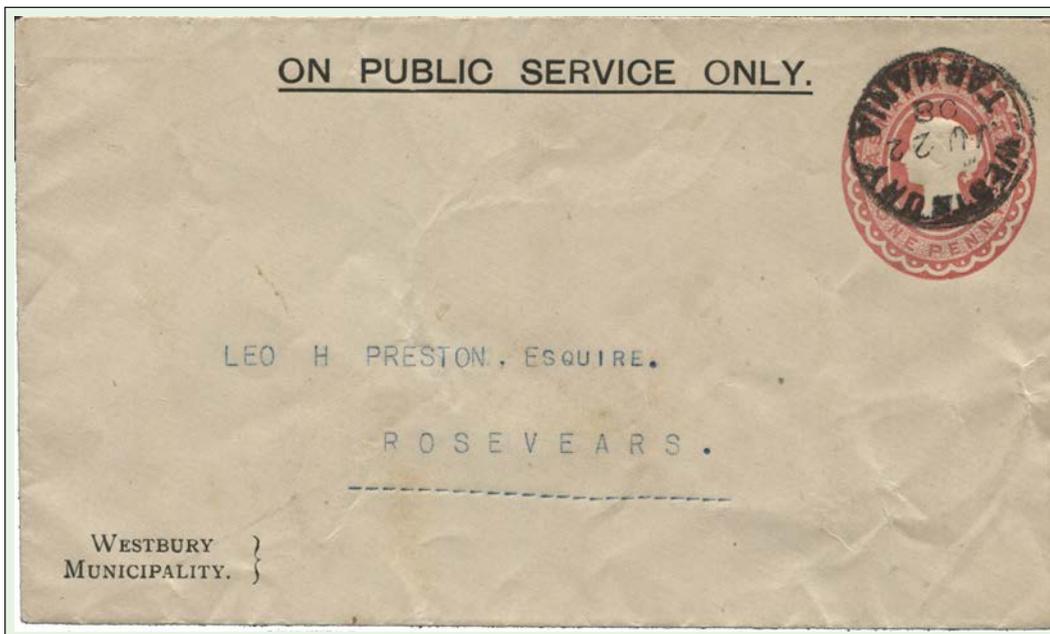
1908 & 1910 MUNICIPALITIES OF ST LEONARDS & WESTBURY

*Municipality of St Leonards*



1910 (June 15) 1d rose red used in Launceston at unsealed printed matter rate.

*Municipality of Westbury*



1908 (June 22) 1d rose red Westbury to Launceston at unsealed printed matter rate.