

## ADOLFO ROENSCH & COMPANY

Adolf (Don Adolfo) Roensch, of German descent, was a milliner (person who designs, makes, trims, or sells women's hats) working in Manila from 1872. He established Adolfo Roensch & Co around 1875 at Escolta 21 (later changed to Escolta 71-75), near downtown Plaza Sta Cruz, Manila. A Branch House was also established at Calle Real in Iloilo. An 1875 advert claimed that the same items would be available at his branch in Iloilo (los mismos articulos encontrara el public en su sucursal de Iloilo).

The company expanded over the years to include Army and Navy uniforms and accessories and supplies, a wide range of clothing and accessories as well as musical instruments. 1892 records show the inclusion of Adolfo's son, Alfred (Don Alfredo) Roensch, as Manager. Adolfo Roensch & Co remained in Escolta 21 up to 1904. In 1905, the company moves to Escolta 65-67 and traded under the business name of Alfredo Roensch & Co.

**ADOLFO ROENSCH & Co.**

**The Oldest Military Supply House in Manila.**

Regulation Caps, Helmets, Shoulder straps, and all kinds of embroidery for Army and Navy uniforms. Musical Instruments.

*Large stock of: Hats, Caps, Shoes, Trunks, Valises, Mackintoshes, Rubber Coats and Boots, Slickers, etc.*

71-73-Escolta, Old No. 21. Branch House in Iloilo.



Office Front and Interior



Two pattern 1875 Infantry Button Variations with Adolfo Roensch markings on back

