

ADOLFO ROENSCH & COMPANY

Adolf (Don Adolfo) Roensch was born in Hamburg, Germany on December 14, 1829, and was married to Margaretha Magdalene Hulsz. He was a milliner (person who designs, makes, trims, or sells women's hats). The earliest records show Adolfo Roensch & Company, a hat manufacturer, established in 1873 and located near downtown Plaza Sta Cruz, Manila at Escolta 21 and Escolta 71-75 from the latter part of 1903.

A Branch House was also established at Calle Real in Iloilo from the mid-1870s. Earliest records found to date show this was established in 1877. However, an 1875 advertisement claimed that 'the same items sold in Manila would be available at the Adolfo Roensch branch in Iloilo' (los mismos articulos encontrara el public en su sucursal de Iloilo).

The company expanded over the years to include military effects, 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 assistant and later promoted to manager from around 1898. Adolfo Roensch passed away on November 27, 1901. It is assumed that Adolfo Roensch & Company continued to operate until it was formally taken over or acquired by Alfredo where he started trading under Alfredo Roensch & Company from around 1903, initially occupying the premises at Escolta 71-75.



Office Front, circa 1903



Office Interior, circa 1903

ADOLFO ROENSCH & COMPANY

HISTORICAL TIMELINES

1873

Earliest records show Adolfo Roensch & Company, hat manufacturer, located at Escolta 21. Staff include: Adolfo Roensch (absent), F Roensch (hat manufacturer), E Moller (hat manufacturer), H Hulsz (assistant), E Meyer (assistant), and Adolfo Richter (assistant).

1876

Adolfo Roensch & Company, with the following staff: Adolfo Roensch (absent), H Hulsz (assistant), E Moller (assistant), Adolfo Richter (assistant), and A Maecker (assistant).

1877

Earliest record confirming Adolfo Roensch establishing a Branch House at Calle Real in Iloilo.

1879

Adolfo Roensch & Company expands business as a hat and military effects manufacturer. Manila Staff: Adolfo Roensch (absent), Otto Roensch (hat manufacturer), J Ehlers (assistant), J Maecker, and Bruno Richter. Iloilo Branch House managed by Adolfo Richter.

1882

Staff changes noted. Manila: Adolfo Roensch (absent), Otto Roensch (hat manufacturer), C Staude (assistant), E Quade (assistant), M Beetz (assistant), Ramon Crescini (assistant). Iloilo Branch House managed by J Hagemann.

1888

Staff changes noted. Manila: Adolfo Roensch (absent), Otto Roensch (hat manufacturer), Ramon Crescini (assistant), O Sievers (assistant), J Thiessen (assistant). Iloilo Branch House: Emilio Roensch (hat manufacturer).

1889

Adolfo Roensch & Company expands business as hat and military effects and musical instruments manufacturer. Manila staff: Adolfo Roensch (absent), Otto Roensch (hat manufacturer, absent), O Sievers (hat maker), J Thiessen (assistant), Ramon Crescini (assistant). Iloilo Branch House: Emilio Roensch (hat manufacturer).

1892

Adolfo Roensch's son, Alfredo Roensch, joins the company as an assistant. Other staff: Adolfo Roensch (absent), R Roensch, Ramon Crescini, Narciso Monfort, Otto Roensch (absent). Iloilo Branch House: Emilio Roensch, Oskar Roensch.

1894

Staff changes noted. Manila: Adolfo Roensch (absent), Alfredo Roensch (assistant), Ramon Crescini (assistant), Narciso Monfort (assistant), Alfredo Arce (assistant). Iloilo Branch House: Emilio Roensch (manager), Oskar Roensch (assistant), Walter Roensch (assistant).

1898 - 1899

Alfredo Roensch takes over as manager of the business. Manila staff: Adolfo Roensch (absent), Alfredo Roensch (manager), Ramon Crescini, C Clausen, R Walter, Alfredo Arce, J Gomez. Iloilo Branch House: Narciso Monfort (assistant), Felipe Mediavilla (assistant).

1902

Staff changes noted. Manila: Adolfo Roensch (absent), Alfredo Roensch (manager), Ramon Crescini, C Clausen (assistant), Alfredo Arce (assistant), J Gomez (clerk), D Conde (assistant). Iloilo Branch House: Felipe Mediavilla (assistant), M Nevado.

ADOLFO ROENSCH & COMPANY

HISTORICAL TIMELINES

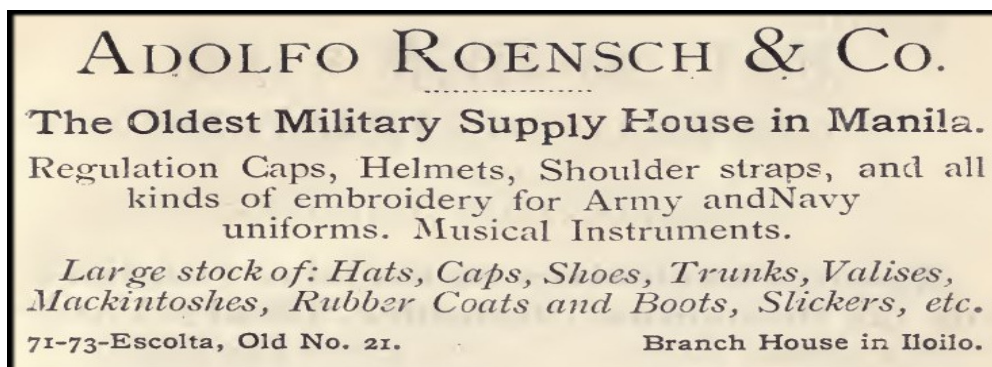
1903

Adolfo Roensch & Company still located at Escolta 21. Staff changes noted. Manila: Adolfo Roensch (absent), Alfredo Roensch (manager), C Clausen (assistant), Alfredo Arce (assistant), J Gomez (clerk), D Conde (assistant). Iloilo Branch House: M Nevado.

1904

Records list Adolfo Roensch & Company with address at Escolta 71-75 (most likely moving at the latter part of 1903). Staff changes noted. Manila: Adolfo Roensch (absent), Alfredo Roensch (manager), Oscar Schuetze, William Thm, Ramon Crescini, E Cruz, C Demee. Iloilo Branch House: C Casado.

No further records have been found for Adolfo Roensch & Company after 1904. It is assumed that Adolfo Roensch's business interests were acquired or inherited by his son, Alfredo Roensch, as early as the latter part of 1903. Soon after, records indicate that Alfredo started trading under Alfredo Roensch & Company, occupying the same premises as Adolfo Roensch & Company. Earliest reference to Alfredo Roensch & Company is based on a domestic cover dated 14 October 1903, addressed to the firm at Escolta 71-75, Manila.



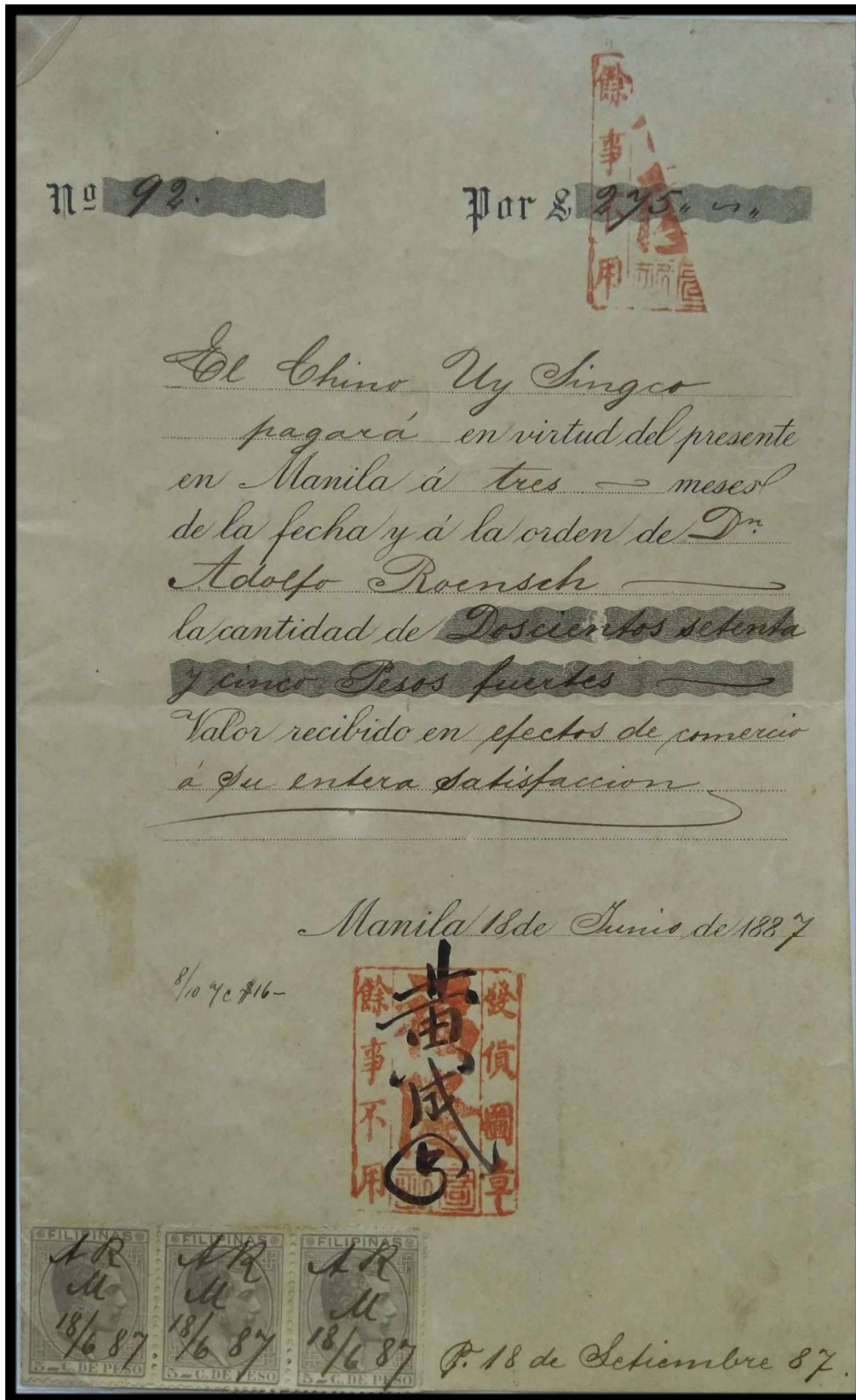
Advertisement, circa 1903



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

ADOLFO ROENSCH & COMPANY

PAYMENT AGREEMENT



18 June 1887 – Agreement Committing Future Payment for Purchased Goods

'AR' (Alfredo Roensch) and '18/6/87' Manuscript Cancel on 5c King Alfonso XII Postal issue of 1882

Additional 'Pd 18 de Setiembre 87' Manuscript Indicating Date Full Payment Received

"The Chinese Uy Singco will pay by virtue of the present in Manila three months from the date and at the order of Don Adolfo Roensch the amount of 275-pesos. Value received in business effects to your satisfaction."

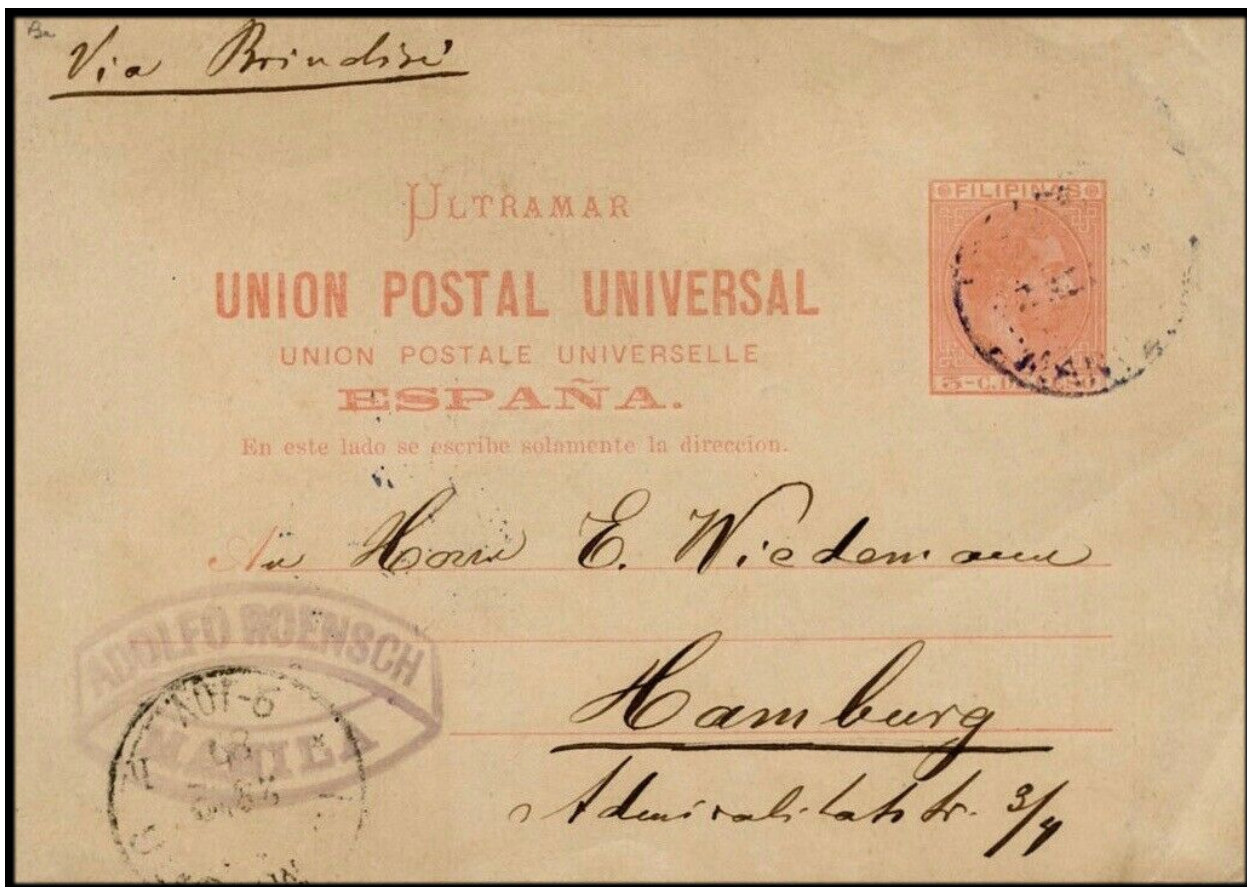
ADOLFO ROENSCH & COMPANY

BUSINESS HANDSTAMP

TWO SINGLE LINED OVAL HANDSTAMP WITH SQUARED CORNERS



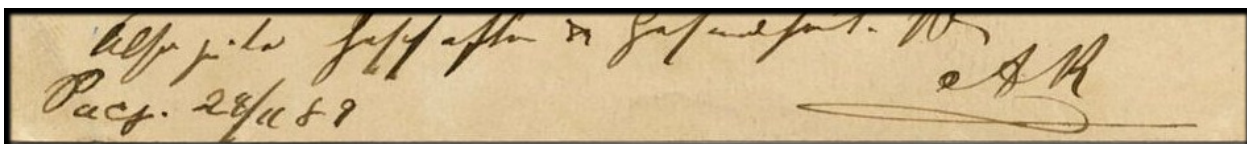
ADOLFO ROENSCH on Top
MANILA on Bottom



Dateline: 28 November 1889 - Postal Card from Manila to Hamburg, Germany via Brindisi (Italy)
With Indistinct 'Correos – Manila' Circular Date Stamp on Front and Reverse

28 December 1889 Receiving Circular Date Stamp on Front

ADOLFO ROENSCH Business Handstamp on Front and Signed AR (Adolfo Roensch) on Reverse



ADOLFO ROENSCH & COMPANY

BUSINESS HANDSTAMP

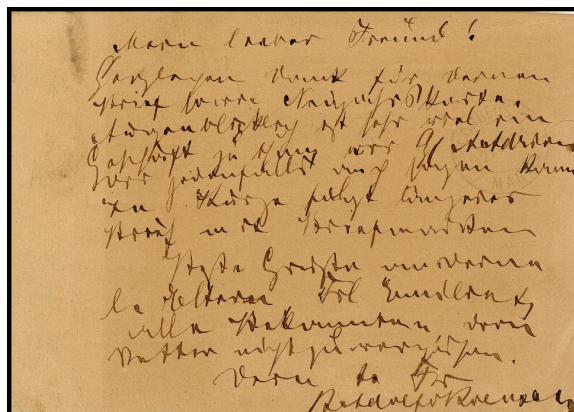
TWO SINGLE LINED OVAL HANDSTAMP



**ADOLFO ROENSCH on Top
MANILA on Bottom with Emblem on Either Side**



23 February 1891 - Postal Card from Manila to Baden, Germany via Brindisi (Italy)
Uncancelled, with ADOLFO ROENSCH Business Handstamp on Front



Christian Preusse Collection

ADOLFO ROENSCH & COMPANY

BUSINESS HANDSTAMP

TWO SINGLE LINED OVAL HANDSTAMP WITH SQUARED CORNERS



**OSKAR E. ROENSCH on Top
ILOILO. on Bottom**



Enclosed Letter Dateline: 8 November 1894 – Cover from Iloilo to Aurich, Germany, via Suez
8c paying Single Weight Rate, with 24 November 1894 'Correos - Manila' Transit Cancels on Front and Reverse
28 December 1894 'Aurich' Arrival Circular Dated Backstamp
OSKAR E. ROENSCH Business Handstamp on Reverse

Oskar Roensch is recorded as working in Iloilo between 1892 and 1894

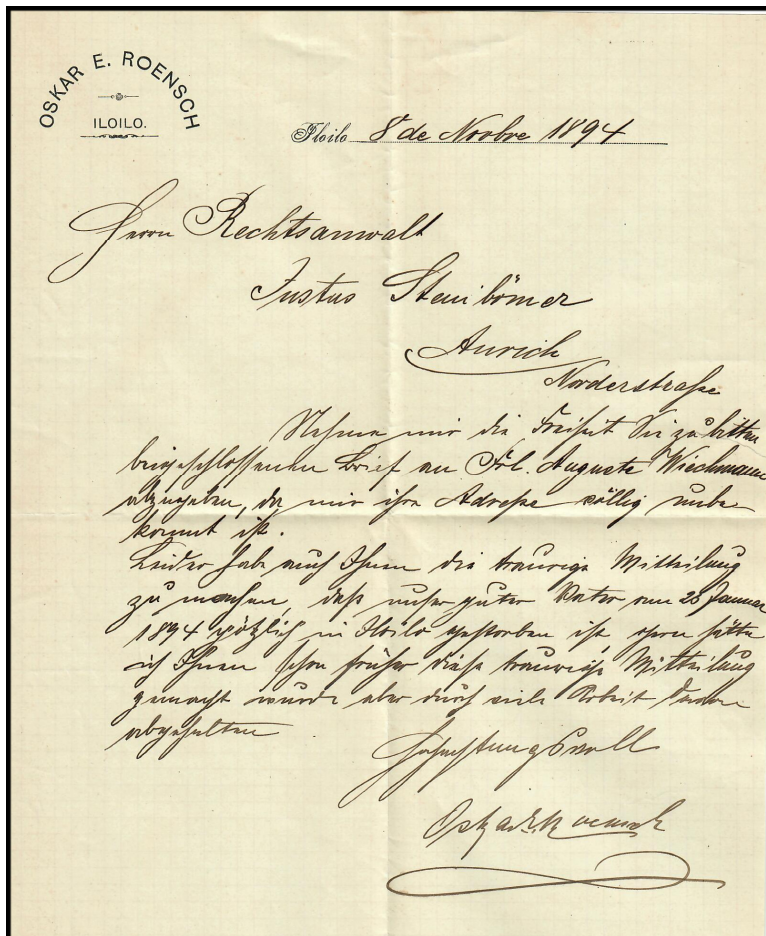
ADOLFO ROENSCH & COMPANY

8 NOVEMBER 1894 COVER

COVER FRONT



ENCLOSED SIGNED LETTER ON OSKAR E. ROENSCH PRINTED LETTERHEAD



Enclosed Letter Dateline: 8 November 1894 – Cover from Iloilo to Aurich, Germany, via Suez

ADOLFO ROENSCH & COMPANY

RECEIPT

FABRICA DE EFECTOS MILITARES
 PROVEEDOR DE LA REAL CASA
 CALZADO NACIONAL Y EXTRANJERO
 IMPERMEABLES
 PASAMANERIA Bordadas
 MAS BLANCAS Y DE FUEGO
 ESCOLTA 21
 MANILA-LOILO

PIANOS RÖNIGCH
SOMBRERERIA
ADOLFO ROENSCH & CA
GALONERIA

Manila 31 de Dic. de 1897.

Sr. Barrueta Debe.

Dic.	28	Hotel Oriente		
		Por 1 sombrero de paja	\$	2 -
		" " 1 id. de fieltro color		4 -
			\$	6 -

Recibimos
 Adolfo Roensch
 5 Abril a eta 70

31 December 1897 – Purchase Receipt to Sr Barrueta, Hotel Oriente

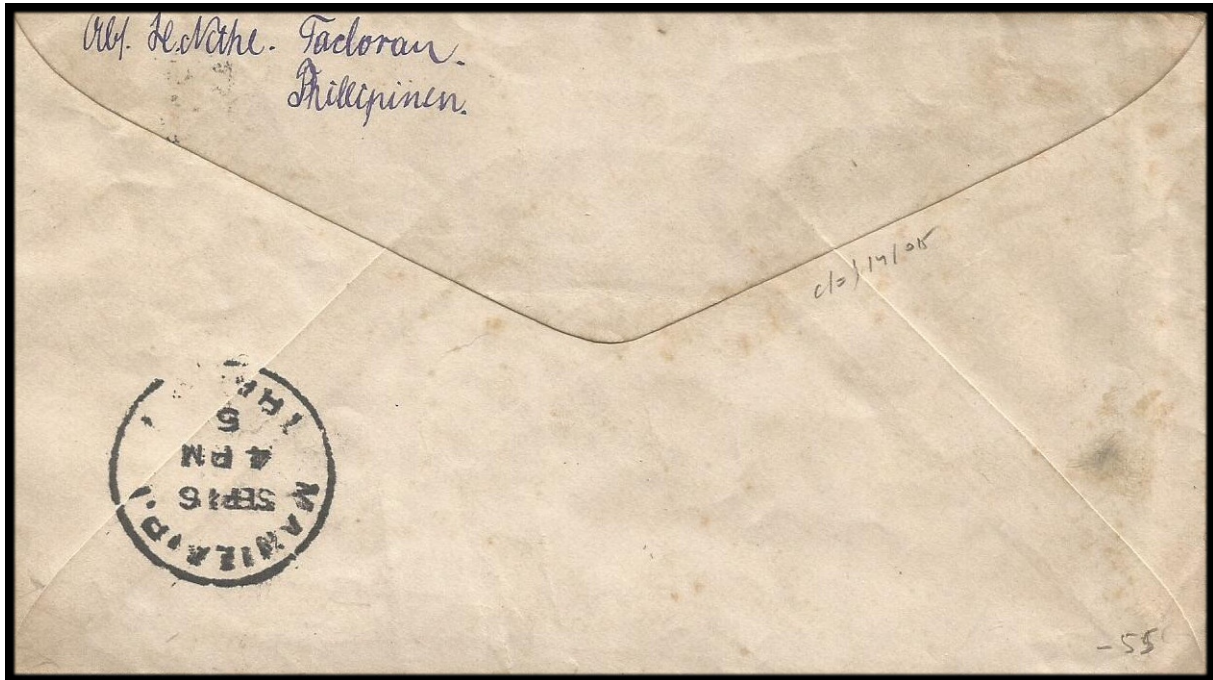
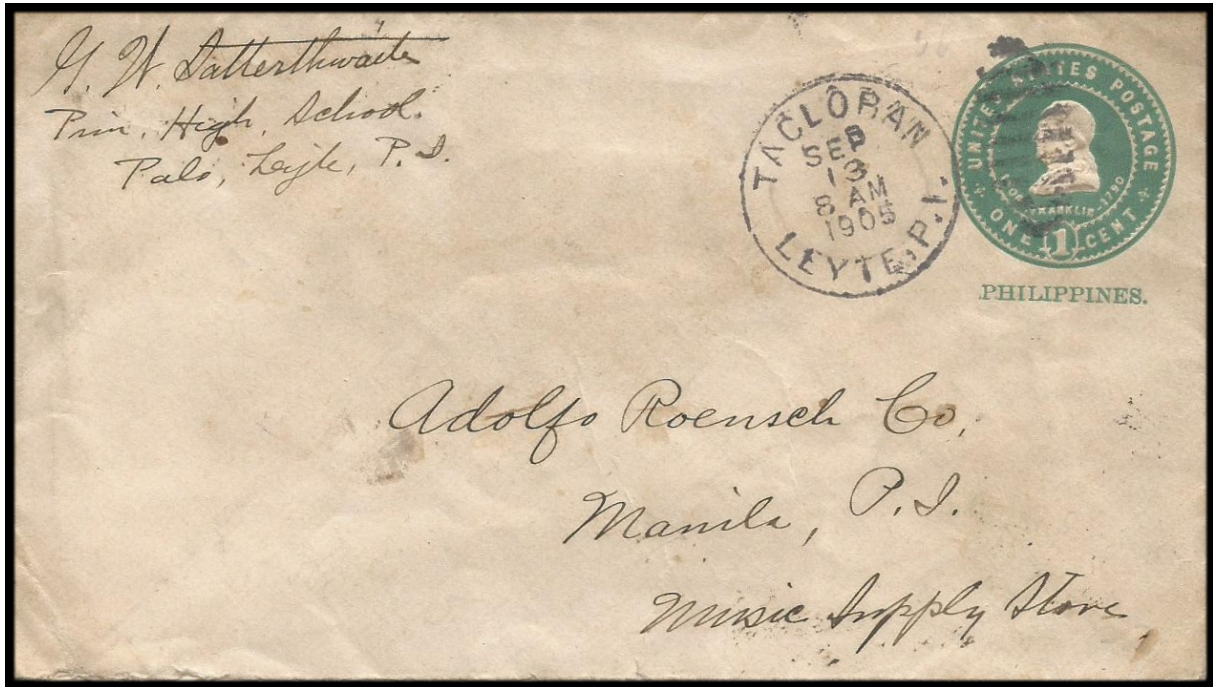
- Items Purchased on 28 December 1897:
 1 Sombrero de Paja (Straw Hat)
 1 Sombrero de Fielro Color (Coloured Felt Hat)

Signed by Adolfo Roensch

ADOLFO ROENSCH & COMPANY

US OCCUPATION

**PRE-STAMPED ENVELOPE ADDRESSED TO ADOLFO ROENSCH CO
MUSIC SUPPLY STORE
MANILA**



13 September 1905 - Pre-Stamped Envelope (Scott #U17) from Palo, Leyte to Manila

'Tacloban - Leyte' Departure Duplex Cancel

16 September 1905 'Manila' Receiving Circular Dated Backstamp

Late Usage - Adolfo Roensch ceased operations around 1903 but continued as Alfredo Roensch & Co