

ALFREDO ROENSCH & COMPANY



Alfred (Alfredo) Roensch was born in Hamburg on November 17, 1867. He arrived in Manila from Germany in the early 1890s. Alfredo married a Filipina by the name of Rosario Mariano Abreu, having three children between them (Leni, Emma and Gustav Adolfo). Records show Alfredo working for his father, Adolfo Roensch, at Adolfo Roensch & Company in 1892, located at Escolta 21, Manila. Alfredo continued to work for Adolfo Roensch & Company, showing him occupying the position of manager between 1898 and 1904. It is assumed that Alfredo Roensch acquired or possibly inherited Adolfo Roensch & Company, including the Iloilo Branch House, after the death of his father in November 1901. A couple of years later, it appears that Alfredo started trading under Alfredo Roensch & Company, initially occupying the premises from the old business then located at Escolta 71-75, Manila. The earliest reference to Alfredo Roensch & Company is based on a domestic cover dated 14 October 1903, addressed to the firm at Escolta 71-75.

In 1905, Alfredo Roensch & Company moved premises a few doors down the road to Escolta 65-67, Manila, and also retained the interests in Iloilo. Alfredo Roensch & Co engaged primarily in manufacturing and distributing military supplies, such as hats, caps, insignia, and military effects as well as the importation and sale of men's wear, arms, ammunition, and sporting goods. During World War I, Alfredo Roensch and Company was seized by the US Governor General on February 16, 1918 under the 'Trading with the Enemy Act' of October 6, 1917, which called for the sequestration of enemy property during hostilities. In 1918, the Brias Roxas store started as a merger of two well-established stores in Escolta. The first to be bought under these circumstances, in March, was Alfredo Roensch & Company. A month later, the syndicate acquired the business of Adolfo Richter & Company, established in 1877, that carried similar lines.



Escolta – Circa 1910



Alfredo Roensch

its name to Deutscher Klub (German Club) and still operates today at the Penthouse of the Eurovilla II building in Legaspi Village, Makati.

Alfredo Roensch was one of the founding members of the German Club in Manila. The club was founded under the name Casino Union on the initiative of Otto Franz von Möllendorff, who served as German consul in Manila from 1886 until 1896. The Casino Union was primarily a social club, offering recreation and pleasant diversion to its members in a well-appointed clubhouse by the Pasig River, at 209 General Solano Street in San Miguel, an elegant suburb of Manila, where wealthy merchants, diplomats and government officials resided. On January 16th, 1906, Casino Union changed

Alfredo remained in Manila and passed away on July 25, 1958 at the age of 90.

ALFREDO ROENSCH & COMPANY

HISTORICAL TIMELINES

Early 1890s

Alfred (Alfredo) Roensch arrives in Manila from Germany.

1892 - 1894

Alfredo Roensch joins his father's company, Adolfo Roensch & Company, as an assistant, located at Escolta 21, Manila.

1898 - 1899

Alfredo Roensch takes over as manager of Adolfo Roensch & Company. 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

Adolfo Roensch & Company 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.

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 or 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.

1905

First records referencing Alfredo Roensch & Co, located at Escolta 65-67, as hat and military effects and musical instruments manufacturers. Manila Staff: Alfredo Roensch (manager), Oscar Schuetze (manager), Wilhelm Zeeb (assistant), R Ulrich (assistant), Ramon Crescini (assistant), Juan Martinez, E Cruz.

Alfredo Roensch & Co retain the former Adolfo Roensch interests in the Branch House in Iloilo, promoted as 'Hatmakers and Gentlemen's Outfitters'. Iloilo Branch House staff: Wilhelm Ihm (signs per pro), Fabian Carmona (assistant), V P Sotelo (clerk).

1906

Staff in Manila comprise: Alfredo Roensch and Oscar Schuetze as managers, and assisted by Paul Floer, R Fritzsehe, R Rokohl (assistant), Ramon Crescini, E Cruz, D Bota. Iloilo Branch House staff: Wilhelm Ihm (signs per pro), Fabian Carmona (assistant).

ALFREDO ROENSCH & COMPANY

HISTORICAL TIMELINES

1908 - 1909

Manila: Alfredo Roensch and Oscar Schuetze (managers), R Fritzsehe (1908), F Levy (1908), E Cruz (1908), A Moreno (1908-1909), H Mueller (1909), Z Schueer (1909), A Gampar (1909).

Iloilo: Wilhelm Ihm (signs per pro), Fabian Carmona (assistant).

1910

Company's portfolio of products expands to include Gentlemen's furnishing goods, Military effects, musical instruments, sporting goods, arms and ammunition.

1917

Manila: Alfred Roensch and Oscar Schuetze (partners), M Ziegler (assistant), T Meyer, F L Blessing, E L Blessing (salesman), W A Sabin (salesman), M Pieffer (salesman).

1918

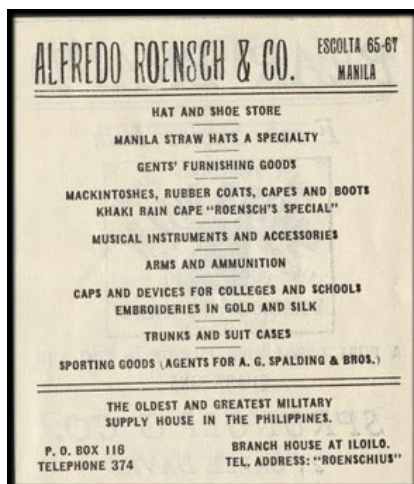
Adolfo Roensch & Company is acquired by Enrique P Brias Roxas along with Adolfo Richter & Company to form the Brias Roxas Company.

1920 - 1922

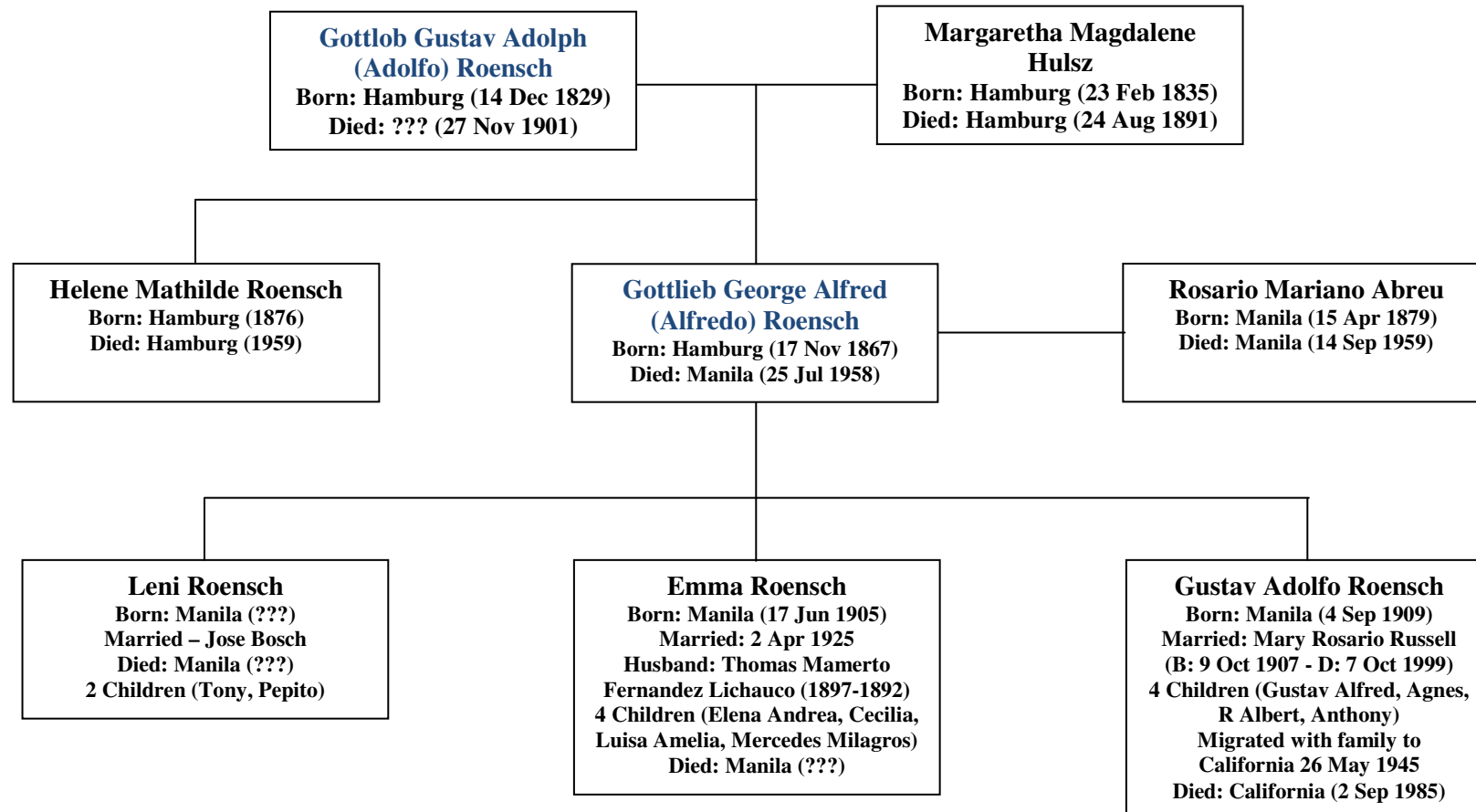
Records show Alfredo Roensch working from Brias Roxas Inc as wholesale manager.



Escolta, 1914 Flood



ALFREDO ROENSCH FAMILY TREE

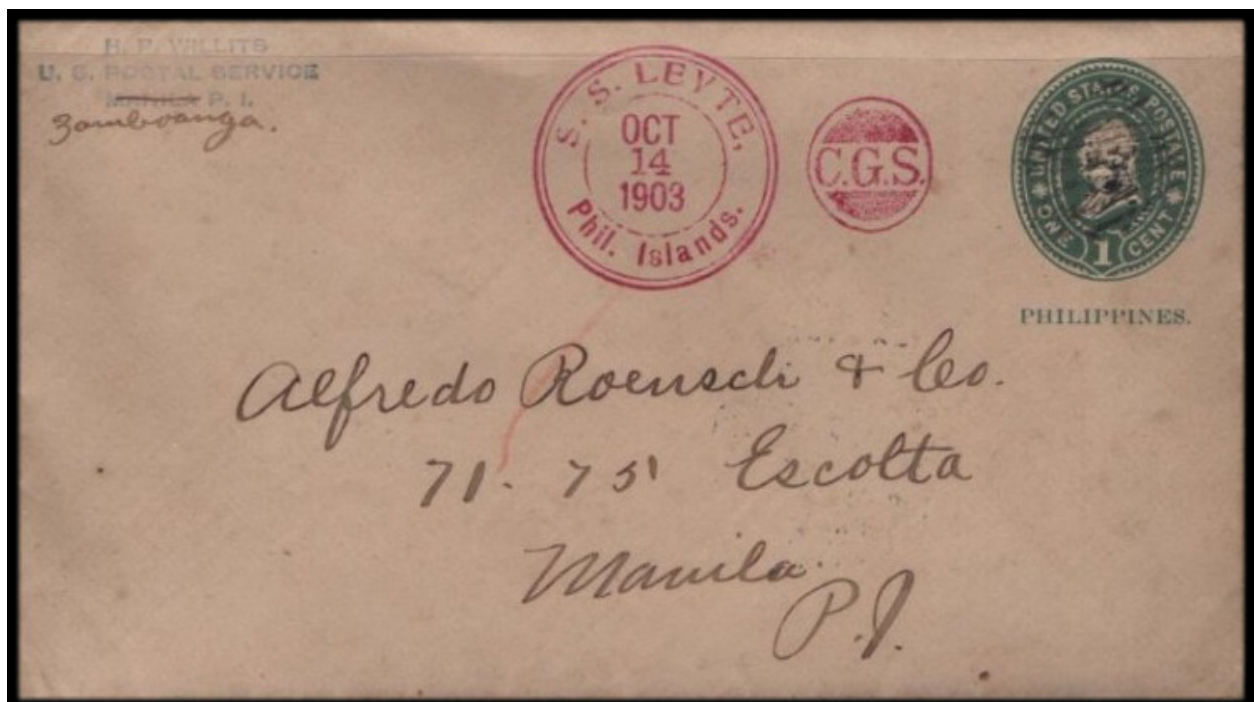


Gustav Adolfo was an Executive Vice-President of San Miguel Corporation. Gustav Adolfo, Mary Rosario and their three children (Anthony was not yet born) secured passage to the United States in 1945 aboard SS Monterey, possible through Mary Rosario's link to her father's American citizenship. Gustav Adolfo and Mary Rosario are buried at the Holy Cross Catholic Cemetery in Colma, San Mateo County, California.

ALFREDO ROENSCH & COMPANY

US OCCUPATION

**PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co
ESCOLTA 71-75
MANILA**



14 October 1903 - Pre-Stamped Envelope (Scott #U1) from Zamboanga to Manila
Carried by S.S. Leyte and cancelled with Circular 'S. S. Leyte' Dated Ship Cancel

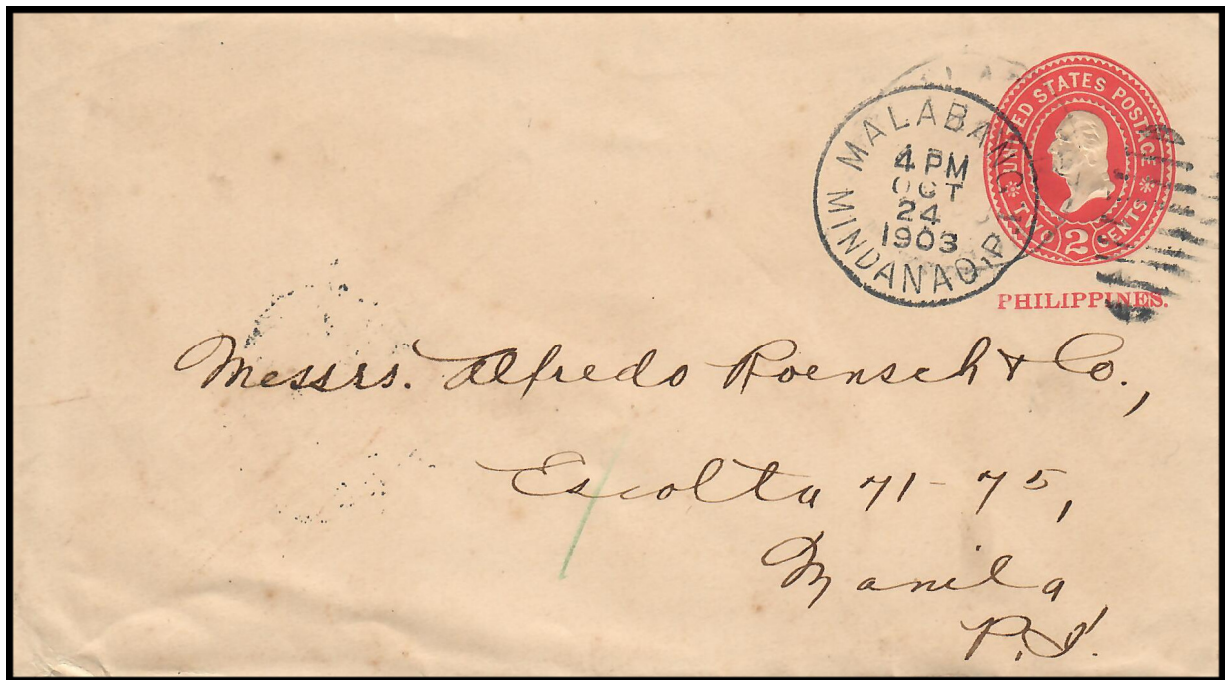
ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & CO

ESCOLTA 71-75

MANILA



24 October 1903 – Pre-Stamped Envelope (Scott #U8) from Malabang, Mindanao to Manila
'Malabang, Mindanao' Originating Duplex Cancel
2 November 1903 'Manila' Receiving Circular Date Backstamp

ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co

67 ESCOLTA

MANILA



29 August 1904 - Pre-Stamped Envelope (Scott #U8) from San Fernando, La Union to Manila

'Naguilian, Union' Originating Duplex Cancel

30 August 1904 'Baoang, Union' and 'San Fernando, Union' Receiving (Transit) Circular Date Backstamps

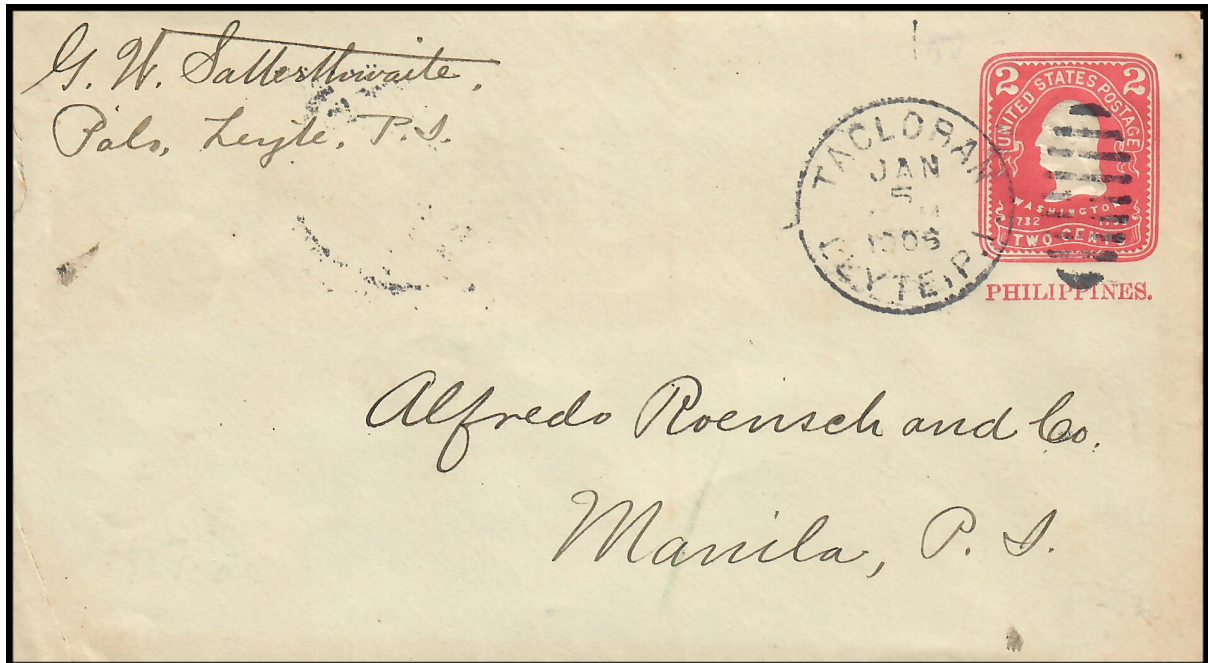
3 September 1904 'Manila' Machine Cancel Receiving Backstamp

ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co

MANILA



5 January 1905 - Pre-Stamped Envelope (Scott #U22) from Tacloban, Leyte to Manila

'Tacloban, Leyte' Originating Duplex Cancel

13 January 1905 'Manila' Receiving Circular Date Backstamp

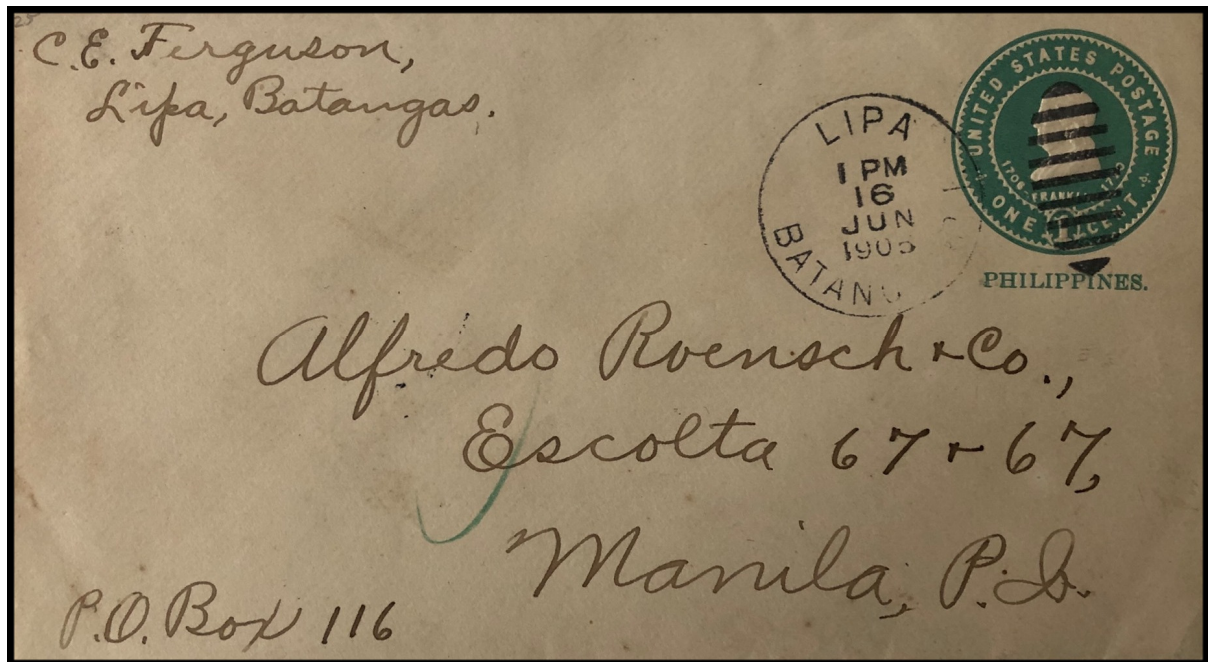
ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & CO

ESCOLTA 67 & 67

MANILA



16 June 1905 - Pre-Stamped Envelope (Scott #U17) from Lipa, Batangas to Manila

'Lipa, Batangas' Originating Duplex Cancel

19 June 1905 'Calamba, Laguna' Receiving (Transit) Circular Date Backstamp

19 June 1905 'Manila' Receiving Circular Date Backstamp

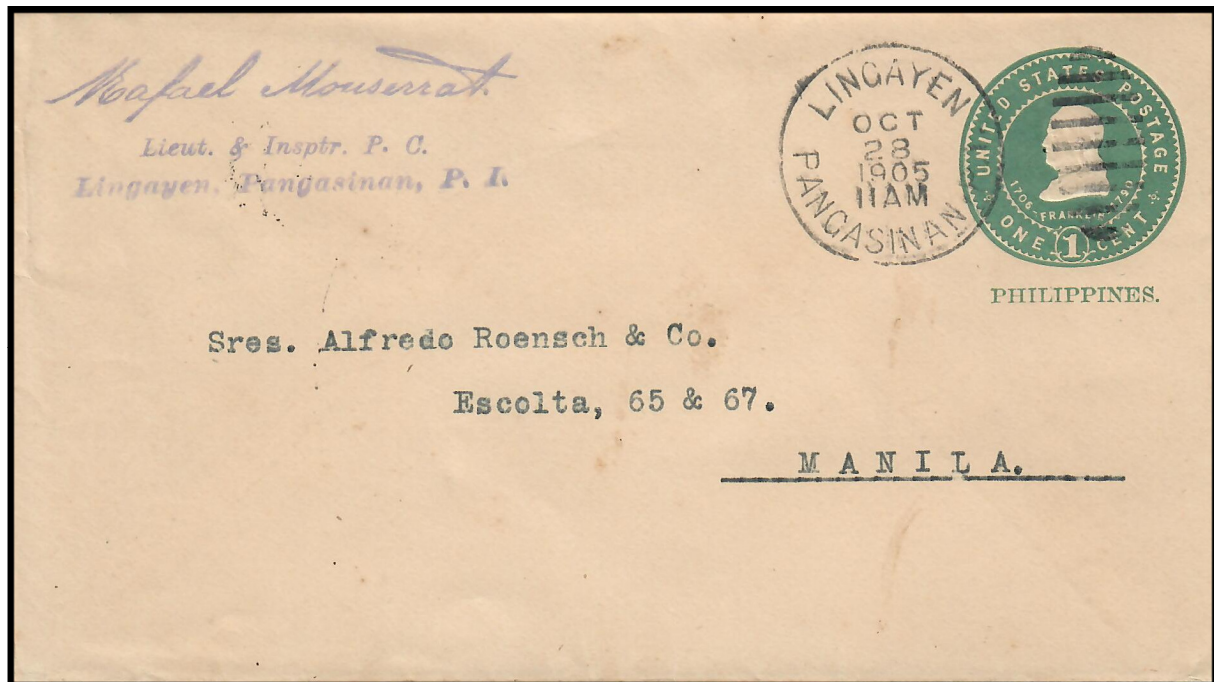
ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co

ESCOLTA 65-67

MANILA



28 October 1905 - Pre-Stamped Envelope (Scott #U17) from Lingayen, Pangasinan to Manila

'Lingayen, Pangasinan' Originating Duplex Cancel

29 October 1905 'Manila' Receiving Circular Date Backstamp

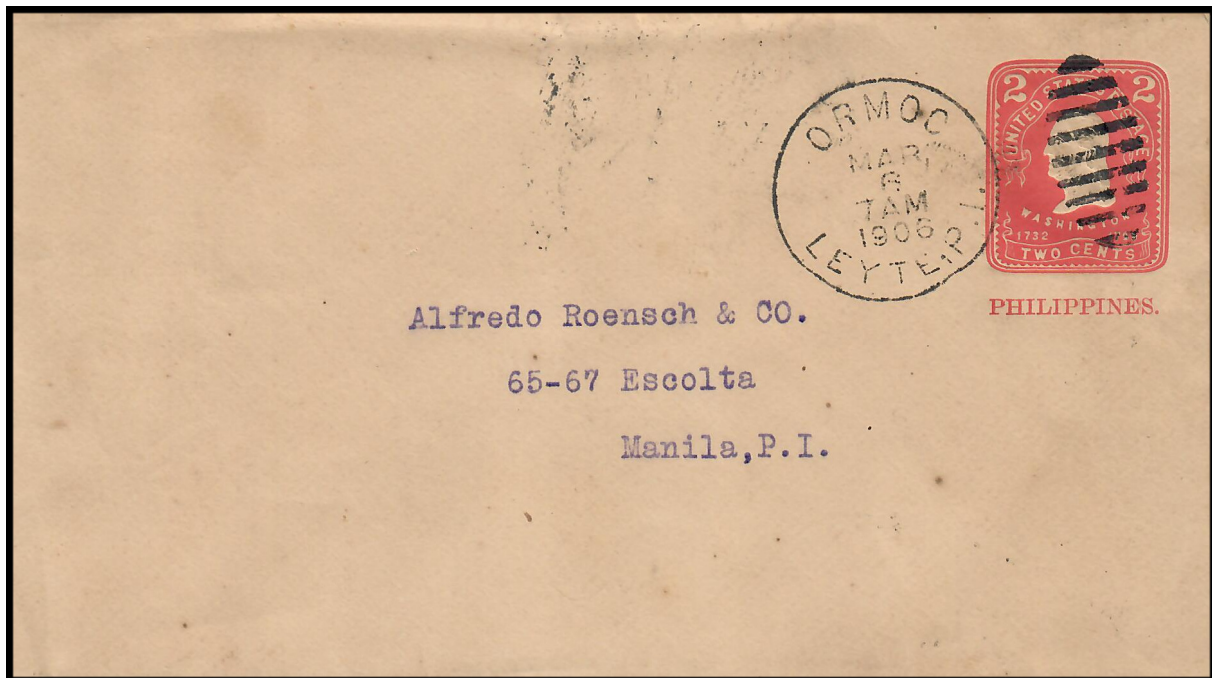
ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co

65-67 ESCOLTA

MANILA



6 March 1906 - Pre-Stamped Envelope (Scott #U22) from Ormoc, Leyte to Manila

'Ormoc, Leyte' Originating Duplex Cancel

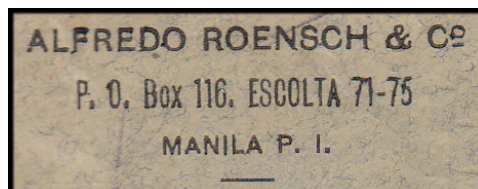
15 March 1906 'Manila' Receiving Circular Date Backstamp

ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRINTED RETURN ADDRESS CORNER CARD

RA1: ALFREDO ROENSCH & Co



ALFREDO ROENSCH & Co on Top
P.O. Box 116, ESCOLTA 71-75 in Centre
MANILA P.I. on Bottom



3 July 1906 - Cover with Alfredo Roensch Corner Card from Manila to Suhl, Germany

Stamps tied with Manila (Number 2) Duplex Cancels

Indistinct Suhl Receiving Backstamp

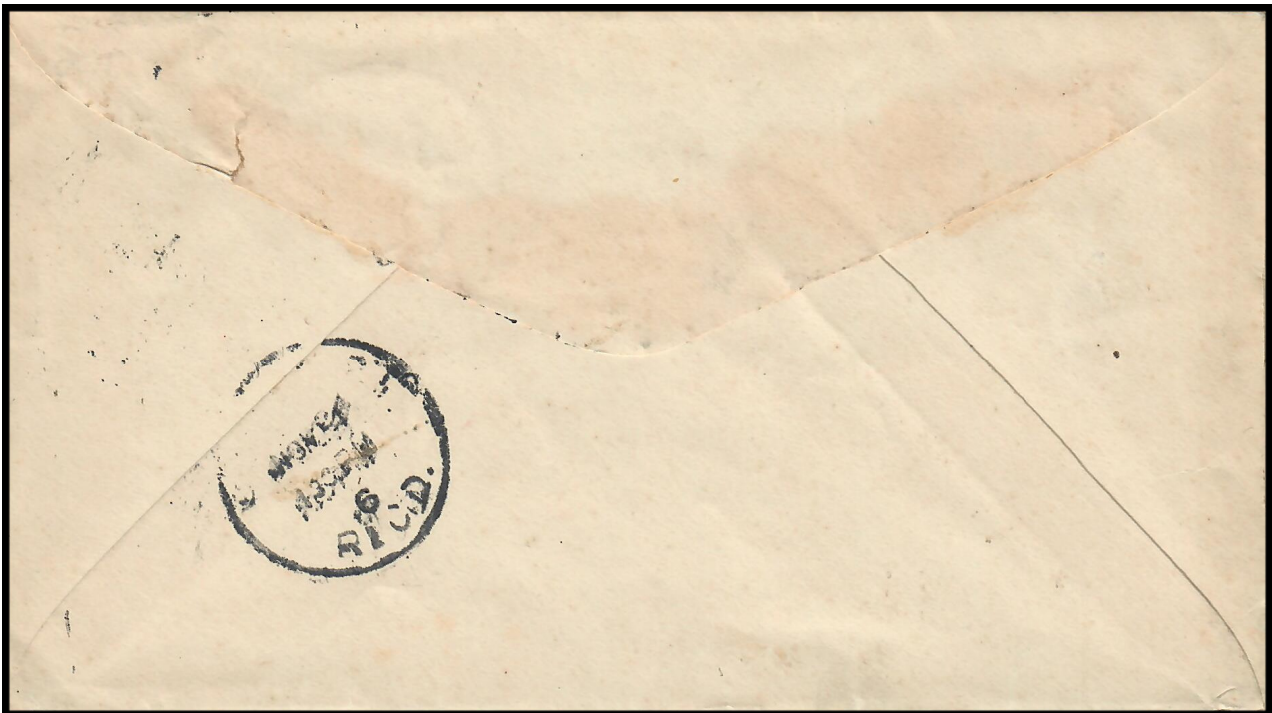
Note: Late Usage of this Corner Card Cover with Escolta 71-75 address

Alfredo Roensch & Company moved to Escolta 65-67 circa 1905

ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH
MANILA



9 November 1906 - Pre-Stamped Envelope (Scott #U17) from Parang, Sulu to Manila
'Parang, Moro' Originating Duplex Cancel
14 November 1906 'Manila' Receiving Circular Date Backstamp

ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co

65-67 ESCOLTA

MANILA



22 November 1906 – Special Delivery Cover from Capas, Tarlac to Manila

'Capas, Tarlac' Originating Duplex Cancel

22 November 1906 'Manila' Receiving Circular Date Backstamps

ALFREDO ROENSCH & COMPANY

US OCCUPATION

**PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH CO
THE ESCOLTA
MANILA**



11 March 1907 - Pre-Stamped Envelope (Scott #U28) from Catbalogan, Samar to Manila
'Catbalogan, Samar' Originating Duplex Cancel

Christian Preusse Collection

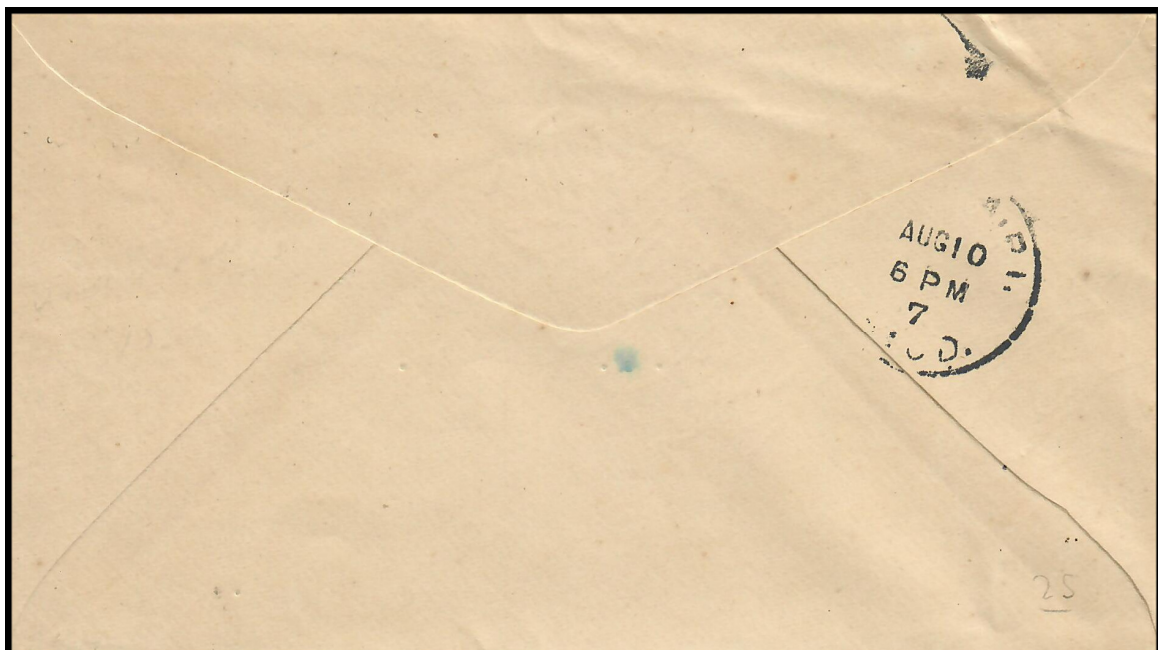
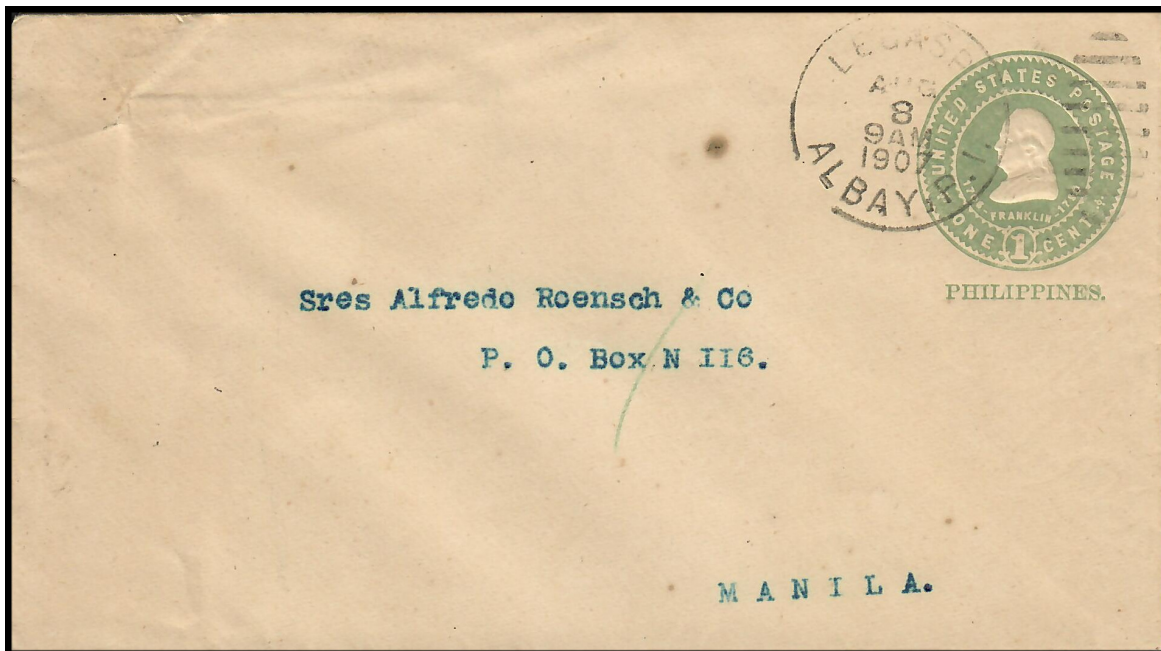
ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co

PO Box N116

MANILA



8 August 1907 - Pre-Stamped Envelope (Scott #U17) from Legaspi, Albay to Manila

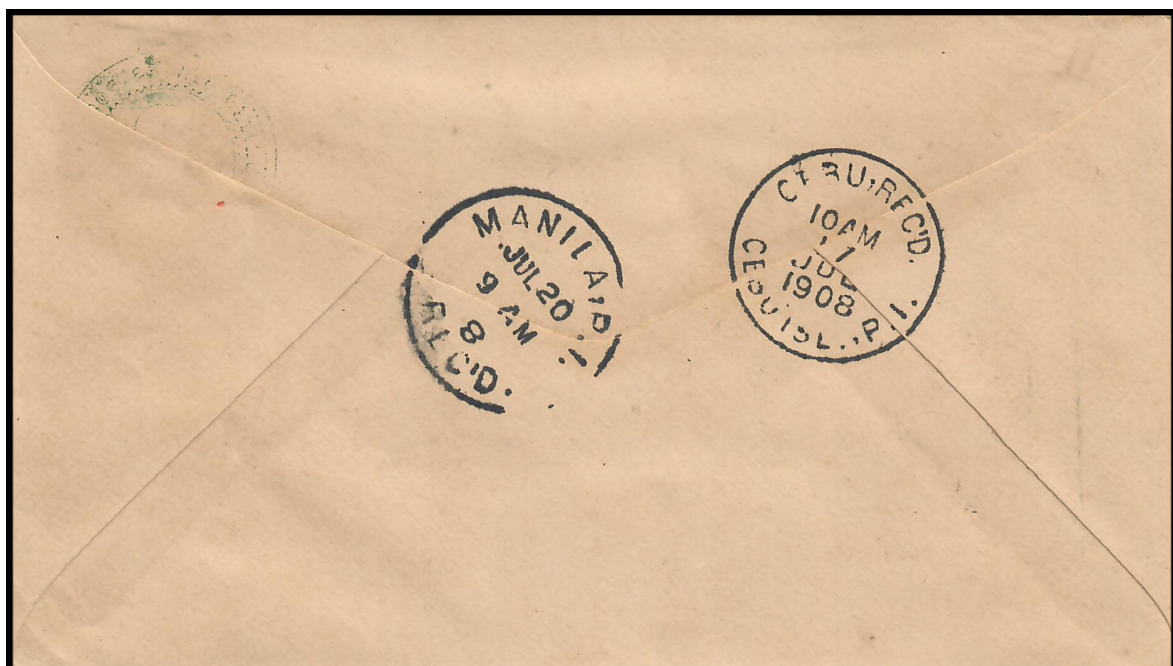
'Legaspi' Originating Duplex Cancel

10 August 1907 'Manila' Receiving Circular Date Backstamp

ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co
65-67 ESCOLTA
MANILA

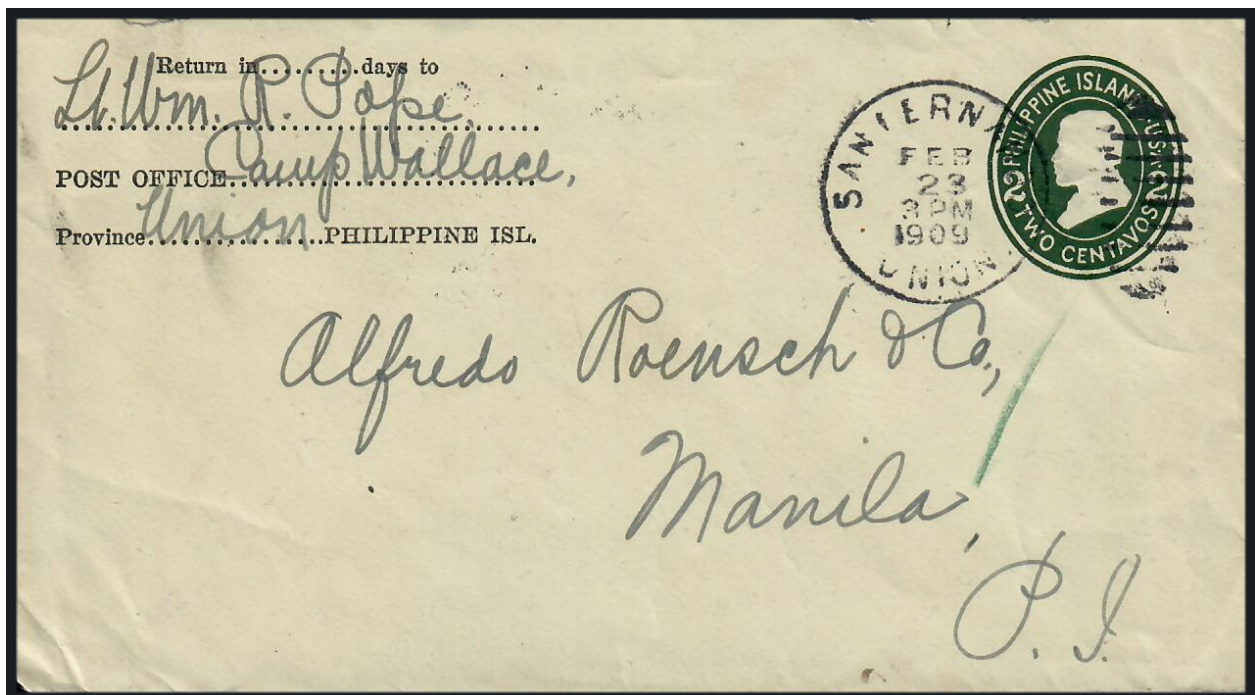


14 July 1908 - Pre-Stamped Envelope (Scott #U17) from Mambajao, Camiguin to Manila
'Mambajao' Originating Duplex Cancel
17 July 1908 'Cebu' Receiving (Transit) Circular Date Backstamp
20 July 1908 'Manila' Receiving Circular Date Backstamp

ALFREDO ROENSCH & COMPANY

US OCCUPATION

**PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co
MANILA**



23 February 1909 – Pre-Stamped Envelope (Scott #U30) from San Fernando, La Union to Manila

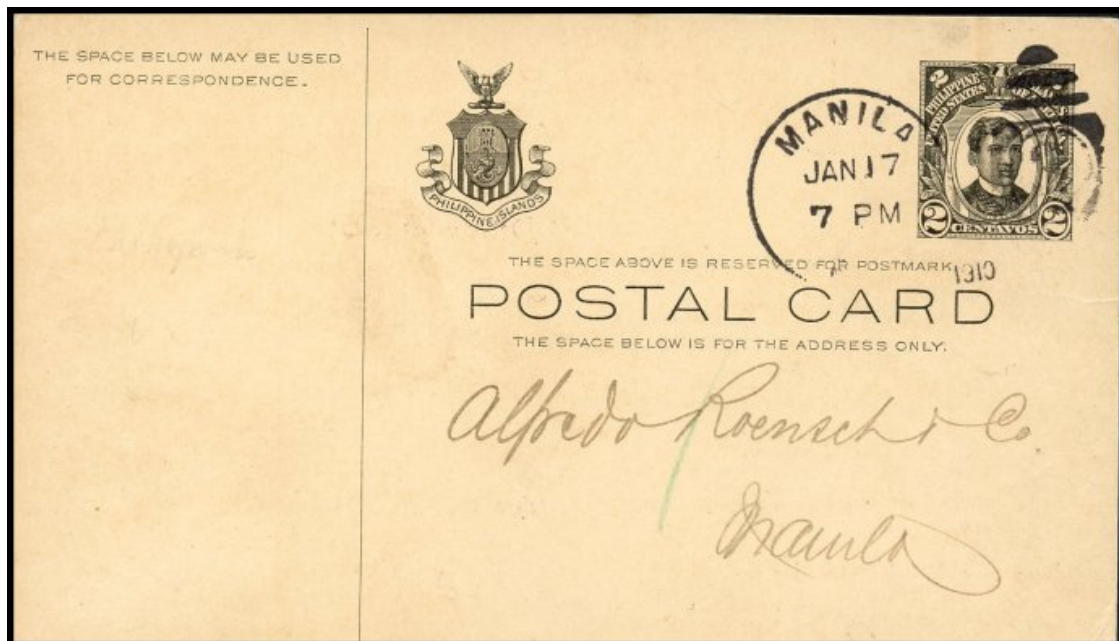
'San Fernando, Union' Originating Duplex Cancel

25 February 1909 'Manila' Receiving Circular Date Backstamp

ALFREDO ROENSCH & COMPANY

US OCCUPATION

INBOUND POSTAL CARD TO ALFREDO ROENSCH & Co, MANILA



PACIFIC MAIL STEAMSHIP CO.
TOYO KISEN KAISHA.

We beg to inform you that the following Cargo
has arrived per S. S. MONGOLIA
Consigned to add
Marks No. of Pkgs. B/L No. 21 Kobe
A.R. Co. 3 Cs. Mattings Goods

Please Present this Advice with Bill of Lading.

Frt. & Adv. Charges P 688
Landing Charges P 688

Yours Faithfully,
Castle Bros. & Wolf & Sons,
Agents.

17 January 1910 – Manila Circulating Pre-Printed Postal Card (Scott #UX9)

From Pacific Mail Steamship Co notifying arrival of cargo for collection

Manila (No 3) Duplex Cancel

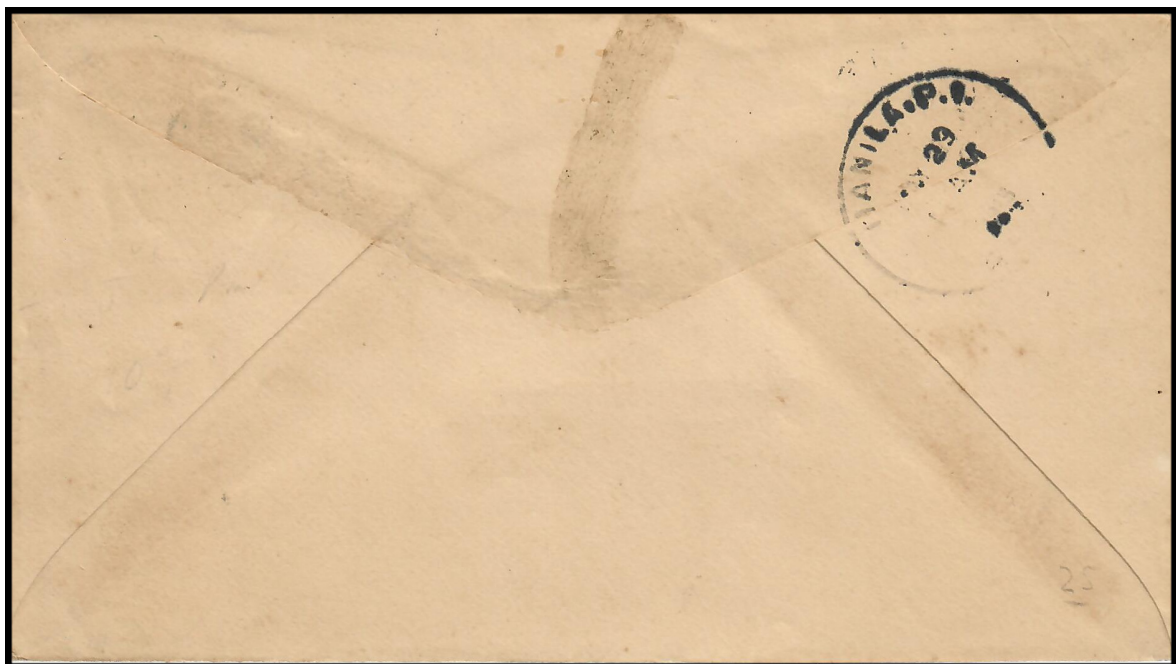
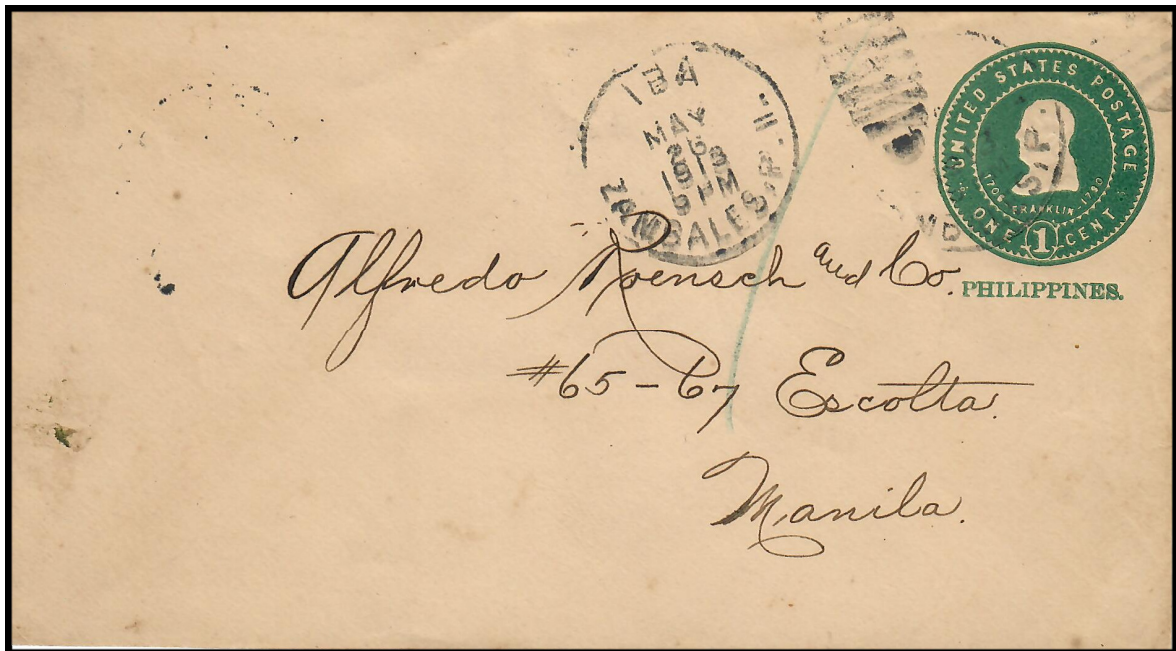
ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRE-STAMPED ENVELOPE ADDRESSED TO ALFREDO ROENSCH & Co

65 - 67 ESCOLTA

MANILA



26 May 1913 - Pre-Stamped Envelope (Scott #U17) from Iba, Zambales to Manila

'Iba' Originating Duplex Cancel

29 May 1913 'Manila' Receiving Circular Date Backstamp

ALFREDO ROENSCH & COMPANY

US OCCUPATION

INBOUND FOREIGN COVER ADDRESSED TO ALFREDO ROENSCH & Co



3 January 1917 – Cover from Bremen, Germany to Manila via San Francisco

Dive Boat Letter of the third weight level with 'Bremen Dor 18.1.17' CDS
and 'Tauchbootgebuh'r Reimbursed' handstamp on front

Addressed to Oscar Schutze, Alfredo Roensch & Co, Manila

1917 Records show both Alfredo Roensch and Oscar Schuetze as partners in the Company

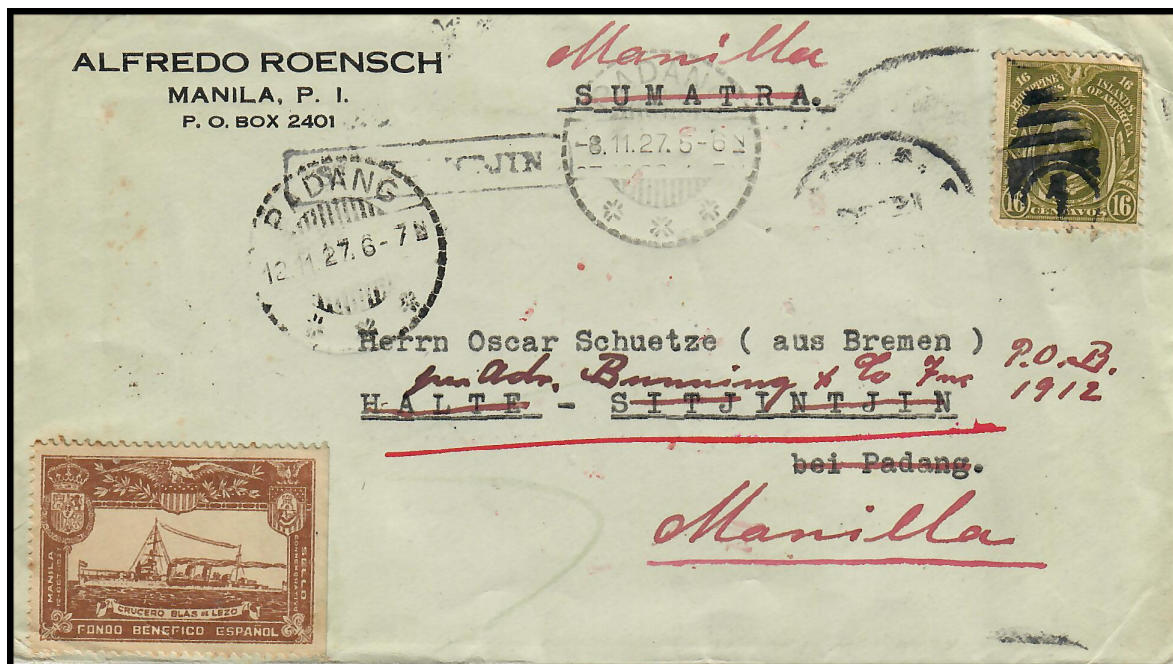
ALFREDO ROENSCH & COMPANY

US OCCUPATION

PRINTED RETURN ADDRESS CORNER CARD

ALFREDO ROENSCH
MANILA, P. I.
P. O. BOX 2401

Private Corner Card used after the sale of the Company in 1918



31 October 1927 - Cover with Alfredo Roensch Corner Card from Manila to Padang, Sumatra

Almost Indistinct Manila No. 1 Duplex Departure Circular Date Stamp

Padang (8 November 1927) Receiving CDS on Front and Back

Cover redirected back to Manila, with additional Padang (11 November 1927) Departure CDS on Front

With Alfredo Roensch Straight Line Handstamp on Reverse

Affixed (not tied) with Fondo Benefico Espanol Charity Seal on bottom left

ALFREDO ROENSCH & COMPANY

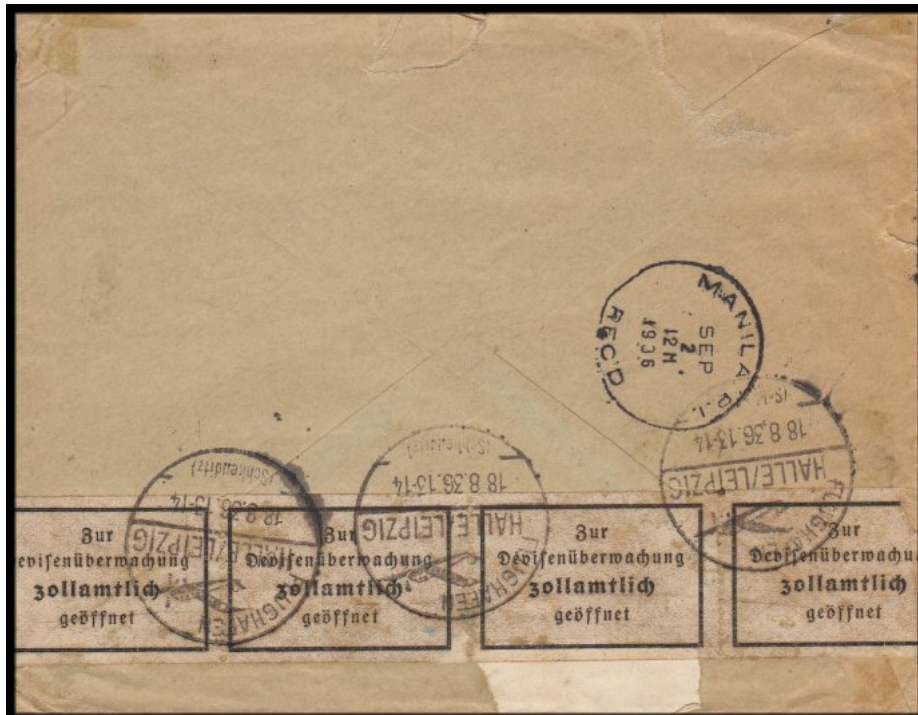
US OCCUPATION

INBOUND FOREIGN COVER ADDRESSED TO ALFREDO ROENSCH



10 May 1933 – Cover from Hamburg, Germany to Manila via Amsterdam – Singapore
 Berlin (10 May 1933) and Singapore (18 May 1933) Transit Circular Date Backstamps
 Manila (26 May 1933) Receiving Circular Date Backstamp

Cover sent from Gustav Adolfo Roensch, Alfredo's son

ALFREDO ROENSCH & COMPANY**US OCCUPATION****INBOUND FOREIGN COVER ADDRESSED TO ALFREDO ROENSCH**

16 August 1936 – Cover from Berlin, Germany to Manila
Censor Tape and Censor (18 August 1936) Circular Date Backstamps
Manila (2 September 1936) Receiving Circular Date Backstamp