

## BAER SENIOR & COMPANY

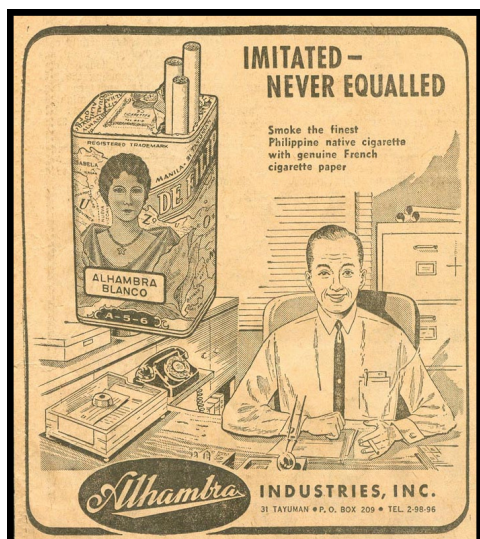
Baer Senior & Company was Merchants, Insurance Agents and Tobacco (cigar and cigarette) producers known in the Philippines from the mid-1860s. Records in 1865 list Saly Bear as a partner, with C Gruebler and J Hens as clerks. In 1873, records show the company located at Escolta 14, Manila with Oscar von Willemoes Suhm joining the firm as a clerk. The company acts as agents for Java Sea and Fire Insurance Company between 1873 and 1885.

In 1875, Baer Senior & Company takes up new residence at Augusto 10, Manila as well as expanding operations to Isabela with G Hartmann and O Fischer as clerks. Between 1875 and 1877 the company has the following employees in Manila: Saly Baer and J Heymann as managers, with A Fabian, L Prieto, G A Baer and Oscar von Willemoes Suhm.

Between 1879 and 1889, the company remained under the management of Saly Baer and J Heymann, supported by staff in Manila and Isabela. 1879 shows the departure of G A Baer and Oscar von Willemoes Suhm, having set up their own merchant company 'Baer & Suhm' located in Escolta, Manila. Between 1882 and 1885, Baer Senior & Company acted as agents for: Globe Marine Insurance Company and La Confiance, Campagine d'Assurances Contre L'Incendie (Paris), R Rubattino & Co's Italian Mail Steamers; and Austro-Hungarian Lloyd's.

From 1885, the company is located at Escolta 20, Manila. Between 1885 and 1902, they are agents for Navigazione Generale Italiana (Italian shipping company founded in 1881). Between 1885 and 1915 they are agents for Austrian Lloyd's Steam Navigation Company. Other agencies over the years included: Florio & Rubattino's Italian Mail Steamers and German Steamship Company of Hamburg (King Sin Line) and.

Records in 1892 show that J Heymann is no longer employed by the company, but it remains managed by Saly Baer. G A Pfuetzner joins the company with authority to sign per procurationem. In 1894, G A Pfuetzner is joined by G E Weber and Peter Krafft, also having similar authority.



Baer Senior & Company continued to expand its operations in the latter part of the 19th century, and up to 1904 was the agency for the Alhambra Cigar Factory (located at Calle Echague 205). By the end of the 19th century, it had wide representation across the Philippines with agents acting for them in Tuguegarao (Cagayan), Cabagan (Isabela), Tumauni (Isabela), Ilagan (Isabela), Naguilian (La Union), Reina Mercedes (Isabela), Caoayan (Ilocos Sur) and Echague (Isabela). Baer Senior & Company also owned and managed three tobacco plantations in Maluno, Lucban and Yeban (Isabela).



Between 1900 and 1902, the company becomes a 'Successor' corporation, renaming the business 'Baer Senior & Co's Successors', and was located at Escolta 100, Manila. Between 1902 and 1915 they took over as agents for Norddeutsche Feuer Versicherungs Gesellschaft (North German Fire Insurance Company), Hamburg (previously under the agency of Baer & Suhm).

## BAER SENIOR & COMPANY

In 1904, records shows Baer Senior & Co's Successors located at Calle Novaliches 13, San Miguel, further expanding the business to include La Yebana (Cigar and Cigarette Factory) as well as a Distillery of Essential Oils. The company is managed by Peter Krafft and Adolf Determann between 1904 and 1908. It also shows that Peter Krafft was the Austrian-Hungarian Consul in Manila in 1908 (albeit absent) with Adolf Determann in place as acting consul.



In 1905, Baer Senior & Co's Successors expands and takes up additional residence between Calle Novaliches 13 and 29, San Miguel, Manila. In 1908, in addition to the three existing tobacco plantations, they expand to include additional plantations in Ballao and Sevillana, also in Isabela. Records for this year shows Adolf Determann and P Meller as having authority to sign per procuration. In 1909 it shows Adolf Determann as Manager alongside the heirs of Saly Baer, and P Meller as Assistant in Manila. In 1910, it appears that Adolf Determann returned to New York with P Meller taking over as Acting Manager.

Based on records in 1912, it is assumed that Baer Senior & Co's Successors was dissolved and the company changed name (most likely under company successor rules) to the Manila Commercial Company, still residing at the same address and being Proprietors of La Yebana Cigar and Cigarette Company as well as the various Tobacco Plantations in Isabela Province. The Manila Commercial Company shows Adolf Determann as president (New York) and P Meller as Vice-President and acting manager (Manila) between 1912 and 1916. In 1920 records shows the company located at Novaliches 22/38, San Miguel, as general merchants, manufacturers, importers and exporters. La Yebana Cigar Factory remains under their control. The following staff are present: Ignacio Gomez (president), Gregorio Llenado (vice-president), and Francisco Ferraz (secretary and treasurer). No further records after 1920 have been found relating to the Manila Commercial Company.

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*The following information has not been validated and may not accurately depict the relationship between Insular-Yebana Tobacco Corporation and any links to La Yebana Cigar and Cigarette factory under the previous ownership of Baer Senior & Co's Successors and the Manila Commercial Company:*

*The Insular-Yebana Tobacco Corporation was established in the 1930s. Its first factory was located at the corner of M.H. del Pilar and Cobre streets in Barangay Tugatog, Malabon. During its peak, Insular-Yebana was said to be the number one native cigarette maker. Some of its popular cigarette brands were 'Liwayway', 'Empress', 'Quiapo', and 'La Yebana'. The company used to grow their own tobacco in Ilocos and Isabela which were brought to the plant for processing. Insular-Yebana's cigar factory ceased manufacturing in the 1970s, while its cigarette factory closed down in 1989. After the tobacco business, Insular-Yebana went into real estate and warehousing, with different businesses renting warehouses within the Insular-Yebana compound. The property has since been sold to developers, bringing to the end an era of the Insular-Yebano Tobacco Corporation.*

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**BAER SENIOR & COMPANY**

# **“ALHAMBRA”** **CIGAR FACTORY,** **MANILA.**

**CUBAN STYLE.—Brand Las Tres Haciendas.**

SHAPES	Boxes	Net weight per 1,000	PRICE per 1,000
		Pounds	
Incomparables (with rings and tinfoil) ...	25	25	\$100
Imperiales id. id. ...	25	24	70
Regalia Alhambra (with rings) ...	50	22	55
Favoritos de la Alhambra (with rings & tinfoil) ...	25	15	50
Cazadores Imperiales ...	25	23	45
Cazadores ...	50	23	38
Culebras ...	50	16	40
Brevas Imperiales ...	50	20	32
Brevas ...	50	20	30
Vegueros ...	50	15	30
Non Plus Ultra Reina Victoria ...	100	15	40
Perlas de la Alhambra (with rings) ...	25	14	36
High Life (with rings) ...	50	16	33
Exquisitos (with rings) ...	25	16	28
Bouquets (with rings) ...	25	16	27
Británicos ...	50	14	26
Torpedoes (with rings) ...	50	10	25
Media Regalia (with rings) ...	50	15	24
Londres finos ...	50	14	22
Londres ...	100	15	20
Chuchus Especiales ...	50	15	20
Princesas (with rings) ...	50	11	20
Petits Bouquets (with rings) ...	50	10	20
Conchitas ...	100	11	16
Damas ...	100	10	15
Conchas Flor ...	100	15	16
Nuevo Habano (spiral wrapper) ...	100	14	16
Señhoritas ...	200	4	8

**PHILIPPINE STYLE.—Brand Las Vegas Bajas.**

SHAPES	Net weight per 1,000	PRICE PER 1,000 in boxes of			
	Pounds	50	100	250	500
Habano Extra ...	18	\$24.00	\$22.00	—	—
Cortado Extra ...	18	24.00	22.00	—	—
1. <sup>a</sup> Habano ...	22	22.00	20.00	—	—
1. <sup>a</sup> Cortado ...	22	22.00	20.00	—	—
2. <sup>a</sup> Habano Extra ...	13	19.00	17.00	—	—
2. <sup>a</sup> Cortado Extra ...	13	19.00	17.00	—	—
Nuevo Habano ...	14-18	13.50	12.00	\$11.50	\$11.00
Nuevo Cortado ...	14-18	13.50	12.00	11.50	11.00
2. <sup>a</sup> Habano ...	13	11.50	10.50	10.00	9.50
2. <sup>a</sup> Cortado ...	13	11.50	10.50	10.00	9.50
3. <sup>a</sup> Habano ...	10	11.25	9.50	9.25	9.00
3. <sup>a</sup> Cortado ...	10	11.25	9.50	9.25	9.00
4. <sup>a</sup> Habano ...	8	—	8.50	—	—
4. <sup>a</sup> Cortado ...	8	—	8.50	—	—

MANILA, 1st December, 1898.

**BAER SENIOR & Co.**

This List cancels previous ones.

General Manager.



## BAER SENIOR & COMPANY

### BUSINESS HANDSTAMPS

#### BH1: SINGLE STRAIGHT LINE HANDSTAMP

BAER SENIOR & CE

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BAER SENIOR & CE on Top  
'SENIOR' 2.5mm tall, other letters 3mm tall  
Three Horizontal Lines Below



5p25c Giro Fiscal Stamp (W-111)  
(1880)



6p Giro Fiscal Stamp (W-112)  
(1880)



5c Giro Fiscal Stamp (W-135)  
(1888)



10c Giro Fiscal Stamp (W-136)  
(1893)



4p Giro Fiscal Stamp (W-141)  
(1888)



50c Giro Fiscal Stamp (W-147)  
(1891)



## BAER SENIOR & COMPANY

### BUSINESS HANDSTAMPS

#### BH2: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



S BAER & Cia on Top  
MANILA on Bottom  
With Small Circle Either Side of MANILA



Circa mid-1870s Cover from Manila to Frankfurt, Germany  
Cover sent via Forwarding Agent to HongKong then to Germany via Marseille  
S Baer & Cia Handstamp (BH2) on Front

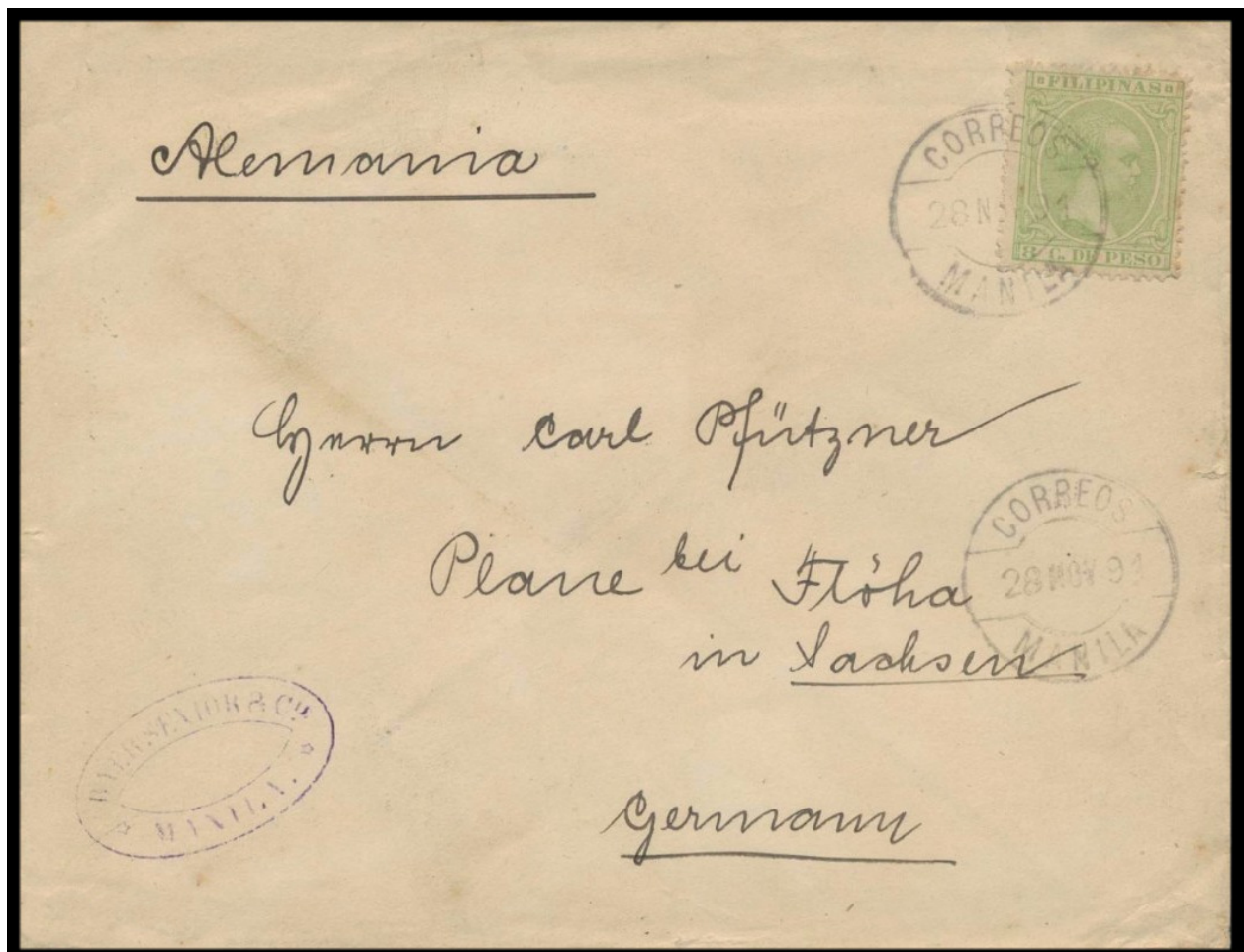
## BAER SENIOR & COMPANY

### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



BAER SENIOR & CIA on Top  
Blank Centre  
MANILA. on Bottom  
With Star on Either Side



28 November 1891 – Cover from Manila to Floha, Sachsen (Saxony), Germany  
8c Paying Single Weight Rate to UPU Country tied with Manila Correos Circular Date Stamp  
Plauen (2 January 1892) and Floha (3 January 1892) Receiving Backstamps  
Baer Senior & Company Handstamp (BH3) on Front

## BAER SENIOR & COMPANY

### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



BAER SENIOR & CIA on Top  
Blank Centre  
MANILA. on Bottom  
With Star on Either Side



22 December 1897 – Cover from Manila to Rendsburg, Germany

8c Paying Single Weight Rate to UPU Country tied with Correos Circular Date Stamp

Rendsburg (19 January 1898) Receiving Date Stamp on Front

Baer Senior & Company Handstamp (BH3) on Front

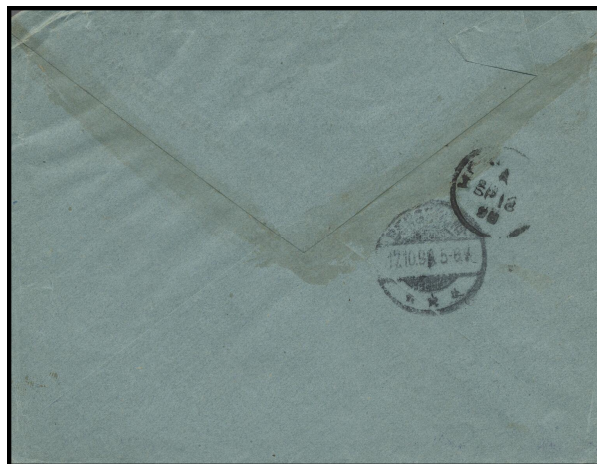


## BAER SENIOR & COMPANY

### US OCCUPATION

#### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



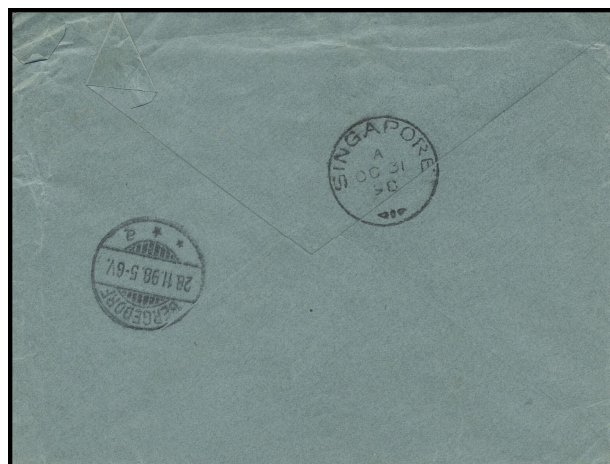
13 September 1898 – Cover from Manila to Bergedorf, Germany via Hong Kong  
10c US Stamp Paying Double Weight Rate tied with San Francisco Philippine Islands Departure Duplex Cancel  
Hong Kong (18 September 1898) Transit Cancel and Bergedorf (12 October 1898) Receiving Backstamp

## BAER SENIOR & COMPANY

### US OCCUPATION

#### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



21 October 1898 – Cover from Manila to Bergedorf, Germany

5c US Stamp Paying Single Weight Rate tied with Military Station (No. 1) Departure Duplex Cancel  
Singapore (31 October 1898) Transit Cancel and Bergedorf (28 November 1898) Receiving Backstamp

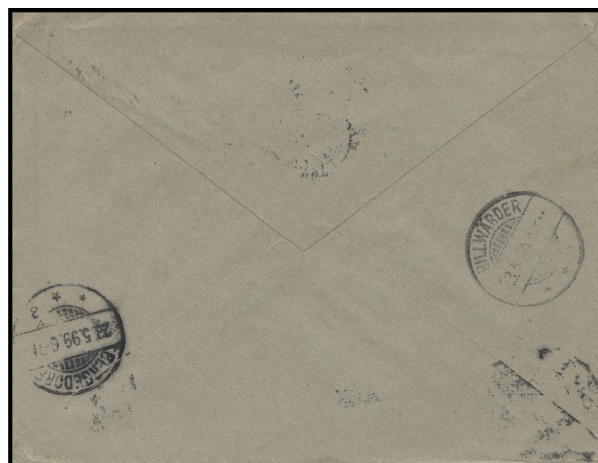


## BAER SENIOR & COMPANY

### US OCCUPATION

#### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



20 April 1899 – Cover from Manila to Bergfeld, Germany

5c US Stamp Paying Single Weight Rate tied with Military Station (No. 1) Departure Duplex Cancel

Bergedorf (23 May 1899) and Billwälder (23 May 1899) Receiving Backstamps

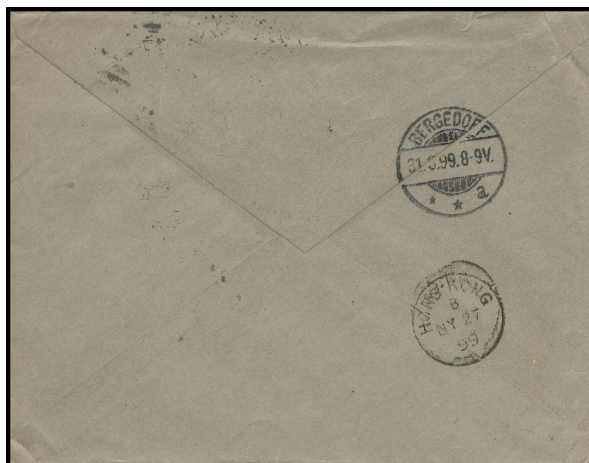
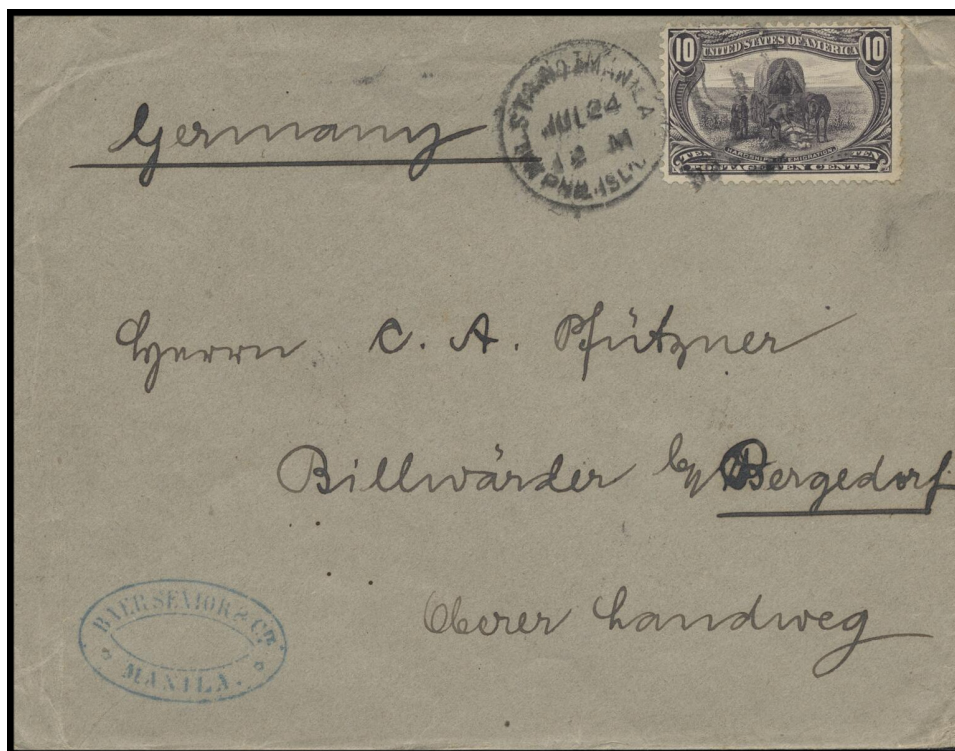


## BAER SENIOR & COMPANY

### US OCCUPATION

#### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



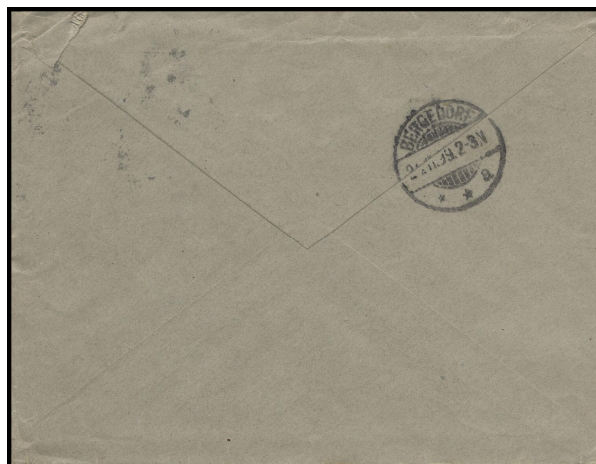
24 July 1899 – Cover from Manila to Bergedorf, Germany via Hong Kong  
10c US Stamp Paying Double Weight Rate tied with Military Station (No. 1) Departure Duplex Cancel  
Hong Kong (27 July 1899) Transit Cancel and Bergedorf (31 August 1899) Receiving Backstamp

## BAER SENIOR & COMPANY

### US OCCUPATION

#### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



20 October 1899 – Cover from Manila to Bergedorf, Germany

10c US Stamp Paying Double Weight Rate tied with Military Station (No. 1) Departure Duplex Cancel

Bergedorf (22 November 1899) Receiving Backstamp



## BAER SENIOR & COMPANY

### US OCCUPATION

#### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



3 March 1900 – Cover from Manila to Bergedorf, Germany via Hong Kong  
10c US Stamp Paying Double Weight Rate tied with Military Station (No. 1) Departure Duplex Cancel  
Bergedorf (5 April 1900) Receiving Backstamp



## BAER SENIOR & COMPANY

### US OCCUPATION

#### BUSINESS HANDSTAMPS

#### BH3: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



BAER SENIOR & CIA on Top  
Blank Centre  
MANILA. on Bottom  
With Star on Either Side



Circa 1900 – Registered Cover from Manila to Giessen, Germany  
Military Station (No.1) Departure Circular Date Stamp  
Baer Senior & Company Handstamp (BH3) on Front



**BAER SENIOR & COMPANY**

**US OCCUPATION**

**WRAPPER ADDRESSED TO MR (A) DETERMANN  
BAER SENIOR & CO.  
SAN MIGUEL**



Circa 1904 Printed Matter Wrapper, most likely Manila Circulating

*Mr Adolf Determann was in Manila working with Baer Senior & Company between 1904 and 1909*