

Carl Franz Adolf Otto Ingenohl was born in Germany and immigrated to Antwerp in 1876. In 1886 he was naturalised as a Belgian citizen by the act of the Belgium parliament. In 1882, Carl Ingenohl formed a limited company under the name of 'El Oriente Fabrica de Tobacos Socieded Anonima' wherein he was the directing administrator. From the onset, he created two trademarks and trade names. 'La Perla del Oriente' and 'El Cometa del Oriente', with a third created around 1887, 'Imperio del Mundo'. The company operated cigar manufacturing companies in Manila (El Oriente Fabrica de Tabacos from 1882) and Hong Kong (El Oriente Tobacco Manufactury Company from 1910). Large quantities of cigars were manufactured in both factories, and they became well known in the Far East. 'El Oriente' was mostly a trade name, although it did appear in various names of companies associated with Carl Ingenohl's business group. Carl travelled regularly to Hong Kong and Manila, managing his business in

both locations in a very hands-on manner. El Oriente Fabrica de Tabacos was the second largest cigar manufacturer in the Philippines after Tabacalera (Compania General de Tabacos de Filipinas).

In 1905, Carl Ingenohl formed under Belgian law an 'Association en Participation' under the name of the 'Syndicat Oriente', where he was appointed as sole manager. Thereupon the business of the old company, including its registered trademarks in Belgium and in every other country, were transferred to Ingenohl as owner.

On October 6, 1917, the United States Trading with the Enemy Act became law. Under this Act the American Alien Property Custodian wrongly confiscated Ingenohl's Hong Kong and Manila factories and businesses. This was due to suspicion of Carl's German origin and the fact that his family was still German; moreso that his brother Gustav Heinrich Ernst Friedrich von Ingenohl had been the admiral in charge of the German fleet until 1915. Additionally, the manager and European staff of the La Perla factory were all Germans. It was also stated that all the profits of the Ingenohl businesses were sent to Germany via Antwurp.

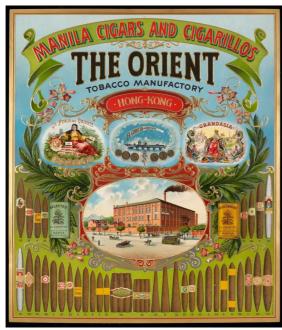
Although Ingenohl challenged these accusations, the British authorities put his Hong Kong factory under supervision during the war. It was released back to Ingenohl at the end of hostilities. He was not so fortunate with events in the Philippines. When the United States entered the war in 1917, Ingenohl's Manila factory was seized as enemy property add its assets were sold to the firm of Walter E Olsen & Co, an American company. However, this excluded all intellectual property and trademarks of 'El Oriente Fabrica de Tabacos - C Ingenohl' as these were owned directly by Carl Ingenohl under Sydndicat Oriente.

Following the war, Ingenohl complained through the Belgian authorities about the seizure. After an investigation, it was conceded by the Government of the Philippines that the seizure had been improper. However, under the legislation under which the seizure was made Ingenohl was unable to get his factory back. Instead he received financial compensation for the wrongful confiscation which, however, fell short of the value of the property as held by Ingenohl prior to the seizure. Not surprisingly, Ingenohl was not happy about the loss of his factory and brought court actions against Walter E Olsen & Co around Asia. In 1922, Ingenohl sued Walter E Olsen & Co in the Supreme Court of Hong Kong for trademark infringement, wherein it was claimed that Walter E Olsen & Co were using the brands of Syndicat Oriente in the Chinese market where The Oriente in Hong Kong was also selling its cigars under the same brands, but legitimately. Walter E Olsen & Co defended on the basis that they had

acquired all the assets of the Manila factory, including the goodwill in Hong Kong and thus they had the right to sell their products in Hong Kong. Taking the cases through the Hong Kong, Philippine and US Courts, the case was finally ruled in Ingenohl's favour. Ingenohl had obtained his award for costs by the US Supreme Court based on the condition that 'the transfer of assets by the Custodian of Enemy Property could only be good outside US jurisdiction if there was no opposing interest or right'.

Ingenohl then brought an action in Shanghai to seek to recover some of his very substantial market in China. After a drawn out case, the Court dismissed the claim with costs. It was decided that the Hong Kong factory did not have any goodwill in China, as it was really the Manila factory which had the goodwill in China, which was owned by Walter E Olsen & Co. Ingenohl appealed through the Privy Council in London, but that appeal failed. Ingenohl and Walter E Olsen & Co continued litigating around the world into the 1930s. Carl Ingenohl died in 1934, but his company continued to sell his cigars in Hong Kong and Shanghai through luxury boutiques right up to World War II.

It is believed that Walter E Olsen Inc, the US parent company, went bankrupt as a result of the 1929 financial crisis. It is also believed that the Manila company that acquired the El Oriente factory and plantations survived for some time after the bankruptcy of its parent. Records show that El Oriente Fabrica de Tabacos continued to operate from premises until the mid-1930s. No further information has been found from 1937.







Company Profile - Key Dates:

1882 - 1905: El Oriente Fabrica de Tabacos - Sociedad Anonima 1905 - 1918 (?): El Oriente Fabrica de Tabacos - C. Ingenohl

From 1918: El Oriente Fabrica de Tabacos



Special thanks to Edward Schneider (great-grandson of Carl Ingenohl) and Kara Garilao (great-granddaughter of Adolf Velhagen) for valuable input

KEY DATES AND TIMELINES

- 1889 El Oriente Fabrica de Tabacos, Sociedad Anonima, located at Calle Gunao 2, Manila, with the following staff: Carl Ingenohl (director, Antwerp), C Germann (manager), M Kanzler (sub-manager), O Lehuert (clerk), C F Schultz (clerk), and J Pineda (overseer).
- 1890 El Oriente Fabrica de Tabacos, Sociedad Anonima, with the following staff: C Ingenohl (director, Antwerp), O Lehuert (signs per procuration), C F Schults (signs per procuration), and J Pineda (overseer).
- 1892 El Oriente Fabrica de Tabacos, Sociedad Anonima, with the following staff: C Ingenohl (director), C F Schults (signs per procuration), A Buttner, L Mahn, and J Pineda (overseer).
- 1894 El Oriente Fabrica de Tabacos, Sociedad Anonima, located at Calle San Pedro 64 y Calzada de Bilibid, Manila, with the following staff: C Ingenohl (administrador-director), A Buttler (assistant, signs per procuration), A Velhagen (assistant), E Kahl (assistant), F Vogel, and J Pineda (overseer).
- 1898 El Oriente Fabrica de Tabacos, Sociedad Anonima, with the following staff: C Ingenohl (administrador-director), A Velhagen (assistant, signs per procuration), F Vogel (assistant), C Faber (assistant), E Knauff, W Lampe (assistant), C Kleemann (assistant), and J Pineda (overseer).
- 1899 El Oriente Fabrica de Tabacos, Sociedad Anonima, with the following staff: C Ingenohl (administrador-director), A Velhagen (manager, signs per procuration), C Faber (assistant), E Knauff (assistant), W Lampe (assistant), H Offermann, K Badenhop, W Nehmzow, J Pineda (overseer), J Augustin (overseer), F Vogel (assistant, Isabela), and C Kleemann (assistant, Isabela).
- 1900 El Oriente Fabrica de Tabacos, Sociedad Anonima, with the following staff: C Ingenohl (administrador-director), A Velhagen (manager), E Knauff, H Offermann, K Badenhop, O Merz, O Peetz, W Nehmzow, J Pineda (overseer), J Augustin (overseer), F Vogel (assistant, Isabela), and C Kleemann (assistant, Isabela).
- 1901 El Oriente Fabrica de Tabacos, Sociedad Anonima, located at Calle San Pedro 214 y Calzada de Bilibid, with the following staff: C Ingenohl (administrador-director), A Velhagen (manager), E Knauff, H Offermann, K Badenhop, W Nehmzow, OMerz, G van Sintern, J Pineda (overseer), J Augustin (overseer), C Kleemann (Isabela), O Peetz (Isabela), and H Ebell (Isabela).
- 1902 El Oriente Fabrica de Tabacos, Sociedad Anonima, with the following staff: C Ingenohl (administrador-director), A Velhagen (manager), E Knauff (assistant), H Offermann (assistant), K Badenhop (assistant), W Nehmzow (assistant), O Merz (assistant), G van Sintern, H Sieling (assistant), J Pineda (overseer), J Augustin (overseer), C Kleemann (assistant, Isabela), O Peetz (assistant, Isabela), and H Ebell (Isabela).
- 1904 The following is an extract from an official document that reflects the management structure of the El Oriente Cigar Company in Manila in 1904.

El Oriente - Fabrica de Tabacos Sociedad Anonima Manila

Carl Ingenohl - Administrador-Director (Managing Director)

Adolf Velhagen - General Manager

Konrad Badenhop - Logistics Manager

Herman Sieling - Philippine Workshop Manager

Wilhem Jaeger - Selection Manager

Heinrich Oostendorp - Manager of the Tanduay branch

Richard Hummerfeldt - Stockroom Manager

Fernand Boulanger - Engineer

Alfred Illenburger - Treasurer

Wilhelm Schmidt - Assistant

Otto Metz - Quality Control Manager

Juan Pineda - Head of Cigar Production

KEY DATES AND TIMELINES

Ernst Knauff - Head Harvesting Manager (Ilagan) August Ebell - Harvesting Manager of Upper Isabela (Ilagan) Julius Ruchenbrod - Harvesting Manager of Lower Isabela (Ilagan) Ludwig Baumgartner - Harvesting Manager of Central Isabela (Ilagan)

1906 - Postal Card usage from El Oriente Fabrica de Tabacos - C. Ingenohl.

1908 - El Oriente Fabrica de Tabacos - C. Ingenohl, located at Celle San Pedro 214, Calzada de Iris 668, and Calle Castillejos 66, Manila, with the following staff: C Ingenohl (proprietor), A Velhagen (general manager), K Badenhop, H Sieling, W Jaeger, A Illenberger, R Liezewsky, H Valois, H Kloenig, M Fecht, E de Vries, R Carlos (overseer), E Knauff (Ilagan, Isabela), H Ebell (Ilagan, Isabela), J Ruckenbrod (Ilagan, Isabela), L Baumgaertner (Ilagan, Isabela), and A Wilser (Ilagan, Isabela).

1910 - El Oriente Fabrica de Tabacos, with the following staff: C Ingenohl (proprietor).

1912 - El Oriente Fabrica de Tabacos, located at Calle San Pedro 214, Calle Castillejos 66, and Calle Azcarraga 668, with the following staff: C Ingenohl (proprietor), A Velhagen (manager), E Knauff (assistant manager), K Badenhop (assistant manager), W Jaeger (assistant), A Blenberger (assistant), W Schmidt (assistant), K Piderit (assistant), E Reither (assistant), J Wunderlich (assistant), G Seeberger (assistant), O Schultze (assistant), E F Scheunemann (engineer), G de Ocampo (foreman), J Ruckenbrod (Ilagan, Isabela), L Baumgaertner (Ilagan, Isabela), E de Vries (Ilagan, Isabela), W Mueller (Ilagan, Isabela), and A Tillmann (Ilagan, Isabela).

1916-1917 - El Oriente Fabrica de Tabacos, located at 732 Calle Evangelista, 1104 Calle Castillejos, and 2006 Calle Azcarraga, with the following staff: C Ingenohl (proprietor), A Velhagen (manager), E Knauff (assistant manager), K Badenhop (assistant manager), W Jaeger (assistant), A Blenberger, W Schmidt, E Reither, O Schulze, H Schneider, H Sauerbeck, W Pfeifer, P Derst, C Lindner, E F Scheunemann (engineer), H Sigllechnertt (engineer), G de Ocampo (foreman), L Baumgaertner (Ilagan, Isabela), E de Vries (Ilagan, Isabela), W Mueller (Ilagan, Isabela), G Seeberger (Ilagan, Isabela), and J Wunderlich (Ilagan, Isabela).

1920 - El Oriente Fabrica de Tabacos (Walter E Olsen & Co, Proprietors), located at 732 Calle Evangelista, Quiapo.

1922 - El Oriente Fabrica de Tabacos, located at 732 Calle Evangelista, 1104 Calle Castillejos, and 2006 Calle Azcarraga, Manila. C Ingenohl recordedas proprietor of The Orient Tobacco Manufactory in Hong Kong.

1925 - Excerpts from Life Insurance set up for Adolf Velhagen:

March 18, 1925: El Oriente Fabrica de Tabacos Inc, in order to protect itself against the loss that it might suffer by reason of the death of its manager, A Velhagen, who had more than 35 years of experience in the manufacture of cigars in the Philippine Islands, and whose death would be a serious loss procured from the Manufacturers Life Insurance Co of Toronto, Canada, thru its local agent E E Elser, an insurance policy on the lift of A Velhagen for \$50,000. Upon the death of A Velhagen in the year 1929, El Oriente received all the proceeds of the life insurance policy, together and the dividends accruing thereon, agrregating P104,957.88.

1927-1931 - El Oriente Fabrica de Tabacos, located at 732 Calle Evangelista, Quiapo, Manila.

1934 - Carl Ingenohl passed away in Antwerp in 1934.

1934-1936 - Covers known used from El Oriente Fabrica de Tabacos, located at 732 Calle Evangelista, Quiapo, Manila.

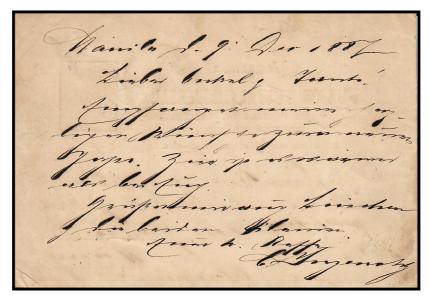
1937 - No further records for El Oriente Fabrica de Tabacos.

BUSINESS HANDSTAMP

SINGLE RIPPLED OUTER LINE OVAL HANDSTAMP







Dateline: 19 December 1887 - Postal Card from Manila to Germnay German Ausg No. 5 (14 January) receiving circular date stamp El Oriente Handstamp applied on top left corner on card front

BUSINESS HANDSTAMP

DOUBLE OUTER AND SINGLE INNER LINE OVAL HANDSTAMP





12 January 1891 - Postal Card from Manila to Hamburg, Germnay

Correos - Manila departure and Hamburg (16 February 1891) Receiving Circular Date Stamp

El Oriente Handstamp applied on top left corner on card front

Ebay – October 2010

BUSINESS HANDSTAMP

FOUR STRAIGHT LINE HANDSTAMP

EL ORIENTE

FABRICA DE TABACOS SOCIEDAD ANÓNIMA MANILA



19 December 1896 - Postal Card from Manila to Anvers, Belgium

Correos - Manila Departure and Anvers (20 January 1891) Receiving date stamps (wrong year applied)

El Oriente Handstamp applied on bottom left corner on card front

Addressed to Max Knauff, most likely a relative of Ernst Knauff who worked for El Oriente between 1898 and 1917

Address has the same street in Antwerp where Carl Ingenohl also lived

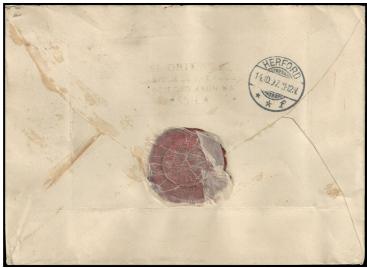
BUSINESS HANDSTAMP

FOUR STRAIGHT LINE HANDSTAMP

EL ORIENTE

FABRICA DE TABACOS SOCIEDAD ANÓNIMA MANILA





1897 - Registered Cover from Manila to Herford, Germany

32c Paying Triple Weight rate of 24c plus 8c Registration Fee, tied with Boxed Certificado Cancels Herford (14 October 1897) Receiving Circular Date Backstamp

El Oriente Handstamp applied on bottom left corner on cover front and on reverse side

RETURN ADDRESS







November 1897 - Registered Cover from Manila to Stettin, Germany per Steamship Yuen Sang via HongKong 24c Double Weight rate of 16c plus 8c Registration Fee with Black 'R' Handstamp on Front Stamps tied with Boxed Certificado Cancels

HongKong (14 November 1897) Transit and Stettin (20 December 1897) Receiving Date Stamps

RETURN ADDRESS







1898 - Registered Cover from Manila to Herford, Germany
24c Double Weight rate of 16c plus 8c Registration Fee with Black 'R' Handstamp on Front
Stamps tied with Boxed Certificado Cancels
Herford (1 March 1898) Receiving Circular Date Backstam

EL ORIENTE – FABRICA DE TABACOS US OCCUPATION

RETURN ADDRESS







1898 - Cover from Manila to Saalfeld, Germany Stamps tied with Military Station, San Francisco Duplex Cancel HongKong (24 September 1898) Transit and Saalfeld (23 October 1898) Receiving Date Backstamps

US OCCUPATION

RETURN ADDRESS







1898 - Cover from Manila to Yokohama, Japan
Stamps tied with Military Station, San Francisco Duplex Cancel
HongKong (4 October 1898) Transit and Yokohama (17 October 1898) Receiving Date Backstamps

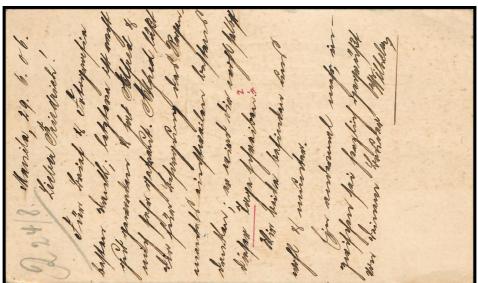
US OCCUPATION

BUSINESS HANDSTAMP

FOUR STRAIGHT LINE HANDSTAMP

EL ORIENTE, FABRICA DE TABACOS C. INGENOHL, MANILA.





29 June 1906 - Postal Card (Scott UX4) from Manila to Antwerp, Belgium

Manila Duplex Departure cancel and Antwerp (9 August 1906) Receiving circular date stamp

El Oriente Handstamp applied on top left corner on card front

Signed W Jaeger, Records show Wilhem Jaeger working for Fabrica de Tabacos between 1906 and 1917

EL ORIENTE – FABRICA DE TABACOS US OCCUPATION

RETURN ADDRESS





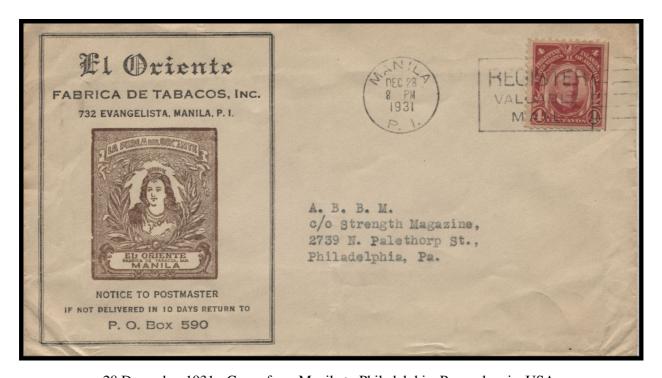


6 March 1908 - Cover from Manila to Stuttgart, Germany 10c Regular Issue Stamp tied with Manila (No. 4) Duplex cancellation Stuttgart (8 April 1908) Receiving Circular Date Backstamp

Signed W Jaeger, Records show Wilhem Jaeger working for Fabrica de Tabacos between 1906 and 1917

US OCCUPATION

CACHET COVER



28 December 1931 - Cover from Manila to Philadelphia, Pennsylvania, USA

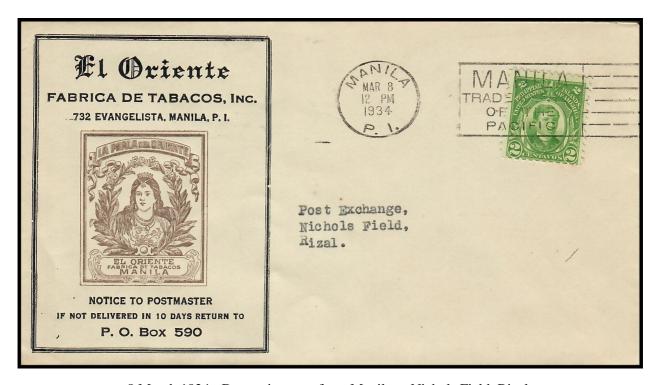
4c Regular Issue Stamp paying overseas single weight rate

Stamp tied with Manila 'Register Valuable Mail' slogan cancel

El Oriente Printed Cachet on left

US OCCUPATION

CACHET COVER



8 March 1934 - Domestic cover from Manila to Nichols Field, Rizal
2c Regular Issue Stamp paying domestic postage rate
Stamp tied with Manila 'Trade Center of the Pacific' slogan cancel
El Oriente Printed Cachet on left

US OCCUPATION

INBOUND DOMESTIC COVER



13 March 1938 – Pre-Stamped Cover from Corregidor to Manila Cover with Ayala y Compania Corner Card Corregidor Duplex Departure cancellation

Tommy Sim Collection