

GSELL & COMPANY

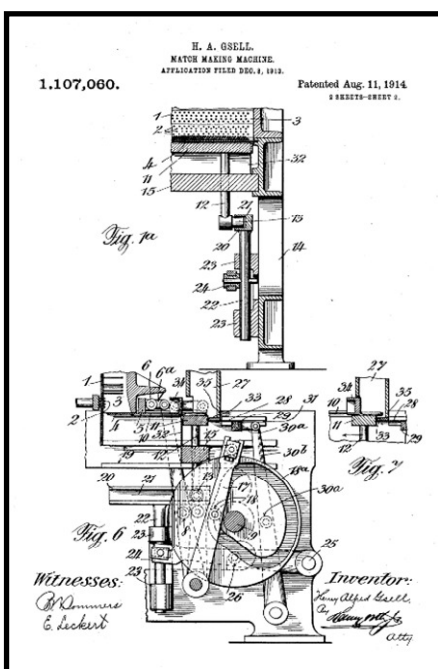
CARLOS GSELL

Henry Alfred Gsell (born in Zurich, Switzerland) established Gsell and Company, a merchant business in Manila in the early 1880s. Earliest records in 1885 show the company located at Anloague 17, as manufacturers of hats, umbrellas, and matches. They were also proprietors of La Primavera cigar factory (up to 1901) and La Favorita cigar manufactory (up to 1904). In 1888 the company was located at Anloague 9 and 11, Manila. In 1894, Henry Alfred Gsell relocates permanently to Paris but remains active with the business until 1920. Between 1910 and 1920, Henry produced 14 patents for various match-making, measuring and packing machines.

In 1895, the company changes name to Carlos Gsell, retaining the assets and interests of Gsell and Company. 1898 records show Carlos Gsell relocates premises to Calle San Pedro 12-14, Manila. In 1899 the company also takes over as proprietors of the Luzon Umbrella Factory (later renamed as the Luzon Umbrella and Match Factory) and the Mariposa Hat Factory (later renamed to the Mariposa Felt and Straw Hat Factory). Carlos Gsell relocates in 1901 to new premises at Calle San Pedro 168, Manila and again in 1903 to Calle Noria 95, Manila. The company continues to expand and in 1905 is recorded as proprietors of the Philippine Match Factory located in Mandaluyong, the first match factory in established in the Philippines.

Records in 1916 show Carlos Gsell's management and central office residing at P Paterno 625, Quiapo, Manila. The same year, a new company, the First Manila Hat and Umbrella Factories Inc, is formed through the incorporation of the Luzon Umbrella Factory and the Mariposa Felt and Straw Hat Factory. Carlos Gsell retains ownership of the Philippine Match Factory, which was formed as an Incorporated company in 1917.

From 1922 (possibly earlier), no further details are found for Carlos Gsell (company), but Carlos Gsell remains active as president of both the First Hat and Umbrella Factories Inc and the Philippine Match Factory Inc. In 1927, the Philippine Match Factory Inc is acquired by the Swedish Match Company and forms the company Philippine Match Company Ltd (PHIMCO). PHIMCO Industries Inc remains in operations today, located in Punta, Sta Ana, Manila. It continues to manufacture several well-known match brands in different sizes of match boxes. The latest addition to its product line are the water-resistant military safety matches and a new mosquito coil brand. The company is also the main distributor of Cricket lighters in the Philippines, carrying an array of Cricket lighter models for the new generation of lighter users.



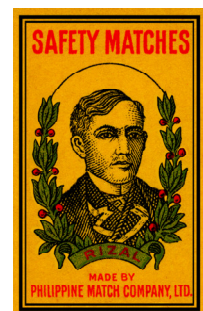
**When you buy matches ask
for PHILIPPINE MATCHES!**

MADE - IN - THE - PHILIPPINES

- Philippine matches are suitable for the climatic conditions of these islands. They are impregnated—safe in the whole meaning of the word. They are economical in the sense that each box contains a great number of sticks and that the good quality assures a minimum of waste. Above all, they are made in the Philippines by Filipino labor.

**YOUR GUARANTY OF SATISFACTION
PHILIPPINE MATCH CO., LTD.**

MANILA, P. I.



GSELL & COMPANY AND CARLOS GSELL

KEY DATES AND TIMELINES

1885 – Gsell & Company, merchants, Anloague 17, Manila. Henry Alfred Gsell (merchant), Jacob Eugster (merchant), Philipp Eugster (merchant), Chs Gsell (clerk), C Arnedo (clerk), A Generoso. Also noted as proprietors of La Primavera, cigar factory.

1888 – Gsell & Company, merchants, Anloague 9 and 11, Manila. Staff: Henry Alfred Gsell (merchant), Jacob Eugster (merchant), Ph Eugster (clerk), Chs Gsell (clerk), Curt Kottnitz (clerk), A Generoso. Also noted as proprietors of La Primavera, cigar factory and La Favorita, cigar manufactory.

1889 – Gsell & Company, merchants, Anloague 9 and 11, Manila. Staff: Henry Alfred Gsell (merchant), Jacob Eugster (merchant), Ph Eugster (clerk), Chs Gsell (clerk), Kurt Kottnitz (clerk), Oscar von Lind (clerk). Also noted as proprietors of La Primavera, cigar factory and La Favorita, cigar manufactory.

1890 – Gsell & Company, merchants, Anloague 9 and 11, Manila. Staff: Henry Alfred Gsell (merchant), Jacob Eugster (merchant), Victor Looser (assistant), Ph Eugster (clerk), Chs Gsell (clerk), Marcelino Justiniano (clerk), Oscar von Lind (clerk), Camilo Panis (clerk), Isaac Villasis (clerk). Proprietors of La Favorita, cigar manufactory, with Cirilo Garcia (foreman), Jacinto Asuncion (storeman), Marcelo Pilapel and La Primavera, cigar factory, with Anastasio Generoso (foreman) and Rosendo Gabriel.

1892-1894 – Gsell & Company, merchants, Angloague 9 and 11, Manila. Staff: Henry Alfred Gsell (merchant), Jacob Eugster (merchant), Victor Looser (merchant, signs per pro), Ph H Eugster (clerk), Chs Eugster (clerk), Eug H Epp (clerk), Camilo Panis (clerk), Marcelino Justiniano (clerk). Proprietors of La Favorita, cigar manufactory, with Cirilo Garcia (foreman), Jacinto Asuncion (storeman), Marcelo Pilapel and La Primavera, cigar factory, with Anastasio Generoso (foreman) and Rosendo Gabriel.

1894 – Gsell & Company, merchants, Angloague 9 and 11, Manila. Staff: Henry Alfred Gsell (merchant), Jacob Eugster (merchant), Victor Looser (assistant, signs per pro), Ph H Eugster (clerk), Chs Eugster (clerk), Eug H Epp (clerk), Camilo Panis (clerk), Marcelino Justiniano (clerk). Proprietors of La Favorita, cigar manufactory, with Cirilo Garcia (foreman), Jacinto Asuncion (storeman), Marcelo Pilapel and La Primavera, cigar factory, with Anastasio Generoso (foreman) and Rosendo Gabriel.

1895 – Carlos Gsell, merchants. Staff: Carlos Gsell, Henry Alfred Gsell (Paris), R Hug (assistant), J Koch (assistant), A Leocadio (assistant), Marcelino Justiniano. Proprietors for La Favorita, cigar manufactory with Zoilo Garcia (foreman) and La Primavera, cigar factory with Rosendo Gabriel (foreman).

1898 – Carlos Gsell, merchants, Calle San Pedro 12-14, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Paris), R Hug (assistant), E Frischknecht (assistant), F Bomann (clerk), J Koch (assistant), W Weinmann, H Dehlert (clerk), A Haller, A Panis (assistant). Proprietors for La Favorita, cigar manufactory and La Primavera, cigar factory.

1899 – Carlos Gsell, merchants, Calle San Pedro 12 and 14, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Paris), R Hug (assistant), E Frischknecht (assistant), Henri Surber (assistant), J Koch (assistant), W Weinmann (assistant), A Haller (clerk), A Panis (assistant). Proprietors for La Favorita, cigar manufactory; Luzon Umbrella Factory; Mariposa Hat Factory; and La Primavera, cigar factory.

GSELL & COMPANY AND CARLOS GSELL

KEY DATES AND TIMELINES

1900 – Carlos Gsell, merchants, Call San Pedro 12 and 14, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Pairs), E Frischknecht (assistant), Henri Surber (assistant), J Koch (assistant), W Weinmann (assistant), J Heinmann (assistant), G Nusshaum, M H de Lange. Proprietors for La Favorita, cigar manufactory; Luzon Umbrella Factory; Mariposa Hat Factory; and La Primavera, cigar factory.

1901 – Carlos Gsell, merchants, Calle San Pedro 168, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Pairs), R Hug (assistant, signs per pro), A Straub (assistant), W Amsler (assistant), A Eberle (assistant), J Koch, W Weinmann, J Weinmann, P Koch, M H de Lange, L Muller. Proprietors for La Favorita, cigar manufactory; Mariposa Hat Factory; Luzon Umbrella Factory and La Primavera, cigar factory.

1902 – Carlos Gsell, merchants, Calle San Pedro 168, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Pairs), A Straub (signs per pro), W Amsler (signs per pro), A Eberle, C Zechelins (assistant), J Weinmann, Pedro Koch (assistant), L Muller (assistant). Proprietors for La Favorita, cigar manufactory; Mariposa Felt and Straw Hat Factory; and Luzon Umbrella and Match Factory.

1903 – Carlos Gsell, merchants, Calle Noria 95, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Pairs), Carlo Ott, A Straub (assistant), W Amsler (assistant, signs per pro), A Hefti, J Koch (assistant), C Zechelins (assistant), Pedro Koch (assistant), C Arlew, W Willard, J Mueller. Proprietors for La Favorita, cigar manufactory; Mariposa Felt and Straw Hat Factory and Luzon Umbrella and Match Factory.

1904 – Carlos Gsell, merchants, Calle Noria 95, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Pairs), Carlo Ott (assistant, signs per pro), W Gemperle (assistant), E Schenkel (assistant), A Hefti (clerk). Proprietors for La Favorita, cigar manufactory; Mariposa Felt and Straw Hat Factory, Calle Noria 9 (M Geissmann [hat maker], R Staurengi, J Ciceri, Pedro Koch, L Muller); and Luzon Umbrella and Match Factory (C Arlow [assistant], E Usbelhardt [assistant], Rustant, Muestisbacher).

1905 – Carlos Gsell, merchants, Calle Noria 95, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Paris), Carlo Ott (assistant, signs per pro), W Gemperle (assistant), C Arlow (assistant), Usbelhardt (assistant), A Hefti (clerk). Proprietors of Luzon Umbrella Factory; Mariposa Felt and Straw Hat Factory (M Geissmann [hat maker], R Staurengi, N Baffico, Villa); and Philippine Match Factory located in Mandaluyong (A Rossner, E Shenkel [assistant], E Conrad, Rustant).

1908 – Carlos Gsell, merchants, Calle Noria 95, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Paris), Carlo Ott (assistant, signs per pro), John Preisig (assistant, signs per pro), Robert Hug. Proprietors of Luzon Umbrella Factory (E Schenkel); Mariposa Felt and Straw Hat Factory (M Geissmann [hat maker], R Staurengi, N Baffico, A Geovanni, G Vigano, C Bommelli); and Philippine Match Factory (C Meyer [technical manager], Paul Viret [chief engineer], E Gaiser [first assistant], A Ferrazzini, F Schaffter).

1909 – Carlos Gsell, merchants, Calle Noria 95, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Paris), Carlo (Charles) Ott (general manager), John Preisig (assistant, signs per pro). Proprietors of Luzon Umbrella Factory (Hans Dietiker); Mariposa Felt and Straw Hat Factory (Maria Geissmann [hat maker], Rinaldo Staurengi, Anselmo Ferrazzini, Angelo Vigano, Charles Bommelli); and Philippine Match Factory (Paul Viret, Emil Gaiser, Felix Shaffter).

GSELL & COMPANY AND CARLOS GSELL

KEY DATES AND TIMELINES

1910 – Carlos Gsell, merchants, Calle Noria 95, Manila. Staff: Carlos Gsell (merchant), Henry Alfred Gsell (Paris), Carlo (Charles) Ott (general manager). Proprietors of Luzon Umbrella Factory (Hans Dietiker); Mariposa Felt and Straw Hat Factory (Maria Geissmann); and Philippine Match Factory (Paul Viert).

1912 – Carlos Gsell, merchants, Calle Noria 95, Manila. Staff: Carlos Gsell (Zurich), Henry Alfred Gsell (Paris), O H Landvatter ME (manager), G Klingler (cashier), Richard Schulenberg, A Maron (assistant). Proprietors of Mariposa Straw Hat Factory (J M Geissmann, A Ferrazzini [assistant], Ch Gyax); Mariposa Felt Hat Factory (R Staurengi [manager], A Vigano); Luzon Umbrella Factory (F Schneider); and Philippine Match Factory (E Gaiser [assistant manager], C Koester, F Schafter, H Paul, C Roeper, Xavier Moser).

1916 – Carlos Gsell, Management and Central Office located at P Paterno 625, Quiapo, Manila. Proprietors of the First Manila Hat and Umbrella Factories Inc and the Philippine Match Factory. Staff: Carlos Gsell, Henry Alfred Gsell (Paris), G Klinger (signs per pro), H Inhelder, Amado Aviles, Jose Rosales.

1917 – Carlos Gsell, Management and Central Office located at P Paterno 625, Quiapo, Manila. Staff: Carlos Gsell, Henry Alfred Gsell (Paris), G Klinger (signs per pro), H Inhelder (assistant), Amado Aviles, Jose Rosales. Proprietors of the First Manila Hat and Umbrella Factories Inc with the following staff: Carlos Gsell (president), G Klinger (treasurer), M Geissmann (Straw Hat Department), Albert Ferrazzini (Straw Hat Department), R Staurengi (Straw Hat Department), A Vigano (Straw Hat Department), J M Geissmann (Umbrella Department). Proprietors of the Philippine Match Factory Inc with the following staff: Carlos Gsell (president), Carl Bender (manager), G Klinger (treasurer), J Rosales (secretary).

1920 – Carlos Gsell, Management and Central Office located at P Paterno 625, Quiapo, Manila. Staff: Carlos Gsell, Henry Alfred Gsell (Paris), G Klinger (signs per pro), J E Keller, Pedro Hervas, Jose Rosales. Proprietors of the First Manila Hat and Umbrella Factories Inc with the following staff: Carlos Gsell (president), G Klinger (treasurer), Albert Ferrazzini (Straw Hat Department), R Staurengi (Straw Hat Department), A Vigano (Straw Hat Department), L Wienke (Umbrella Department). Proprietors of the Philippine Match Factory Inc with the following staff: Carlos Gsell (president), C H A Reimers (plant manager), G Klinger (manager and treasurer), J Rosales (secretary).

1922 – No further records found associated with Carlos Gsell (company). Carlos Gsell remains active with the First Manila Hat and Umbrella Factories Inc and Philippine Match Factory Inc. Staff recorded for First Manila Hat and Umbrella Factories Inc include: Carlos Gsell (president), Charles Ott (vice-president), G Klinger (acting vice-president and treasurer), R E Ott (company manager), Jose Rosales (secretary); Wool-Hat Department – R Staurengi, E Messerli; Straw-Hat Department – E Marki, E Messerli; Umbrella Department – G Klinger. Staff recorded for Philippine Match Factory Inc include: Carlos Gsell (president), G Klinger (vice-president), J Rosales (secretary), R E Ott (manager), V Leontieff, J E Keller, E Messerli, B A Shostakovich.

1927 - The Philippine Match Factory is acquired by the Swedish Match Company and forms the company Philippine Match Company Ltd (PHIMCO), which remains in operations today as PHIMCO Industries Inc.

GSELL & COMPANY

BUSINESS HANDSTAMP

BH1: DOUBLE OUTER AND SINGLE INNER LINED OVAL HANDSTAMP



KING ALFONSO XII



Scott #88
(1882)



Scott #88
(1882)



Scott #88
(1882)



Scott #88
(1882)



Scott #88
(1882)



Scott #88
(1882)



Scott #88
(1882)

KING ALFONSO XIII



Scott #162
(1894)



Scott #178
(1891)

CARLOS GSELL

BUSINESS HANDSTAMP

BH2: DOUBLE OUTER LINE AND SINGLE INNER LINE OVAL HANDSTAMP



**CARLOS GSELL ON TOP
DATE IN CENTRE
MANILA ON BOTTOM**



28 July 1896 – Manila to Soerabaja, Java (Indonesia)

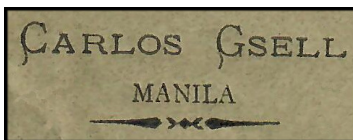
Batavia (14 August 1896) Transit and Soerabaja (17 August 1896) Receiving Circular Date Stamps

Carlos Gsell Business Handstamp (BH2) Applied on Front
With a faint handstamp strike wherein letters were overwritten in pen

CARLOS GSELL

PRINTED RETURN ADDRESS ON BOTTOM LEFT COVER FRONT

PPC1: CARLOS GSELL – MANILA

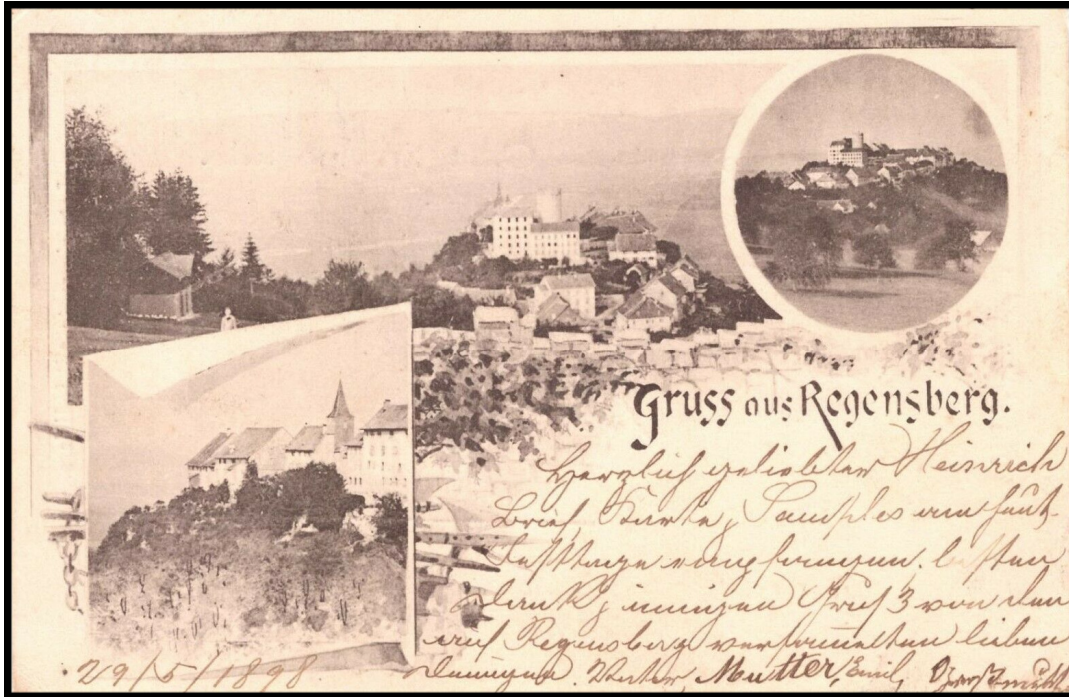


May 1897 – Manila to Zurich, Switzerland

Unusual 11.1c rate Overpaying Single Weight Rate of 8c to UPU Member Country, tied with Manila – Correos CDS
 1m Stamp on Reverse tied with Zurich (13 June 1897) Receiving Circular Backstamp
 Manuscript W. Weinmann on cover, who worked for Carlos Gsell between 1896 and 1903

CARLOS GSELL US OCCUPATION

INBOUND POSTAL CARD FROM SWITZERLAND



28 May 1898 (Manuscript Date) – Post Card from Regensburg, Switzerland to Manila, via Singapore
 Regensburg (29 May 1898) Departure and Singapore (22 June 1898) Transit Circular Date Stamps
 Addressed to Henri Surber, via Mr Carlos Gsell

Records show Henri Surber working for Carlos Gsell between 1899 and 1900

CARLOS GSELL
US OCCUPATION

INBOUND POSTAL CARD FROM SWITZERLAND



23 October 1898 – Post Card from Geneve (Geneva), Switzerland to Manila
Geneve Departure Circular Date Stamp and Military Station No. 1 (3 December 1898) Receiving Duplex Cancel
Addressed to Henry Surber, via Mr Carlos Gsell

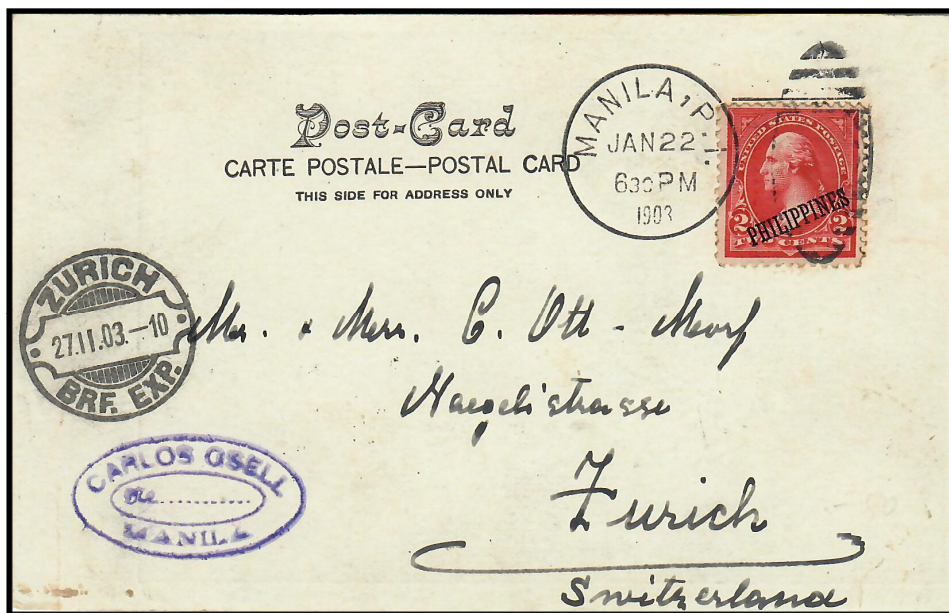
Records show Henri Surber working for Carlos Gsell between 1899 and 1900

CARLOS GSELL US OCCUPATION

BH3: SINGLE OUTER AND INNER LINED OVAL HANDSTAMP

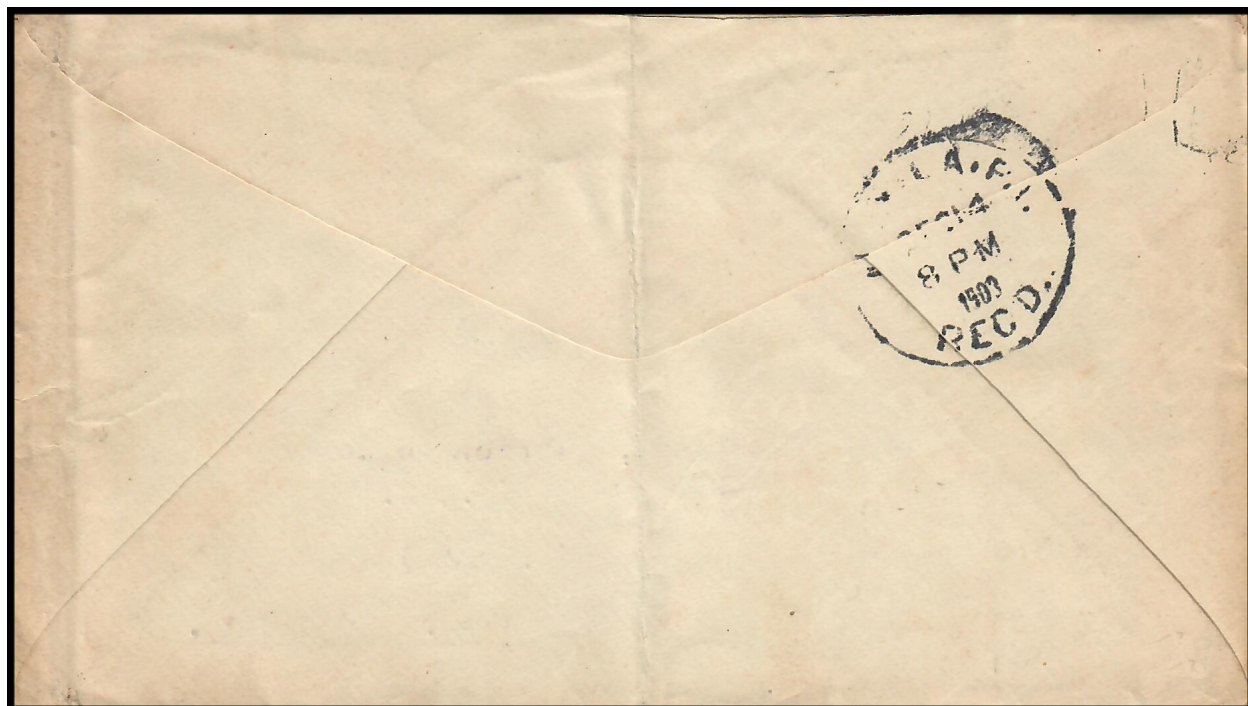
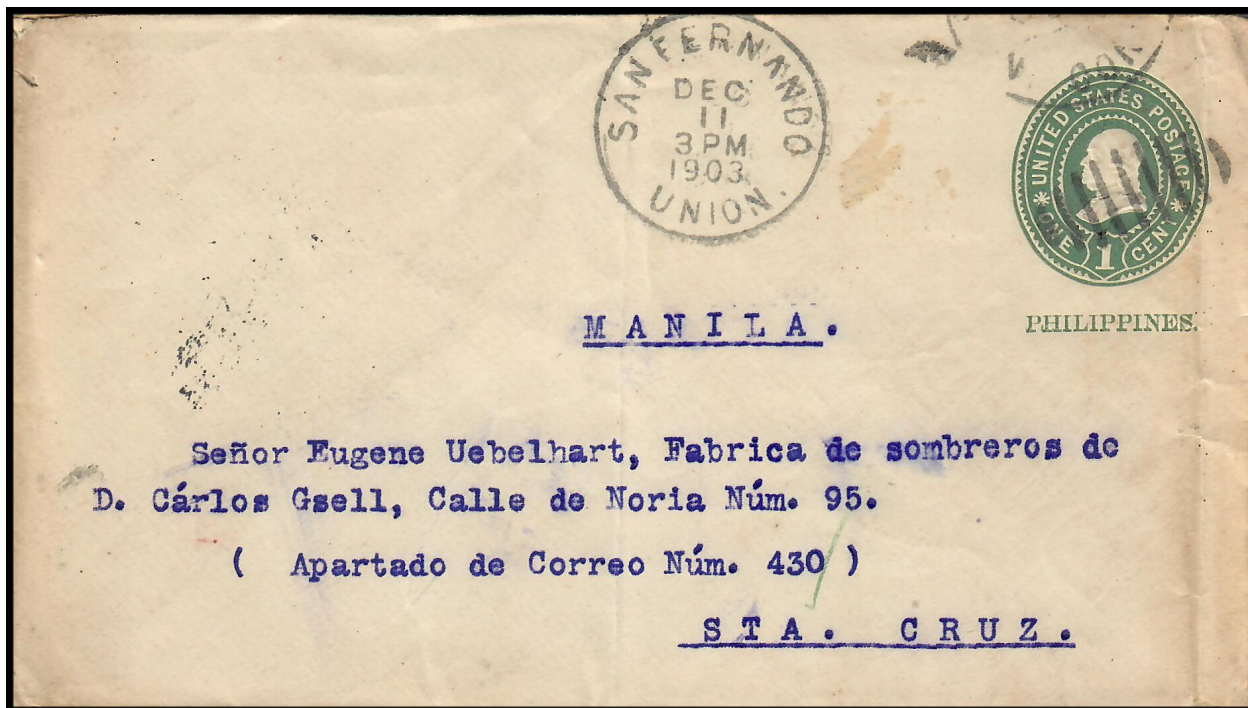


Manila I. 22. 03 Escolta, Manila.



22 January 1903 – Black & White Picture Post Card from Manila to Zurich, Switzerland
2c Regular Stamp Paying Post Card Rate tied with Manila Duplex Cancel
Zurich (27 February 1903) Receiving Circular Date Stamp
Carlos Gsell Handstamp on bottom left corner (BH3)

CARLOS GSELL
US OCCUPATION
INBOUND DOMESTIC COVER



11 December 1903 – Pre-Stamped Cover from San Fernando, La Union to Carlos Gsell, Manila
Cancelled with San Fernando Duplex Cancel (uprated stamp missing)
Manila (14 December 1903) Receiving Circular Date Backstamp

CARLOS GSELL
US OCCUPATION

BH3: SINGLE OUTER AND INNER LINED OVAL HANDSTAMP



14 December 1903 – Coloured Picture Post Card from Manila to Zurich, Switzerland
2c Regular Stamp Paying Post Card Rate tied with Manila (No. 5) Duplex Cancel
Zurich (15 January 1904) Receiving Circular Date Stamp
Carlos Gsell Handstamp on bottom left corner (BH3)

CARLOS GSELL
US OCCUPATION
INBOUND DOMESTIC COVER



25 September 1904 – Pre-Stamped Cover from Lallo, Cagayan to Carlos Gsell, Manila
Registered Letter with Cork Cancel and Lallo Duplex Cancel on stamps (8c paying registration fee)
Manila (30 September 1904) Receiving Circular Date Backstamp

PHILIPPINE MATCH CO., LTD

REPUBLIC PERIOD

PRINTED RETURN CORNER CARD

PHILIPPINE MATCH CO., LTD.
MANILA, PHILIPPINES



9 December 1948 – Cover from Manila to Stockholm, Sweden, via USA

1p16c Rate tied with Manila Duplex Circular Date Stamps

Philippine Match Company Pre-Printed Corner Card Envelope

Mike Palmer Collection