

M SECKER & COMPANY

SOMBRERERIA SECKER



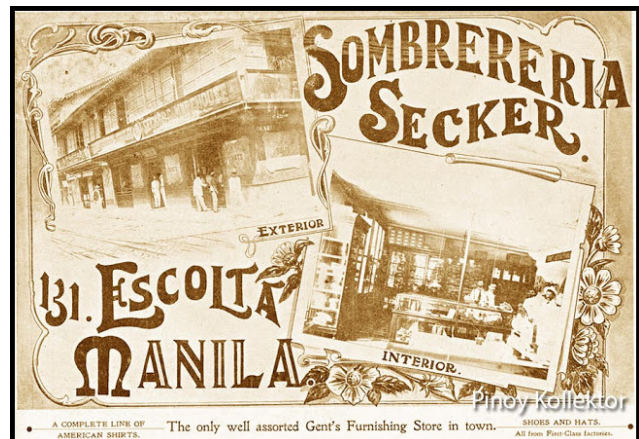
Engelbert Secker

Engelbert Secker was born in Offenbach, Germany on February 9, 1841 from parents Ernst Secker and Margaretha Peiler Secker. He married Margarita Magdalena on May 20, 1880 and they had three children: Aline Helene Johanna Auguste (1881-1955), Franziska Helene (1883-1971) and Franz Adolf Carl (1887-1918). Engelbert, along with his two brothers Franz and Michael, founded Secker and Company, hat manufacturers, in Manila. Between 1872 and 1882, the company traded as M Secker and Company (most likely derived from Michael Secker), located at Escolta 35, and included Engelbert Secker and Carlos Moritz as employees during this period. No further records are found for Engelbert in Manila from 1882, assuming he remained in Hamburg where he lived until his death on February 5, 1961.

Records between 1888 and 1892 show the firm trading as Secker and Company managed by Carlos Moritz and J Secker. From 1894, there is no further affiliation of the Secker family with the business. In 1890, Johannes Landahl arrives in Manila from Germany and joins the company.

The company changes name to Sombrereria Secker between 1894 and 1900, with Carlos Moritz as proprietor and assisted by Johannes Landahl. In 1898 the company moves to Escolta 37. From 1901, Carlos Moritz is no longer associated with Sombrereria Secker but records show him remaining in Manila between 1901 and 1902, working as a hat manufacturer. No further records are found for Carlos Moritz after 1902.

Between 1901 and 1905, a further name change occurs where the company trades as S Secker with Johannes Landahl as proprietor. The company moved to Escolta 131 in 1903 where it remained. From 1906 the company traded as Secker's Store, retail and wholesale importers, with Johannes Landahl as proprietor up to 1912. The company expanded over the years and became one of the leading import firms in the Philippines, handling textiles, hardware, machinery, railroad supplies and sundries, with operating branches in Cebu, Aparri, New York and Hamburg. No further reference has been found about Secker's Store after 1912.



Johannes Landahl

Johannes Joachim Heinrich Nicolaus Landahl was born in Lunden, Schleswig-Holstein, Germany on January 7, 1870 from parents Karl Landahl and Elisa Uffelman Landahl. He married Dolores Carolina Benita Suarez Llanos y Zaragoza on August 14, 1895 at Sampaloc Church, Sampaloc, Manila. They had four children: Elvira Marta, Arturo Antonio, Elisa and (unknown). Johannes was a founding member of the German Club in Manila and became a naturalised Filipino citizen in 1923. Records show that Johannes frequently visited the USA: New Orleans (1921), Los Angeles (1921), New York (1931), Vermont (1936), Iowa (1936) and Seattle (1941). He died in Baltimore, Maryland, USA on November 23, 1945.

RECORDS AND TIMELINES

1862-1865 – J Secker, hatter

1872 - 1873 – M Secker & Co, hat manufacturers, Escolta 35. Engelbert Secker, Carl Moritz, Julius Boche (assistant).

1874 – M Secker & Co, hatters. Engelbert Secker, Carl Moritz (hatter), Julius Boche (hatter, Cebu).

1876 – M Secker & Co, hat manufacturers, Escolta 35. Staff: Engelbert Secker, Carl Moritz, Julius Boche (assistant).

1877 – M Secker & Co, hat manufacturers, Escolta 35. Staff: Engelbert Secker, Carl Moritz.

1879 –M Secker & Co, hat manufacturers, Escolta 35. Staff: Engelbert Secker, Ernst Secker, Carl Moritz.

1882 – M Secker & Co, hat manufacturers, Escolta 35. Staff: Engelbert Secker (absent), Carl Moritz (manager), J Secker (assistant), A Secker (assistant).

1888-1890 – Secker & Co, hat manufacturers, Escolta 35. Staff: Carl Moritz, J Secker (assistant), F Gomez (assistant), C Romero (assistant).

1892 – Secker & Co, hat manufacturers, Escolta 35. Staff: Carl Moritz (absent), J Secker (manager), F Gomez (assistant), J Landahl, R Kilian.

1894 – Sombrereria de Secker, hat manufacturers, Escolta 35. Staff: Carl Moritz, F Gomez (assistant), J Landahl (assistant), R Kilian (assistant).

1898-1899 – Sombrereria Secker, Carlos Moritz & Co, hat manufacturers, Escolta 37. Staff: Carl Moritz, J Landahl, J Seiboth, F Gomez, C Romero.

1900 – Sombrereria Secker, Carlos Moritz & Co, hat manufacturers, Escolta 37. Staff: Carl Moritz, J Landahl, J Seiboth, F Gomez.

1901 – S (Sombrereria) Secker, hat manufacturers, Escolta 37. Staff: J Landahl, J Seiboth, E Fromne, A Llanos, K Villamor.

1901-1902 – C Moritz is listed as a hat manufacturer, Manila

1902 – S Secker, hat manufacturers, J Landahl (proprietor), J Garve (assistant), E Franck (assistant), R Tuyet (assistant), J Sabater, A Llanos.

1903 – S Secker, hat manufacturers, Escolta 131. J Landahl (proprietor), J Garve (assistant), E Franck (assistant), A Kahse, L Azaola, A Llanos.

1904-1905 – S Secker, hat manufacturers, Escolta 131. J Landahl (proprietor), J Garve (assistant), E Franck (assistant), A Kahse, L Azaola, A Llanos, J M Vila, V Aree.

1906 – Secker's Store, retail and wholesale importer, Escolta 131. J Landahl (proprietor), A Kahse, Fr Muller, M Braun, A Llanos, A Aree, S Franco.

1908 – Secker's Store, retail and wholesale importer, Escolta 131. J Landahl (proprietor), August Kahse (manager), Ant Llanos (signs per pro), Max Brown, Rudolf Tiedemann, Franz Mueller, Andres Arce, Santiago Franco, Andres Nieto, Nate Anderson (travelling salesman).

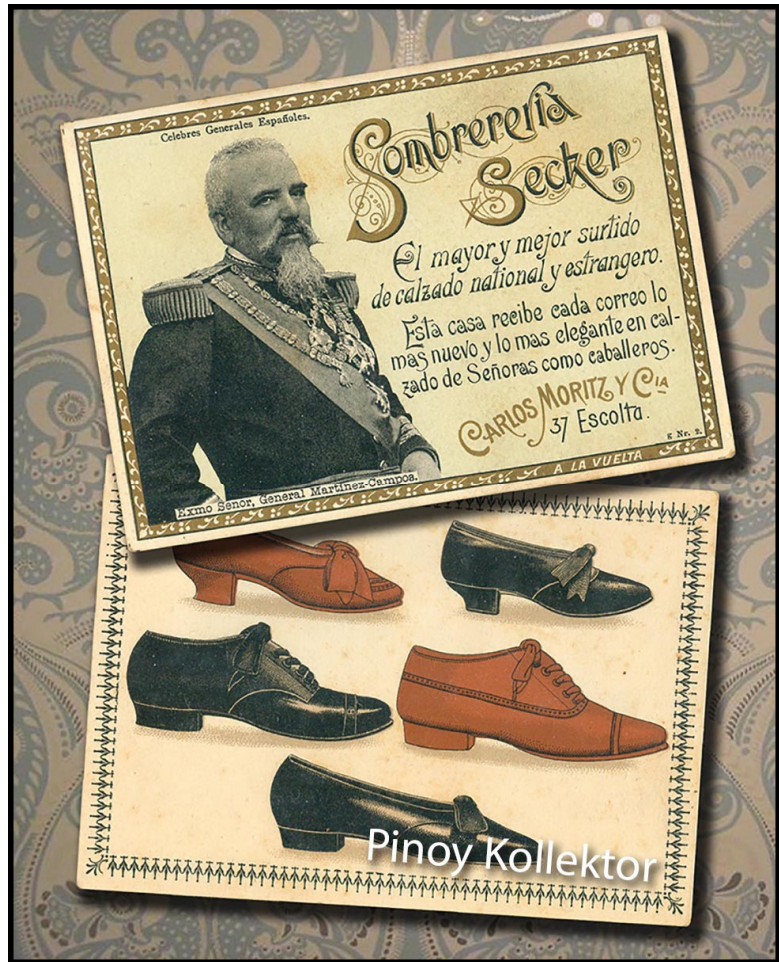
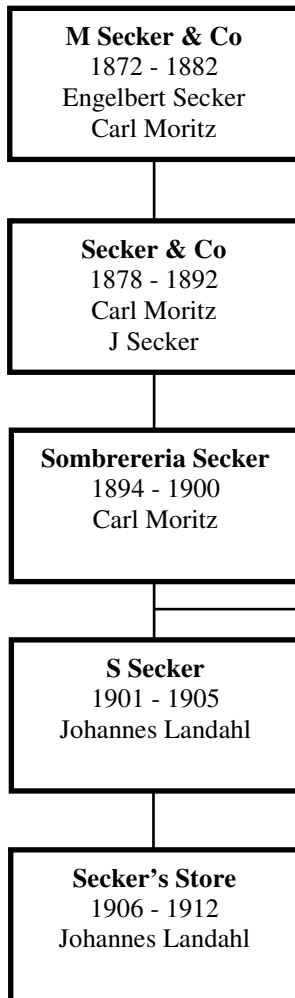
1909 – Secker's Store, retail and wholesale importer, Escolta 131. J Landahl (proprietor), August Kahse (manager), Ant Llanos (signs per pro), Rudolf Tiedemann, Franz Mueller, Andres Arce, Santiago Franco, Andres Nieto, Heinrich Mueller, A Scharnberg.

1910 – Secker's Store, retail and wholesale importer, Escolta 131. J Landahl (proprietor), August Kahse (manager), Ant Llanos (signs per pro).

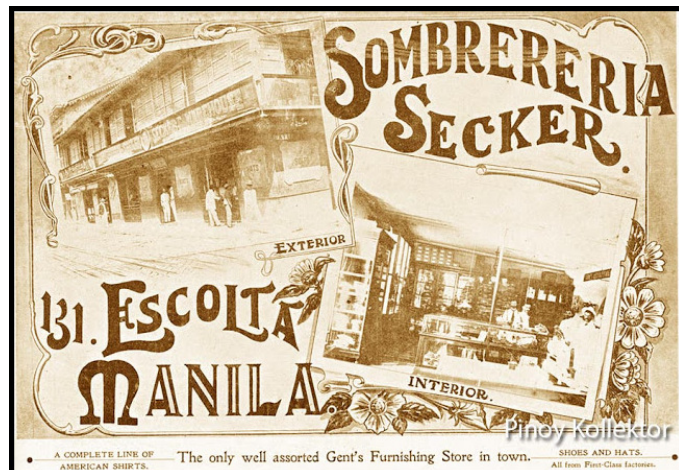
1912 – Secker's Store, retail and wholesale importer, Escolta 131.

1916 – No Further Records

COMPANY TIMELINES



C Moritz
Hat Manufacturer
1901 - 1902
Carl Moritz



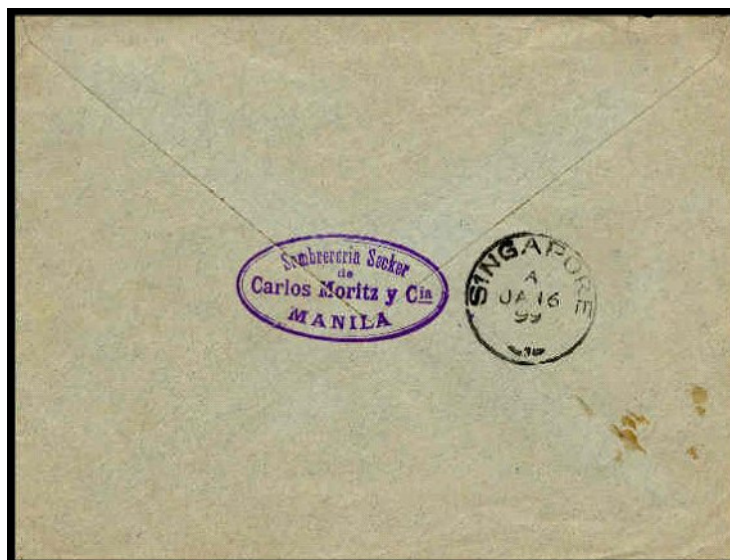
**CARLOS MORITZ Y CIA
SOMBRERERIA SECKER**

US OCCUPATION

DOUBLE OUTER LINED OVAL HANDSTAMP



**Sombrereria Secker on Top
de / Carlos Moritz y Cia in Centre
MANILA on Bottom**



10 January 1899 – Cover from Manila to Singapore
5c Paying Single Weight Rate tied with Military Station (No. 1) Duplex Cancel
Singapore (16 January 1899) Receiving Backstamp with Business Handstamp on Reverse

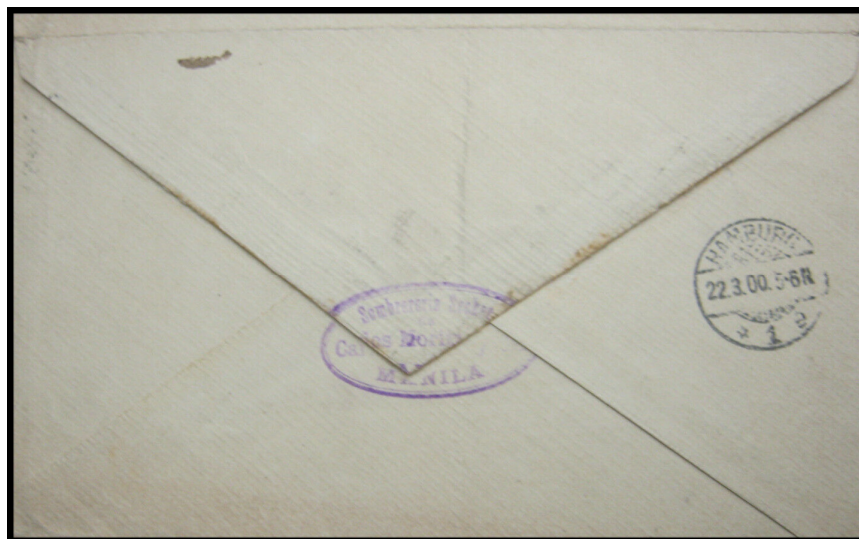
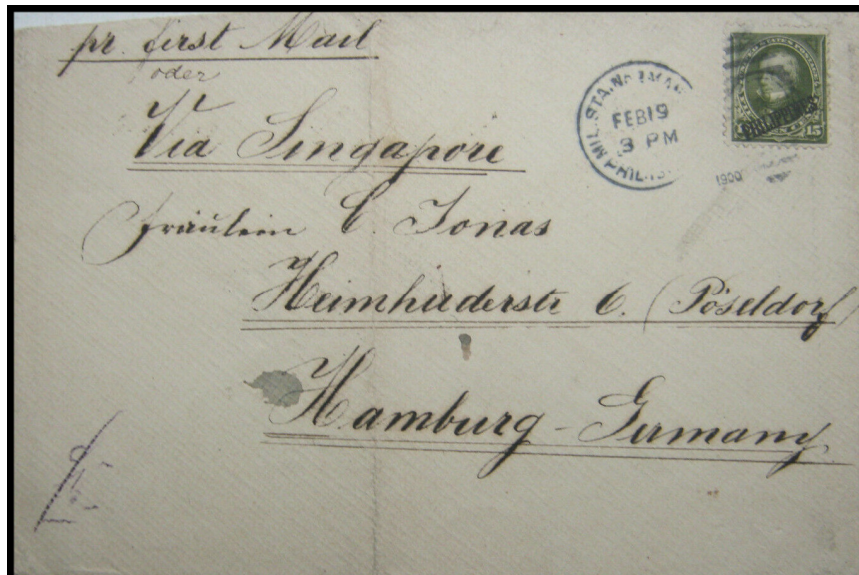
**CARLOS MORITZ Y CIA
SOMBRERERIA SECKER**

US OCCUPATION

DOUBLE OUTER LINED OVAL HANDSTAMP



**Sombrereria Secker on Top
de / Carlos Moritz y Cia in Centre
MANILA on Bottom**



19 February 1900 – Cover from Manila to Hamburg, Germany
15c Stamp tied with Military Station (No. 1) Duplex Cancel
Hamburg (22 March 1900) Receiving Backstamp with Business Handstamp on Reverse

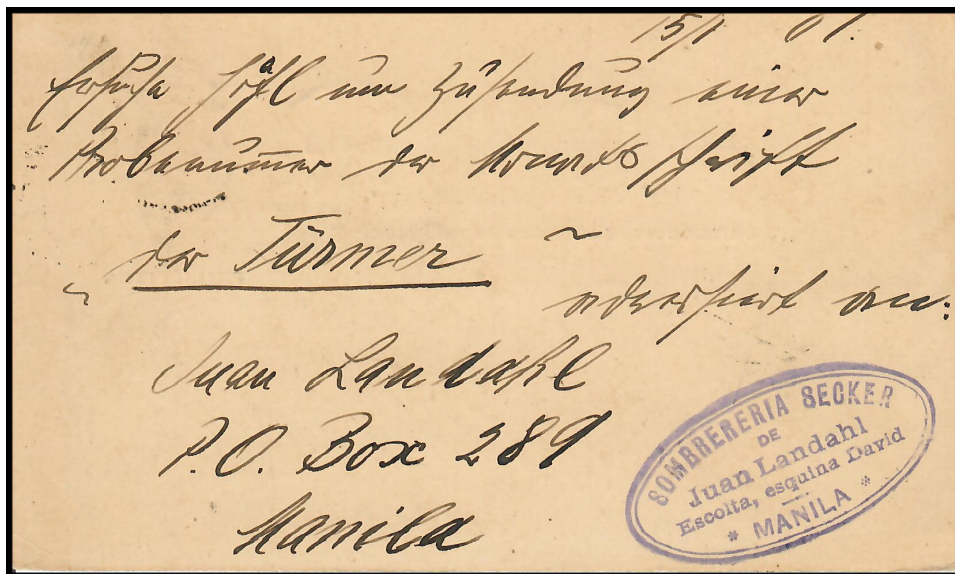
**JUAN LANDAHL
SOMBRERERIA SECKER**

US OCCUPATION

DOUBLE OUTER LINED OVAL HANDSTAMP



**Sombrereria Secker on Top
DE / Juan Landahl / Escolta, esquina David in Centre
MANILA on Bottom with Emblem on Either Side**



13 January 1902 – Postal Card from Manila to Stuttgart, Germany
With Manila No. 1 Duplex Cancel and Stuttgart (24 February 1902) Receiving Circular Date Stamp