Between 1904 - 1908 this firm was named “Lichtenstern, Harari & Co.”. A new company address turns up in 1907. Rueille Hotel du Nile. In 1908 the not named partner leaves the company again. A 1909 directory entry describes “Lichtenstern & Harari” business field as: trader and commission agents; illustrated postcards, graphic trade material/machinery, safes etc. They moved to a new address in 1909. Sharja Dessouhi 6 (Jardin Rosetti). This location is illustrated above (“Native Quarter”) and I decided to show it in not too small size to keep the signs “Lichtenstern & Harari” as well as “The Cairo Postcard Trust” readable. This card comes from the collection of Sally Fall, USA who kindly sent an laser copy for reproduction.

But let’s continue with the article of Mr. Agstner. He presumes that the partnership ended around 1912 and that the business was sold the Rumanian born postcard publisher/owner of “Carto-Sport” Max H. Rudmann.

It is also not clear in which year “Lichtenstern & Harari” started printing (?) picture postcard publishing business again. He died on June 13, 1958 in Cairo. A final note of the author is again of interest. Mr. Agstner makes clear that J. M. Lichtenstern never took any photographs himself, but that he bought all from professional photographers and only acted as publisher.

Well, so far with Rudolf Agstner’s article. I am always happy to receive material like this. It is indeed hard to find. However, I am not very happy with this work. It does offer some interesting biographical information, the dates of the company names changes / partners / sale etc are indeed at bit confused. And the date when the first Lichtenstern postcard was published is also not clear. Col. card “no. 1” in 1905? This is definitely wrong. Lichtenstern did have cards (and with his name only imprinted) in 1900 and probably before. (con’t)
Unfortunately I do only have a small collection of “Lichtenstern & Harari” cards of less than 50 cards. I have concentrated on the publisher “The Cairo Postcard Trust”, and I must say that after reading Mr. Agstner’s article I don’t know much more on this firm. It is time to take a closer look at this ppc story and try to find some satisfying (reliable) answers. Especially the chronological order of the different company names worries me. —

We know nothing on the family background of Joseph Max Lichtenstern from Vienna. He came to Egypt in the age of 17 years and worked for a Swiss businessman. Some sort of business training or instruction I believe. “Businessman” is not very exact, can stay for many different activities. Did this Swiss probably work in the printed paper/art trade or import, or how did Joseph get in touch with the ppc publishing world?

Lichtenstern decided to settle in Cairo in 1897 in the age of 20 or 21 years old. I think we can say this was about the start of his ppc publishing business. Not to forget his other business sidelines mentioned in later years in that business directory. Somehow I believe J. M. Lichtenstern did work as agent for a German printer/publisher in the beginning. “Businessman” is not very exact, can stay for many different activities. Did this Swiss probably work in the printed paper/art trade or import, or how did Joseph get in touch with the ppc publishing world?

Between 1904 - 08 the firm is named “& Co.”. This is also a mystery. Could had been a bank, wealthy businessman etc. So far I feel the story is more or less understandable. With Lichtenstern & Harari’s move to Sharia Dessouki I think the difficult period starts. Here Mr. Agstner’s article is more than unclear. We see the sign of “Lichtenstern & Harari” AND “The Cairo Postcard Trust”. Was this one firm or two separate? How is this to understand? Did Lichtenstern & Harari concentrate on their non-postcard activities and the ppc business was run under Cairo Postcard Trust? Or was the latter a independent firm? Who did establish, who stood behind CPT? Confusing!

Rudolf Agstner writes that Lichtenstern & Harari changed/renamed their firm several times. First into “L. & H.” – indeed a drastic step – and then into “L. & H.” – The Cairo Postcard Trust. Was there some sort of problem with the name(s)? I show a card from 1904 on next page where only the names were crossed out. This can mean nothing of course. Just an idea. But why change a wellknown (business) name?

It would be helpful to know the year when undivided postcards were replaced in Egypt by divided back ones. Most of my cards are postally unused. I do have one “L. & H.” card (no. 89) with undivided address side. (contnext page)
I believe that “L. & H.” initials were used on Lichtenstern & Harari cards quite early, from time to time, and not because the firm was renamed from an certain date on. But the matter with the name changes is something which worries me. There is a good chance that there was a good reason for omitting the full name on cards and/or advertising. Especially the fact that Lichtenstern changed his name to “Lister” before he returned to Egypt in 1919 makes me feel that there was something of importance yet unknown.

The combined name “L. & H. - The Cairo Postcard Trust, Cairo” can be verified with cards from my collection for mid 1911. A series of cards showing views of Fayoum (have cards no. 2 illust., 4, 5) was printed by “Dr. Trenkler & Co., Leipzig” in mid 1911 (sephia, plate-sunk version).

Rudolf Agstner believes that the partnership split up around 1912. And that the firm was sold to the owner of “Carto-Sport”, Max H. Rudmann. Well, I think he means that the L. & H. ppc publishing line was sold to Rudmann. In another place Agstner writes that Joseph Max Lichtenstern (wealthy by now?) dealt in postcards, printing trade supplies, equipment and safes at the old address (Dessouki 6) until the outbreak of WW1. This is confusing! Did he not sell the entire business to Rudmann? Did he start a new ppc firm, or did he work for “The Cairo Postcard Trust”?

And what irritates me most? This ominous firm “The Cairo Postcard Trust”!! Who created this name? Who stood behind it? It is a perfect name for a ppc publ. firm at that time and region. It was important enough that Max Rudmann used it instead his old company name. Also he did not create a new name combination, added his initials etc. Strange!

Unfortunately I do not have any information on this ppc dealer & publ. other than his cards. Early cards (pre 1906) have following imprint: “Au Carto-Sport, M. Rudmann & Fils, Le Caire”. Then the mass of cards without “& Fils” and Cartosport written in one word. A third version found on cards with divided back reads “Papeterie & Imprimerie Au Carto-Sport Max H. Rudmann, Cairo”. My earliest postally used card with “The Cairo Postcard Trust” imprint only, dates from Nov. 12, 1912. (illust.) Card no. (3 digits) printed in grey ink but illegible because of heavy handwriting. So there must be earlier p/u cards around.

Lichtenstern, Harari, The Cairo Postcard Trust and Max H. Rudmann (& Co.) ordered their cards from various printers. Early chromolitho’s came from Germany (and Italy I believe). Then we have Dr. Trenkler & Co. and Mehner & Maas, both from Leipzig and others from Germany & Europe. An Italian printer from Milano produced coloured cards for the Cairo Postcard Trust from about the outbreak of WW1 on. Very characteristic type for “Post Card” used (see ill.). There was another Italian firm supplying collotype printed cards.

I have no idea how long Max Rudmann and his Postcard Trust (or successors) stayed in business. Have poor quality view (from WW2 days) is postmarked 1948. More research to follow. Readers help very appreciated.

Here the previously mentioned card where the names “Lichtenstern & Harari” are carefully crossed out, but “Commission-Agents, Cairo” not. The company name changes and the later family name change to “Lister” = all a bit strange. Card no. 286, b/w collotype, p/u April 1904 from Cairo to Germany. Message in French.

(Below) Fine coloured card with caption in English “Phylae, the inundated island”. Card no. 18. Not p/u. Notice the word “Registered” set in brackets in front of publ. imprint. Highest card no. found in this series is ‘495’. (Sally Fall coll.)

> The Post Card Trust / Max H. Rudmann (& Co.) handled the full range of postcards popular at that time. This included also cards like this here. Photo card. no. 16, company initials only. Was this one a bit risky? There are others, typical “folklore” cards with semi-nude girls. Series 218 for example and others without numbers.

< Le Caire, tonneaux des Calles, published by “Au Cartosport Max H. Rudmann, Le Caire” as no. 255. Very good coloured halftone printing by unknown firm. What puzzles me is the handwritten date on picture side. I have a second card (no. 253) with the same date on: “26 - 29, XII. 1894”. Could be a typical visiting date of tourists. Did Rudmann start his business that early? I am not sure. Also wondering which firm had this almost perfect coloured halftone process at that time.

The logo of “Max H. Rudmann & Co” found on a postcard booklet with 12 views of Jerusalem. They covered the whole area indeed. And a advert from “The Palestine News” of 1918 listing two addresses. (David Pearlman collection)