

C.G. Röder celebrated 80 years in business by late 1926. On this occasion a series of company magazines were issued, named "*Das Röderhaus*" and for promotional use mainly. No. 1 was published in January 1927. The aerial view of the impressive Röder printing works covering an complete block comes from the 1st issue. The building alone is giant – but keep in mind that there was a cellar underneath covering the complete estate. More pictures, facts, figures on the "Röder underground", production, printing processes, their Berlin branch etc in coming TPA issues.



C.G. RÖDER - LEIPZIG

Röder printing process sample cards. Röder printed almost everything, using all "modern" printing processes (except real photo). Their numerous postcard printing process names, although the printing was done generally by colotype with or without litho colour overlays (later also gravure), are rarely found imprinted, but on single sample cards only or booklets for (travelling) agents. I show a small selection only. Most Röder pc processes were available in 3 to 4 variations (with/without border/frames, deckle-edged). All cards come from the coll. of *Chris McGregor, Canada.*



HELIODORE

Easy to recognize (artistic) design, always with added clouds, dominating colours brown, red and green. 4 variations. (*Brook Street, Ilkley, England?*)



AUTO-NOVO ungrained

Often seen Röder postcard process for U.S. customers. 3 diff. caption styles. (*The Court Bar, Krugersdorp. J.A. Preiss, Proprietor. South-Africa?*)



"PHOTO-PRINT"

Sepia/duotone, "real photo-like" indeed, heavy card with thick glossy finish. Röder had also (hand) coloured prints available. (*Murray Street, Montrose – in Scotland I guess.*)

PLATINOTYPE was a duotone colotype process (name was used also by other printers), with wide tonal range and excellent contrast, second colour often green/turquoise, sharp details. (*No caption imprinted - view most likely from a German speaking country.*)

PLATINOTYPE on rough board



C. G. Röder's colour post-card printing

BROMO-IRIS

bestsellers were **Bromo-Iris Bromo-Chromo** and **Bromid-Chromo** processes. Not much difference in quality seen at first glance. Minimum order 1000 cards, much better price when at least 3000 were ordered (6000 cards is the highest quantity found in Röder's regular price list. *Bromid-Chromo* was also available with fine "3-D" frame design. (*Jay Street, Invercargill, New Zealand.*)



1846-1853



1853



1853-1866



1866-1873



1873-1879

C.G. RÖDER - LEIPZIG

Back in TPA #8 George Webber told us a little bit on the life of the founder Carl Gottlieb Röder and how his (music note) business prospered over the decades. The information George used was taken from "*Deutsche Buchhändler - Deutsche Buchdrucker*" by Rudolf Schmidt 1902-08. In TPA #13 not only I was able to add some (technical) data on Röder works but illustrated the Leipzig parent company as well as Röders factories in London and Paris which both were established in the mid/late 1890's. The info and ills came from a special edition on Leipzig by "Reclams Universum" in 1913. The recent purchase of almost all published issues of Röder's own promotional publication "Das Röderhaus" from the late 1920's provides some more information on the firm's history incl. some fine pictures. Most "Das Röderhaus" issues are nice to look at but provide little useful information for research. A detailed article on C.G. Röder history might follow in the near future using the now available sources.

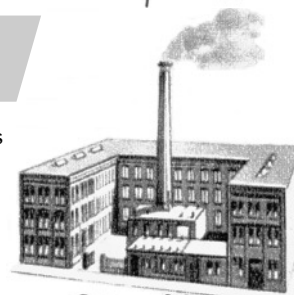
"Das Röderhaus" issue 1 published in January 1927 however, is filled with information on the company history. For example the development and steady growth of the company building which is shown here. From 1873 on C.G. Röder is found at Gerichtsweg location and the name (and what was left of the building complex after WW2) remained until the late 1950's. On opposite page you see an aerial view of the impressive Röder printing works dating from late 1926.

The matter with Röder's branches in London and Paris and wether postcards were ever printed there is still unsolved. Fact is that Röder had bureaus as well as printing facilities at both locations but not at the same address. Both branches are said to had been running very successfully employing a total of almost 500 people at both places at the outbreak of WW1. The new built factory of Röder in Paris-Autierre bears the name "Imprimerie Röder" in 1911. But Röder was there before and nobody can tell if the name Röder appeared in the business name at once. A "speciality" of Röder was to take over control of printing firms already in business for some time without adding their name immediately. Their Berlin branch (establ. 1902) was named "*Berliner Musikaliendruckerei*", a second firm at the same location in post-WW1 years was named "*Berliner Merkantildruckerei*", and both hide behind "B.M.D." - see pictures on next page. C.G. Röder name was added to the Berlin music note firm as late as 1912. With great interest I learned that Röder took over a Munich printing firm in the early 1920's. The 1913 establ. "*Mandruck*" employed 120 workers and was not only specialized in music note printing but high quality reproductions, poster and multi-colour printing. So, in the 1920's Röder had printing facilities at three different locations in Germany.

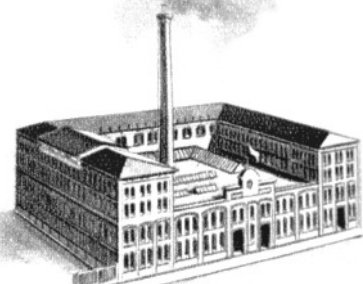
Has this much to do with Röder postcard printing research found in previous TPA issues? Not really, I just want to give you an idea what stood behind the name C.G. Röder mentioned often in TPA. A really big contract printer, who printed almost everything, using all modern printing processes except real (bromide) photo. When the Röder managers became interested in certain products they invested always in a big way. Printing postcards by collotype process with colour (litho) overlays for the whole world was one of their specialities. No other German printer had 32 collotype presses of identical format running. An undated note even states 40 collotype presses. Röder was financial strong in pre WW1 years. They kicked other (collotype) printers from the market. A similar major firm was their local competitor *Emil Pinkau & Co.* with their own "photo-litho" process for postcards.

Röder's major competitors during the ppc craze period with collotype printed postcards were found in Berlin: *Gebr. Deyhle & Wagner*, *Albert Frisch*, *Stern & Schiele*, *Robert Prager* etc.; also in Dresden: *Stengel & Co.* and *Markert & Sohn*, *Wilhelm Hoffmann*; and in Hamburg: *Knackstedt & Näther /- & Co.* Competitors in the collotype printing field were also found in the nearby neighbourhood. Already mentioned *E. Pinkau & Co.* had 8 large format collotype presses running although they favoured their own developed "litho" process for postcard printing. Not to forget *Louis Glaser* and *Glass & Tüscher* but, Röder's direct competitor in Leipzig was *Dr. Trenkler & Co.* This big printing house - let's better say the remains - was taken over by Pinkau in the late 1920's.

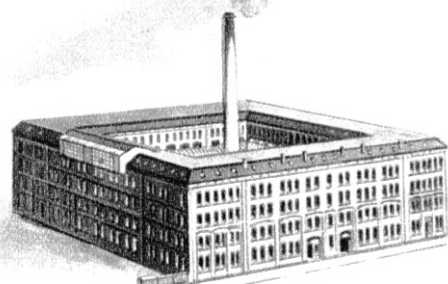
What fascinates me is that Röder continued to print good quality cards for customers in Germany and worldwide after the ppc boom had faded. Their consecutive batch number system is unique. With the research work of George Webber (TPA #11; reprint [updated?] in TPA #20) it is possible to date most not p/u cards. I appreciate the research on Röder cards in the past years by George but, cannot agree in full with every of his conclusions and theories. Our *sometimes* different positions / opinions however are surely of advantage to serious Röder postcard/history research I believe.



1879-1882



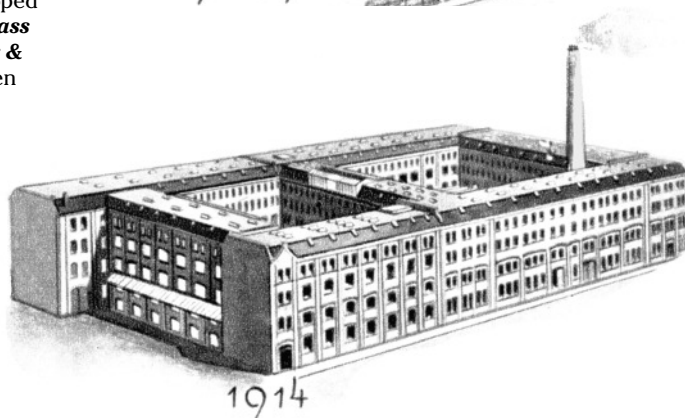
1882-1892



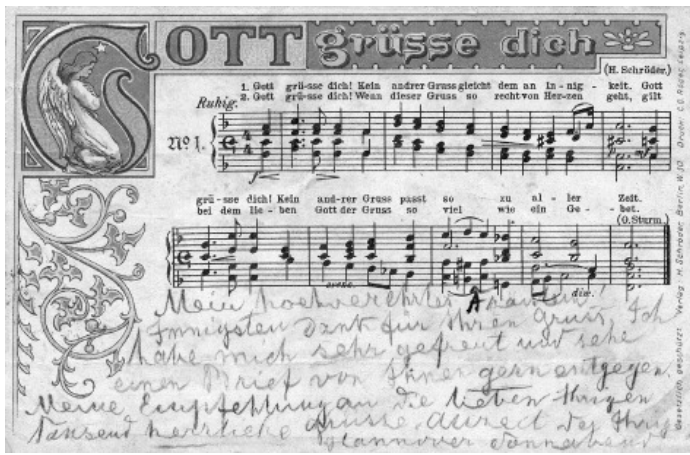
1892-1896



1896-1898



1914



This torn card is **the oldest Röder printed card** I know of so far. We had several (also music-related) cards p/u in 1898 from the collections of Adolf Kugler and Oene Klynsma in previous TPA issues. This "God greets you" song card was published by "H. Schröder, Berlin W 50". The Berlin music/book publishing firm (prop. C. Siemerling) was establ. on Oct. 1, 1897. Appears to be one of the first projects of Schröder. **P/u Oct. 23, 1897** - mailed from Cologne to Winschoten, Holland. Röder name imprinted, no (batch) card number at all. Printed by litho process in 4 colours.

The **highest batch number** on a Röder card in my collection is "674 166". B/w collotype with glossy finish, with a view of a guest house in Saxony, published by the long-time Röder customer "Brück & Sohn, Meissen" as card no. 26920. Not p/u but short message of somebody who visited the place dated Oct. 11, 1943. Card has also the "M 1360" permit / identification number of Röder from WW2 years imprinted. Found on some Röder cards from 1946-47 too.

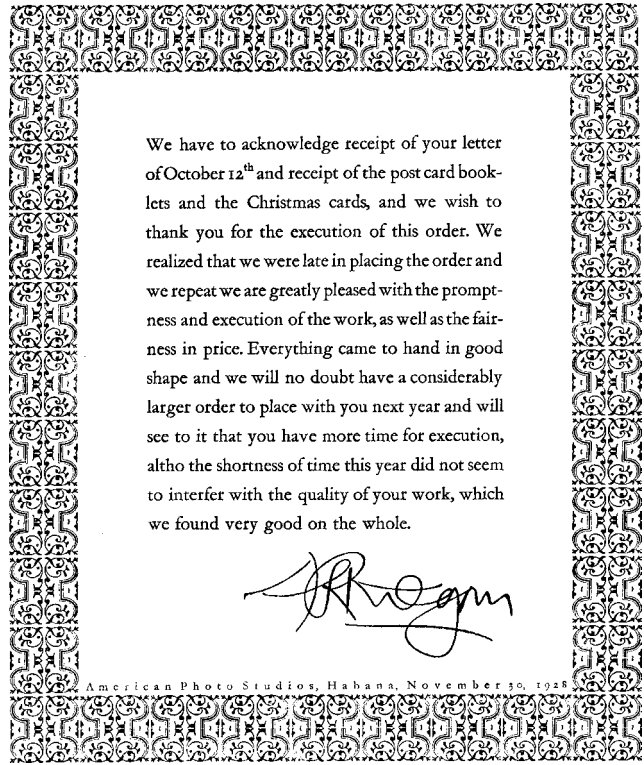
Berliner Musikalien-Druckerei GmbH was established in 1902. Röder had realized that the special requirements of the huge and profitable Berlin music market demanded an own local branch. In mid 1909 a second printing firm (Paris & Co.) was taken over and integrated in the five floor tall factory found at Lindenstr. 16/17 (downtown Berlin).

Soon the company developed from a specialized music-note printing house to contract printing. Modern printing equipment was installed and the number of workers grew. Beside their own business in Berlin, B.M.D. assisted the parent company in Leipzig to fill orders in time. In the early 1920's a second firm was established at same address – perhaps for tax reasons? – with identical initials: **Berliner Markantil-Druckerei GmbH**. I wouldn't be that much surprised to find post-cards with the initials B.M.D. some day.

In 1921 B.M.D. employed 120 workers, used 3 large format flatbed bookpresses, 4 smaller letterpress machines, 3 chromolitho flatbed presses plus 11 litho hand presses and 4 gravure presses. The photo assembly illustrated (from "Das Röderhaus" no. 5) dates from 1927 and at time both B.M.D. firms (200 workers) used 4 bigger and 6 smaller letterpress, 3 offset presses, 16 zinc rotation presses, 4 big and 11 small chromolitho presses. Managers: Hans Fischer and Kurt Scharf (beler), the latter a descendant of C.G. Röder.

NEW Röder Batch Numbers discovered?

No, not really – but it proves that the Röder employees were working thoroughly. The imprint illustrated below is found in the book "**Die graphischen Künste**" by Prof. Dr. E. Goldberg, published by "Walter de Gruyter & Co", Berlin and Leipzig, in 1927. Does "988526" stand for book printing job 9885 in (19)26?? Haven't found similar no's in other Röder printed books/publications.
 Druck von C. G. Röder G. m. b. H., Leipzig. 988526.



We have to acknowledge receipt of your letter of October 12th and receipt of the post card booklets and the Christmas cards, and we wish to thank you for the execution of this order. We realized that we were late in placing the order and we repeat we are greatly pleased with the promptness and execution of the work, as well as the fairness in price. Everything came to hand in good shape and we will no doubt have a considerably larger order to place with you next year and will see to it that you have more time for execution, altho the shortness of time this year did not seem to interfere with the quality of your work, which we found very good on the whole.

American Photo Studios, Habana, November 30, 1928
American Photo Studio, Habana, Cuba, praises the fast and quality work of C.G. Röder. Dated Nov. 30, 1928. From "Das Röderhaus" issue 10. Mentioned are pc booklets and **Christmas cards** for Cuba. Wonder if any of our readers has such a christmas card?

