By the Editor

I had to give up my original idea of telling the story of Knackstedt & Näther (K+N) from Hamburg in chronological order. I failed to find reliable information on K+N’s boom years 1902-06 yet. In addition I realized the amount of time, energy and funds needed. If I would concentrate on K+N research entirely, there would be no time left at all for other ppc and TPA matters as well as correspondence. So I decided to present research news on this important postcard printer in a separate publication with all research results on K+N some day.

K+N Stereo Cards

Knackstedt + Näther started their stereocard series early in 1898, the exact date is yet unclear. I was put in touch with a major German stereoscope photography researcher/collector, Dr. Dieter Lorenz, who holds a good collection of K+N stereo cards. Dr. Lorenz reports that to his current knowledge the K+N stereo card production (according the production numbers imprinted) sums up to about 3000 cards. The same view was published sometimes again in different designs modified view. The stereocard line consisted not only of topo views from various countries but also genre type.

Dr. Lorenz also sent me a couple of photographs with K+N stereocards from England, Italy and Spain. The identical views were both published by LL and K+N. The only difference is that the views of K+N stereocards are a bit smaller. That LL and K+N published cards from identical photographs means not much. They probably had the same supplier/photographer or more likely they exchanged views.

K+N’s ‘allied’ Partners: Paris

The stereocard matter points towards LL being the “liierte Anstalt = allied business partner” of Knackstedt & Näther. But also Neurdin is well placed. LL were publishers and printers, Neurdin was publisher only to our current knowledge. Both companies were in the first line ppc wise. Comparing the picture/printing quality of their pre-1910 cards does not make much sense, all look very alike, especially when you know that collotype printing was a difficult matter and changing in total ranges in the same printing were quite normal. And why do I think of a single allied partner in Paris only? I wouldn’t be that much surprised to learn one day that K+N supplied cards to both French companies.

What does “liierte Anstalten” really mean? It means co-operation and in most cases also financial involvement. It could stand for business co-operation, for example, K+N distributed something for LL or Neurdin and vice versa. But I know of nothing suitable. Well, all I can think of is that K+N printed cards for LL and/or Neurdin, was paid directly or received some company shares in return. It seems that only little is known on the LL company history. Here is something I discovered in “Papier-Zeitung”, issue 31 (April 18, 1907):

Lévy fils et Cie, a limited partnership on shares, Paris, 44 rue Letellier, set up a printing firm under the name of "Entreprise Nouvelle Photographe" with a capital of 1,050,000 francs.

So, LL established a new own big printing firm with quite a impressive business capital for that time. What was before that date? Who were the share-holders of Lévy fils et Cie? A really interesting find comes from Dutch collector Henk Voskuilen. A LL card (no. 23) from Lyon (Notre Damede Fourvières - La Façade) which has a typical K+N address side layout (see ills please). Address side layout = types/fonts used for imprints, number length and exact position of writing lines on card, type of dotted lines (not alike). All this is identical with early undivided K+N printed cards.

Does anybody really know how many cards Rotograph put on the market?? From time to time I check the internet and search for any information available. I found some on Rotograph, however little on their company history. General notes from reference works as Dorothy Read’s “Picture Postcards in the United States” give the information that Rotograph cards were printed in the Bronx, Germany, England and France. And that Rotograph Co. purchased “National Art Views Co.” in 1904. Of course the major interest of collectors and researcher is to compile a catalogue of the great number of Rotograph views, too as well as topic. (cont)
The new owners were both very active and had a artistic background. I guess one or perhaps both had a great interest in photography, O. Junghans and E. Kortizer added a publishing dept to their firm. One of their first projects dates from around 1889/90 and was a series of at least 25 different views of popular historic places found in Thuringia. The photos were taken by J&K. Not picture postcards but sized about 155 x 210 mm. Printed by collotype process on quality paper and then mounted on thick card board. These views were sold either individually or as booklet (jubileaus folio) with embossed cover, holding varying of views. Almost all of the early printers who had a good reputation as photo printers started this way. Some dealers and collectors today do not recognize that these views are not real photographs but were printed on a collotype press. Most are really of excellent quality.

Several of the popular places in Germany followed. Also views from Switzerland, Greece and even Egypt. Added were reproduction of sketches done by Herwig Georg II and a collection of drawings titled "Die Meininger" by local artist C. Almers.

The prime interest of the owners was the publishing field. In 1899 the firm was converted into a "GmbH" limited company. Managing directors (and partners) were Franz Lenders and Gottfried Reinhard. J&K took over control in full in 1902. The complete firm was now modernized, 3 new collotype presses of latest make were bought, new book printing presses incl. new type and modern bookbinding equipment came in use. It was Franz Lenders who directed the firm into the postcard printing business. Early postcard orders were carried out on presses capable to print 6 cards at a time. Two of J&K’s new collotype presses were good to print max. 40 cards per sheet, another even good for 48 cards to be printed at the same time. Business was booming indeed. However, Franz Lenders died early on February 5, 1915. Lenders was unsure whether the early Rotograph Co. was identical with the later postcard publisher Rotograph. Schwarz founded the Rotograph Co. in Berlin-Steglitz on July 4, 1894. Rotograph became the world’s biggest firm of continuous photographic printing, employing up to 800 workers. Rotograph Co. Ltd. in England was a German offshoot of NPG formed in March 1898. NPG had also in France Societe Industrielle de Photographic and so on.

This advertising imprint is found on reverse of Rotograph card series, no. 7626 (Soldiers & Sailing Monument, Hackley Park, Muskegon, Mich.). Rotograph copyright 1905. 3000 machine coloured cards cost US $27, 5000 cards at $7 per 1000 = $35. The mention of the long delivery time of 3 to 5 months from receipt of the order (!) alone would identify K+N as printer of this card. K+N had great problems filling orders in time during 1905-07, although the number of presses for production grew. Special thanks to Bob Conrich who discovered this card. Mosque Woody shows a similar card in his article "International Postcards" (in 'Delivering Views', Smithsonian Institution Press, Washington 1998). Also Style G but now described as "High glossy bromide photo card" from Rotograph series ‘S’(?), card reads no. B 2156. Imprint: “This is a Real Photographon bromide paper”. P/used August 1909 in USA.

The Rotograph letterhead lists also Berlin London - Paris - Hamburg. Could be understood as Rotograph Co. branches, but are more connected with the president (NPG Berlin + London) and vice-president (K+N Hamburg + Paris). NPG and K+N are in my opinion the two investors behind Rotograph. Again we find a "Paris" connection. A minor chance that NPG’s French branch is meant but it was not found directly in Paris. A find in an junk box with French cards is interesting. In the long delivery time of 3 to 5 months. So NPG’s French branch is meant but it was not found directly in Paris. A find in an junk box with French cards is interesting.

"Sunset on the coast" could be a possible caption for this unusual size (155 x 210 mm) "post-card" printed by K+N (duotone “Linsenstruck”) for Rotograph Co. No number/series imprint but "Printed Matter" instead "Postcard". Without message (addresses allowed) the sender had to pay low printed matter rate, with personal message letter rate had to be paid. P/used Oct. 1908.

To my great surprise and joy there is new US series of other popular places in Germany followed. Also views from Switzerland, Greece and even Egypt. Added were reproduction of sketches done by Heinz Georg II and a collection of drawings titled "Die Meininger" by local artist C. Almers.

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When I say that J&K was specialized in postcard printing it does not mean that they printed cards ONLY. The book printing dept printed cards from the late 1920’s on, were their major income source. The jubilee book of 1938 states that J&K had added also (rotary) bromide photo printing. Birkner directory of 1938 states specialty "postcards" and sole owner O. Walther only.

The equipment was again modernized and the growing number of customers forced Walther and Jacobi to extend the firm’s building. This is a quite interesting development for a firm specialized in postcard printing in the 1920’s. Many of their early postcard sets were produced at the firm "Wiedemannsche Druckerei A.G.", Saalfeld/Saale and had now large format collotype presses running.

K+N’s 'allied' Partners: New York

Arthur Schwarz and our Wilhelm Georg Ludwig (called Louis) Knackstedt were business partners in New York. It seems that they had one thing in common: global thinking in business matters. For some years NPG had a branch or bureau in Hamburg. I guess this was K+N. The mention of NPG Hamburg is not found in post-1910 years.

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The Rotograph Co. & K + N: Two firms heading into decline
I don’t know the exact year when Knackstedt & Näther got involved in Rotograph Co and as said before, K+N were NOT Rotograph’s only post card supplier. Stengel & Cie., Dresden, were among the first to order a new colotype printing model in 1884. A bigger letterpress as well as an empty press for litho process were bought. Big flatbed letterpresses were only available cer- tainly only when poss- essed and a gas-fired power station was in- stalled.
From investments but business was booming. The nearby porcellain works of Stengel & Cie. needed illustrated catalogues. So did the established arms manufacturers found in nearby city of Berlin. Even a advertiser named "Der deutsche Russen- zeiger" was printed and distributed in 30,000 copies weekly. I have doubts of the mentioned circulation figures are fully correct. Probably a short-lived project only.
The year 1886:
Carl Wagner decided to use the Głębokich Hoffmann (Hoffmann Bros.) said to come from London. The reason for the sale is un- known and not part of my book project. I have tried to find out something on the Hoff- man brothers, who is said to have run a business specialising in "photographic articles/prints" busy in England in the late 1880’s – mid 1890’s. These are said however to come from Offenbach (Main), Germany. If there was any connection be- tween these “Hoffmann’s” is not clear. The family name “Hoffmann” is common in Ger- many. But it was also common in Great Brit- ain. Reader’s help with this matter appreci- ated.
Hoffmann Bros. as new owners wanted their business and production more modern and bigger. The firm moved in 1887 into a newer rected building (see ill below) located at "Mittlerer Rasen 1", a odd name for a street in Vienna. Carl Wagner now realized that he needed something different to please the customers asking for quality illustrated advertising leaflets and logues and other works. When Dr. Albert from Munich perfected the colotype process in 1883, Wagner had probably read many of the employees to be laid off, part of the business space rented, the complete rent being paid by the firm “Rotograph Co. In business year 1908 ended May 31 and produced considerable losses. The former general manager was fired in Spring 1909. A thorough re- organization has begun including a simplifi- cation of the complete organization. Fowler business and expansion. However, the new build- ing and the new machin- ery was too much for the Hoffmann Bros. and in 1890 the press was run out of money soon and closed. Wagner said in November 6, 1890 the business was bought by Otto Junghanns and Ernst Koritzer.
From then on until the end of WW2 the firm carried a Hoffmann business specialized in “photographic articles/prints” busy in England in the late 1880’s – mid 1890’s. These are said however to come from Offenbach (Main), Germany. If there was any connection be- tween these “Hoffmann’s” is not clear. The family name “Hoffmann” is common in Ger- many. But it was also common in Great Brit- ain. Reader’s help with this matter appreci- ated.
K+N employed 450 people, had 50 flatbed letterpresses and 500,000 cards, 150 machines, 500,000 cards, manufac- tured and printed 600 cards. The year of 1907 in particular was really puzzled me! Even intensive search through a stock of over 15,000 cards, most from Germany, produced not a single find. Now I understand that I had probably many dozens of J. & K. printed cards in my hands ever since. Because the name simply did not know how they look like. Re- ally a problem, but J. & K. is indeed just another German picture post- card printer who stayed in the dark and not as many others did, put any own logo’s, initials or other identification marks on cards printed. Somehow this is a re- searcher’s nightmare, especially for those who wish to estimate production figures. It forces you to look out for other, yet less-known, native resources of information and to try to un-
From "The Postcard Album" Issue 19

**H. A. J. SCHULTZ, HAMBURG**


Advertising imprint of H.A.J. Schultz, Hamburg, chromolitho printers on original address side. Message in German, French and English shows the international orientation of the Schultz printing business. The name shows no "& Co.", thus the imprint dates from 1901-02.

One of many "Bismarck" cards, excellent chromolitho printing. Otto von Bismarck, "loyal servant to the Kaiser Wilhelm" reads a reprint, died on July 30, 1898. Such a card was published in 1899-1900 times. "We Germans fear God and nothing else in the world." Worth.

H. A. J. Schultz & Co. - HAMBURG

was a typical German chromolitho printer, who produced many of the today wanted "Grass ass." type of cards. Often printed in 10-12 and up to 16 colours, carefully arranged, the work of highly skilled lithographers and pressmen. Schultz is sometimes mentioned in literature as printer of high-quality postcards for customers in Germany and abroad (Hamburg harbour: the door to the world). No data available how big the business was, medium-sized I guess.

Kliensüch directory of 1898 informs that the Schultz printing business was set up in 1893, and found at Wilhelmstr. 26/27. Specialized in (chromo)litho work and poster printing. 1901 edition of the publishing trade addresbook lists a "Hans Schultz", chromolitho printing institute and publisher (established 1883), at a different street address: Am Weiler 4.

H. A. J. Schultz moved into a new building at Wagnersstr. 70 some time after 1903 and I believe that the "& Co." was also added then. Unfortunately I have misplaced my notes with page numbers on where to find more business data in "Papier-Zeitung". No time for search - comes next issue. L. Knakstedt was a shareholder of H.A.J. Schultz & Co., - for how long is not yet known. Then Schultz publishing business became insolvent as so many other German chromolitho (only printers between 1905-07). Knakstedt bought the company and continued as H.A.J. Schultz & Co. Nachf. (succesors). Scatter & Co. had a printing practice name registered on May 6, 1907 (application on Jan. 19, 1907). It was "Niki-Polychrome" and I have no idea what this was or how it looked like, but saw the name mentioned later in K+N ads.

The distinctive "Postcard" imprint on all known German H.A.J. Schultz cards helps with identification. In most cases the full name is imprinted however. (Ill. in original size)


- K+N company name continues to exist!

- Int’l Exhibition of the Book industry and Graphic Arts, Leipzig 1914. Official catalogue, exhibitor group VII, no. 258. Graphic name together with Sack, however, unproven. Was a surprise! Name rights bought! Former employee?

- "G. Knakstedt & N. NACHF." imprinted card with "Chromolitho printers in Hamburg" to be found in the collection of Henry Torns. Likely a "Moonlight card".

- The Printer with the Vertical Line

I had noticed printer codes with a vertical dividing line, sometimes numbers only and then again with a single letter in front of number, on picture postcards for a long time. Most were nicely printed by collotype process, often duotone, with views from different European countries. The code or production no. is usually found on down hard right corner, sometimes in the left corner and from time to time on picture side together with local publisher imprint. I have a special interest in postcard printers who mainly used collotype process, and soon had a first idea who could have used this number divided by line code but no proof. The purchase of the many "Papier-Zeitung" volumes paid off once again. Came across a review of H.A.J. Schultz & Co. cards and the printer of these was Sinsel & Co. From Leipzig-Oetrach.

I own several cards with "Bordura" imprinted and code with vertical line. It is also the firm I have had an eye on first in this case. Sinsel & Co was founded on April 1, 1885. The sole owner was Georg Adolf Sinsel since April 1, 1895. In 1898 the firm was found in Leipzig-Plawitz, Erdmannstr. 9. Their specialities were colour illustration work, especially hellography process. Sinsel & Co. formed into a GmBH (Ltd.) and around 1900 moved from one Leipzig suburb to another (Dietrich, Dorfstr.) and bigger building. Letterpress, chromolitho, collotype printing and plate-maker.'s Specialty: (coloured) illustrations and postcards. In 1913 Sinsel & Co. employed 200 workers, 6 large and 3 smaller letterpress machines, 5 large and 8 smaller format litho presses and 8 large format collotype presses working. By 1928 Sinsel & Co. still offered postcard printing but also catalogues, posters etc. 128 workers; 4 letterpress, 5 offset, 10 litho and collotype presses were in use.

A year later things had changed a great deal. Sinsel & Co was taken over by Ernst Albrecht Seemann and partners (of well-known art publishing house E.A. Seemann, Leipzig) and moved to Eilenburger Str. 19. Only about half of the presses were kept and 65 workers. The last mention in directories dates from 1938. Now Sinsel & Co. is found at Hospitalstr. 11a 1920’s is illustrated. Found in books and not (yet) on postcards.

- Approach to Wishington Well reads the caption of this card by publisher Eduard Hich from Worthenay. Guess the view comes also from that region. Card 11275 [9] code. Not postally used. diced back and no imprint "Printed in..." Average printing quality on ivory card. Duotone could be black with (bright) reddish grey.

- 'Bordura' (Passepartout) card with inserted view of the old town of Hull (Q 84|18). Duotone (black/green) on smooth surface ivory card. The printing quality is fantastic!

- Identification by chance - with help of UPS

A US reader once sent in a greeting card very similar to that illustrated and asked if I would knew of a way to identify the German printer or publisher. No logo or initials on, no special designed "Post Card", no special address side layout, chromolitho printed like millions of other cards – nothing but "Made in Germany" imprint. I gave up soon.

The printer (also publisher?) of this New Year greeting card (flowers and quote) might be identified however, although not even a series number is found. The UPU imprint was the key to matching the card from many with printer name imprinted. UPU = Union Postale Internationale, founded in 1874 (Union Postale Geneve), renamed in 1927. Business language in French. "Post Card" in all languages of the countries found on early cards. My matching sample with 100% identical UPU imprint is a half tone printed view of the village Beuren, N.W. Oct. 1908. Printed by Vereinigten Kunststatten Kaufbeuren und München (also known as "Kunth"). This big company has a interesting but varied history to be told in next TPA issue. Established in 1858 and with 40 workers and over 55 presses in one WW1 years (mainly chromolitho but also collotype) among other things producer of millions of postcards, most for customers abroad. Kunth was represented in the US by John Kimmelstiel. 12 West 28th Street, New York. Maybe Mr. Busse also marketed this greeting card.

- New Year greeting card, chromolitho, p/u on Dec. 31, 1907 in Chicago. UPU: Post Card from card in original size.

- Postkarte – Carte postale

Kimmelstiel & Co, Hamburg, published this joke card. "The final picture postcard..." written by Schultz. Postally used in July 1901. (From the collection of Henry Torns)