

Identification of the brand name "**Arnochrome**" and the "**GA + GI**" (J = I !!) logo was quickly done. Thanks to several photocopies of the hard to find old periodical "Die Postkarte" and its successor "Die Neue Deutsche Papier-Zeitung Die Postkarte" from the collection of *Hans Strassberger*, Munich. A half-page advertisement from 1907 provides much information (see ill.) on the Gebr. Arnold business. Earlier issues list card novelties, reviews etc.

I wanted to find out more on the company history of *Arnold Bros.*, especially the mention "formerly Kunstanstalt Grimme & Hempel" made me curious. I looked in my usual reference books/directories and ended up with three different Arnold businesses, each found at a different location! Confusing!

1. **Gebrüder Arnold**, Leipzig-Plagwitz, Weissenfellerstr. 32. Letterpress, Lithographic printers, bookbinding. Establ: Feb. 1, 1888. Owners: *Emil* and *Richard Arnold* (Klimesch 1898)
2. **Graphisches Institut Gebr. Arnold**, formerly Kunstanstalt Grimme & Hempel, Leipzig-Schleussig, Könnertitz Str. 49. Owners: *Carl Emil* and *Emil Richard Arnold* together with 3 partners (Leipzig addressbook 1909)
3. **Graph. Kunstanstalt Gebr. Arnold**, Leipzig, Oeserstr. 7b. Establ: Feb. 1, 1911. Owners: *Carl Emil Arnold* and *Richard Karl Arnold*. Spec: poster printing, calendars, postcards. 8 litho presses, 30 workers (Klimesch 1913, no entries in post-1920 editions found)

This matter required detailed research indeed. I spent many hours looking through my "Papier-Zeitung" collection, without any results at all. No mention of Gebr. Arnold. But I found some data on the Grimme & Hempel AG company history, which provided some information also on Gebr. Arnold, leaving some questions unsolved however.

Kunstanstalt Grimme & Hempel Aktiengesellschaft

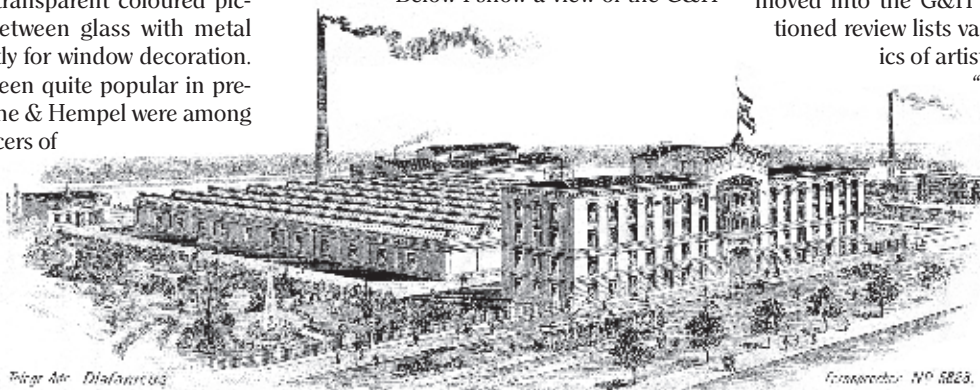
This company was set up in 1875, converted into a joint-stock company (AG) in Feb. 1896, specialized in production of diaphanies (a substitute for stained glass). I understand this to be transparent coloured pictures mounted between glass with metal border, used mostly for window decoration. Appears to had been quite popular in pre-1900 years. Grimme & Hempel were among the leading producers of this article, much exports too. They advertised diaphanies in a big way, using the slogan "Decorate your Home". The company continued to grow, at some times up to 290 people were em-



ployed. I guess that the managers realized already before the turn of the century that the diaphanies business was definitely slowing down. Grimme & Hempel offered now also poster printing, and produced also postcard (mostly advertising cards, also some greetings) A G&H printed postcard was illustrated in colour in TPA 20. p. 20).

Christa Pieske writes in her book "Bilder für jedermann" that G&H employed 190 people in 1904, and that this company was in business until 1913. Then the diaphanies business was taken over by the local firm of *Claus & Rentzsch*. Well, although I do not have all the necessary information yet found, I can say that the G&H story is a bit different. Late 1904 (early 1905?) the Grimme & Hempel AG went into liquidation. The joint-stock company capital was 500,000 Marks then. The good thing with AG's is that they have to make a yearly business report available to the public. These are always reprinted in most trade journals, which has helped me a great deal with research already. You might understand my surprise when I learned that G&H continued to be around in liquidation for a period of **eight years!** And Gebr. Arnold were part of the game!

Below I show a view of the G&H



KUNSTANSTALT GRIMME & HEMPEL AKTIENGESELLSCHAFT

factory. It comes from an advert found in the addressbook of the German book trade 1903 edition. I think the long period that G&H was in liquidation was based on the hope of the share-holders to get some more money out and not to lose everything. The debts amounted to 300 - 400,000 Marks. But the factory buildings, power plant and estate had an estimated value (in 1907) of over 500,000 Marks. Furthermore there were huge stocks of lithographies, litho stones and other printing plates (worth over 50,000 Marks) and most of all, G&H owned original artwork of popular artists like *Stöwer*, *Flinzer*, *Unger* etc. of which much wasn't reproduced elsewhere before.

Graph. Institut Gebr. Arnold

Another reason for the long existence in liquidation appears to had been the quite mysterious role Gebr. Arnold played. In "Die Postkarte" no. 22 from 1905 the new card collection of the Arnold's was reviewed. Mentioned is also that the business activities of Gebr. Arnold had been increased a great deal by taking over the well known fine art printers Grimme & Hempel. It leaves the impression that Gebr. Arnold had bought the entire G&H business, which is however not fully correct. I guess the Arnold Bros. moved their business to Könnertitz Str. 49, probably took over most of the formerly G&H production means as well as bought reproduction rights of a number of original artwork from the G&H stock to be used for their own post card production. The space Gebr. Arnold used was rented for 10 years until 1914, so they started production at the G&H factory some time in 1904. But somehow Gebr. Arnold must had been in a sort of closer business association with G&H. The business of the Arnold Bros. ran into problems/for sale in 1910. The G&H shareholders had to accept further financial loses, but were also happy to get rid of the final company once allied with the G&H AG. Strange notice!

Gebr. Arnold cards

I have only about a dozen cards with the Gebr. Arnold logo or name brand on. None is p/u before 1905, and so I have no idea of how their cards looked like before they moved into the G&H factory. Above mentioned review lists various series and topics of artist cards. Many quality "modern women designs", Orient, seaside, christmas, New Year, Eastern, romance, children, flowers animal series / cards are mentioned. A series with humorous sport topics, done in "American style" received special attention. In "Die Postkarte"

no. 38 published on Sept. 21 1905 a total of another 36 series of Gebr. Arnold are listed under *postcard novelties*. The series numbers are sometimes in consecutive order, then again not and range from series no. 500 to 754. The number of cards found in each series is also listed. Well, it ranged from just a single card (ser. 545 Austrian emperor Franz Joseph) up to 12 cards. Other series consisted of 2, 3, 4, 6 or 8 diff. views. Indeed many done after artwork of (then) popular artists: *Willy Stöwer, Pontini, F. Schwaiger, Mailick, v. Westphal, B.v. Franken, C. Bolz, C. Josca, J. Wernicke, Schmidt-Kahring, B. Wennerberg* etc. French 'Lapina' is also listed. A total of 231 different cards.

The illustrated advert from about mid 1907 lists a Spring/Summer card collection (edition "C"). 30 series with 5 cards each, consecutively numbered from 1563 - 1592. So, Gebr. Arnold could have published 1000 or more diff. cards during the "Grimme & Hempel period". No idea how many cards came out before/after. Where are they now?

"Arnochrome" postcards

Most of my samples show a thick, glossy cover (gelatiniert), described as *high-glossy enamel*. Such cards are today, 100 years ago, not very popular with many collectors. The cover tends to crack, many cards are bend out of shape or have a pretty aged appearance due to the chemicals once used. Most postcard printers had these "gelatinized" qualities on offer. Rarely did it on their own but employed specialized firms. There were at least three of these specialists found in the Leipzig area. I think Gebr. Arnold prepared their cards themselves, probably this was something that had to be done by G&H already for their transparencies. Gebr. Arnold even added imprints on top of the gelatine cover. Many of their cards are carefully embossed, too. This all made their products unique but also pretty costly. By 1907 they offered also 'cheaper' processes to the trade, including picture postcards printing.

My cards do not fit into the mentioned series, show even different process names. I wonder if readers have any Gebr. Arnold cards of the above series or any of pre-1904 date. Information welcome!

Arno-Artchrom series 4026, travelling people preparing meal. By anonymous artist; most of signature cut off. Combined halftone/litho process. The heavy glossy cover makes the colouring very intensive. — Gebr. Arnold had also an "**Arno-Mono**" process (duotone) on offer. Looks good too.



Arno-Artchrom series 4068 with detail of above painting. Heavy embossed with extra gold also for caption. Most interesting is the address side. Originally made for "The Philco Publishing Co.", Holborn Place, London W.C. Their number overprinted. Another imprint informs of the series no. and that the address side is of course available in German. Some info on "The Philco Publ. Co." is found in TPA 17, page 5. Gebr. Arnold used up old stocks for promotion (post-1911?); Philco was still in business then. Thanks go to *Oene Klynsma* for this fine card.



Arnochrome series 4115, card 1 of 6. Easter Greetings. Typical studio photo, well coloured, heavy gelatine cover. P/U 1914. Good quality but cards like this were produced in great numbers by local competitor "Regel & Krug (ERKAL logo) — Below: **Arno-Artchrom** series 4101 with interesting palette design, carefully embossed of course. Woman collecting something on the shore. Guess this is again a detail from a painting published in full pc size also by Gebr. Arnold. P/U in Belgium, postmark illegible, with "do not deliver on sunday" label, pre-1910 date.

Angebot nur für Großisten, » **Arnochrome** « für Verleger und Exporteure
(gezeichnetes Wortzeichen)

hervorragende Neuheit in Genre-Postkarten.
Emaillier-Hochglanz, feinst koloriert, nach künstlerischen Original-Photographien.

Sieben erschienen:
Ausgabe C:
Frühjahrs- und Sommer-Kollektion

30 Serien à 5 Heften, Nr. 1563—1592.
Schöne, dezente Genre-, Kinder-, Künstler-, Liebes-, Bade-, Glückwunsch- und allgemeine Karten.
Muster-Kollektion
(franko gegen Einzahlung von M. 10.—)

Graphisches Institut Gebrüder Arnold, vorm. Kunststalt Grimme & Hempel
Leipzig-Schleußig

Für Verleger liefern wir
Infertigungen von Postkarten
(sowohl in der apanen »Arnochrome«-Druckmanier für Genre-Karten, wie auch in verschiedenen anderen und billigeren Druckarten für Ansicht- und Genre-Karten. Besonders leistungsfähig für Massenauflagen und für Export.

Verlags-Zeichen unserer Firma

Telegr.-Merkel: Diaphanica

