

There are two bigger research articles this issue that unfortunately cut the space available for this column. Nice to learn however, that this column has found quite a number of interested readers.

The number of companies in Berlin once engaged in the production of picture postcard as well as "greeting cards" is simply amazing! Some only short-lived, others were around for 50 years and longer. Recently I found out that two of the major companies, *Albrecht & Meister AG* together with *Berlin-*



Berlin, Spittelmarkt, chromolithography by J. Miesler (card no. 806), p/u Nov. 1902

• Printed in Berlin (3) •

4 Stern & Schiele

This postcard publisher and printer has become one of my favourite research subjects. Well, there are of course many other companies I am strongly interested in, but none appears to have such an interesting, often surprising company history.

I have never found a printing company yet that was associated with/controlled so many other firms as S&S. Always I am finding something new. That makes it difficult to get an idea of the business dimension of S&S, and their postcard output. The logo's (see advert) are found on some cards only. Few show full name imprinted. But there are many cards that were printed by collotype process and show the same address side layout and/or writing lines and stamp box arrangement. Still plenty to discover!

Thanks to the internet I got hold of a couple of S&S cards with their name imprinted, and others with their logo on. The illustrated card from South Africa, not very exciting and the reason why I paid only 1 Euro at ebay, shows not only full S&S name but also a patent registration number (250,851) for an own 3-colour (red/yellow/blue) collotype process. The colouring is indeed well done, much like colour-after-nature type. This S&S patent (there were similar ones by other collotype printers!) is found listed in the Klimsch yearbook 1914, but dated earlier as Dec. 13, 1910. The illustrated card could date from 1911/12. I discovered seven additional cards done by the same coloured process. They bear the series numbers 7100, 7003, 7116 and also 2635 together with the S&S B logo. On some cards the



Dreifarbenlichtdruck D. R. P. No. 250851 von Stern & Schiele, Berlin S. 14

Partie in der Zewenweckspoort. Queralt in den Schwarzen Bergen (bei Amalienstein) reads the imprint. Series "South Cape country", card 7. Published by "Berliner ev. Missionsgesellschaft", Berlin NO 43. Two men standing on a remote, dusty road in the "Black Mountains". 3-colour collotype printing by S&S. Not p/u.

Neuroder Kunstanstalten AG, both believed to had been forced to close down because of WW2 bomb damage, had moved to Munich and continued there to produce postcards. But this is a separate story for a coming issue.

This time I present only some additional information, an *update*, on ppc printers that have been subject of research in last issue. Plus several firms with their trademarks identified that were found in older (no longer available) TPA issues already, but I receive inquiries for often.

logo is found copied into the image, too. Illustrated are landscape views, woods, lakes, rivers, rural country with some people, remote houses. No information where the shown places were found. The reproduction quality (on card board with medium rough surface - not ivory card) is very good.

* * * * *

A mention in printing trade literature gives us an idea of the reputation S&S had. The workers of the collotype printing trade were organized and a tariff agreed by the employers on the wages, working hours and conditions was effective for entire Germany until Dec. 31, 1910. The situation of the collotype business wasn't that good and employers did not want to continue with this tariff. Especially not wanted was a nationwide tariff but more separate local tariffs. Berlin played a leading role in Germany's collotype business. The printing personell of course, supported by the 'Senefelder Union', wanted the old 'quite good' conditions (and nothing extra) to stay in validity for 1911. The employers denied and all workers of each and every Berlin collotype printing firm handed in their notices on Jan. 21, 1911. The same day the employees side set up an own association (Verband Deutscher Lichtdruckerei-Besitzer) which included all but three German collotype printing companies. The headquarters in Berlin and the first elected chairman was *Felix Stern of Stern & Schiele*.

Stern & Schiele



Dresdener Strasse 43 BERLIN S 14



Kunstverlag und Kunstdruckerei

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Extraanfertigung in allen modernen Ausführungen nach Photographien, Zeichnungen, Originalen etc. — Höchste Leistungsfähigkeit.

Reichhaltiges Lager von Künstler-Postkarten. — Export. Musterkollektionen M. 25.—

Reklamekalender, Packungen, Plakate!

Berlin firms subject of research

TPA #20

- (1) Osnabrücker Papierwarenfabrik (OPF)
- (2) Berl. Phototyp. Inst. Robert Prager
- (3) Selmar Bayer (SB)

TPA # 21:

- (1) OPF part 2
- (4) Stern & Schiele (and others!!)
- (5) Hermann Hadorff & Co / W. Greve

POSTKARTE

Above I illustrate once again this, in my opinion, 'unusual' designed "Postkarte" imprint found on cards I understand to be printed by Stern & Schiele, Berlin.

Dr. Bernhard Schmal sent me scans of a b/w view of Cologne he had found that shows this specific "Postkarte" imprint BUT, with the publisher line clearly reading "Collotype printed by Willfried Deyhle G.m.b.H. Berlin SW 46". So, should I better call my statement in question, that cards showing this unusual "Postcard" imprint were printed by S&S? Well, I am not really sure. Everything is possible in the ppc world. And with S&S even a little bit more.

But who was **Willfried Deyhle**? Another quite well known collotype / fine art printer from Berlin. Strongly believed to have been one of the Deyhle brothers of the 1898 established huge firm "Gebr. Deyhle & Wagner", Berlin, Friedrichstr. 16. Willfried Deyhle set up his own business early 1906, also at Friedrichstr. 16. At this address was a big industrial complex named "Handelsstätte Belle Alliance", situated between Friedrichstr. and Lindenstr. housing various firms incl. several printing/graphic trade companies. W. Deyhle started off with 5 flatbed collotype presses and soon ran into 'problems', because he was *too successful* and had difficulties meeting delivery deadlines. Guess he had good contacts to customers of Gebr. Deyhle & Wagner. This is nicely documented by the history of the Dutch publisher "Jos.

Nuss", Amsterdam, which is well worth an own article. Additional presses and staff was needed, more production space, so W. Deyhle founded with his new partner *Albert Jaenische* a limited company (GmbH) on April 2, 1906 (notice in Papier-Zeitung).

With this background information on hand it could have been the case that S&S helped out and printed cards for Deyhle. The printing capacity of S&S at that time (of which I actually know of!) was bigger than that of W. Deyhle. Perhaps Deyhle GmbH later worked for S&S in return. Who really knows?

Or perhaps both firms used the characteristic "Postkarte" design? What makes me believe that S&S was the source is the way the address side was arranged, the size of the writing lines and their positions. However, I found a collotype card with a view of a lake in Brandenburg that shows the imprint "Verlag Willfried Deyhle..." (Verlag = publisher) which shows again the "typical" writing line arrangement of S&S ppc's. By the way, identification of ppc printers *only* by comparing standard address side elements can easily lead you on the wrong track.

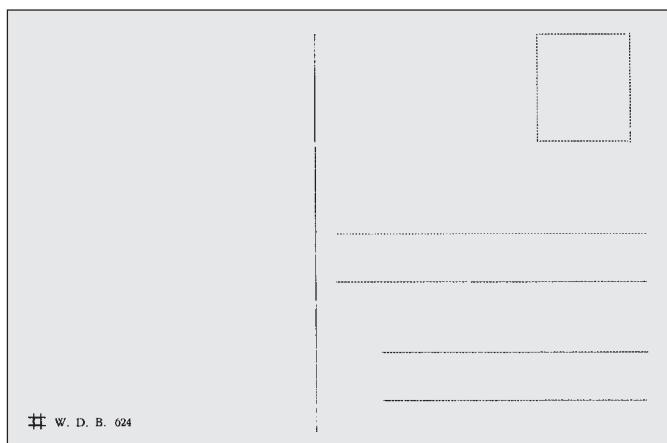
Well, I would say that post cards with that special "Postkarte" on were *most likely* printed by Stern & Schiele. Contributions like that of Dr. Schmal are most welcome. This discovery could also mean a possible link between S&S and W. Deyhle, occasional cooperation or even more.

A recent card find of a (believed to be) Dutch view could have answered the question how the address side layouts of Deyhle and S&S printed post cards differed. Or if they appeared to be very alike. Well, after closer examination I ended up with more puzzles.

Below you find two cards illustrated. One with fishermen and boat on a beach, coloured collotype printing absolutely identical with that of S&S's patented process. On reverse a grid/square-like logo together with the initials W. D. B. and (card) number 624. Willfried Deyhle Berlin?? I show the address side, too. Notice the space between the upper writing line and stamp box.

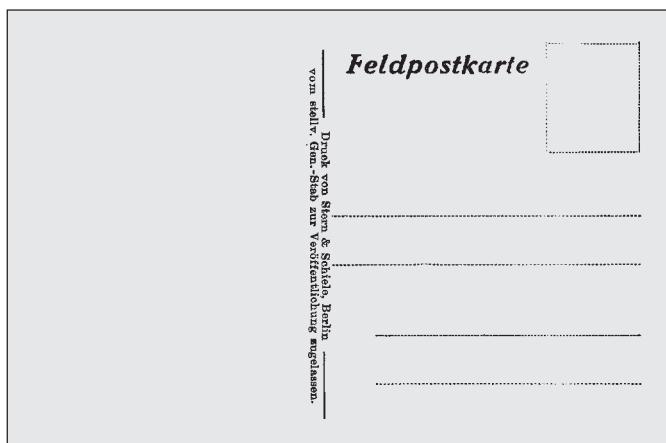
Now a card (after a drawing) from WW1 (Chaumont) years clearly saying printed by Stern & Schiele. The measurements and arrangement of the writing lines are identical with above. However, there is less space between upper writing line and stamp box. I have also other samples that bear S&S name but with different sized stamp box and/or varying space between upper line and stamp box. A complicated matter which requires many more samples of S&S and W. Deyhle to examine.

Fabian & Co. GmbH (ex- Erste Schlesische Lichtdruck u. graph. Kunstanstalt, Breslau) belonged to the Stern & Schiele business in the 1920's and was found under same address at Dresdener Str. 43 and same tel. number. In "Papier-Welt" 1926 issues I have found several reviews of postcards printed by Fabian & Co. Often mentioned are "Bromüra" types which was a real photo imitation, either with matt or glossy finish. These cards were printed by collotype process however. Mentioned are also gravure printed cards. I have illustrated quite a number of post cards in this magazine during the past years. Difficult to keep all in mind... In TPA #16 page 27 you find already a Fabian & Co. Berlin gravure printed (advertising) card.



← Dutch (?) fishermen, the initials believed to stand for Willfried Deyhle, Berlin. Colour collotype printing incl. card board used is very, very much in S&S style/quality.

→ S&S printed fieldpost card with 'peaceful' village view. Address side layout differs a little bit. The writing lines are found closer to stamp box. Have more variations!



Stern & Schiele business found at second location.

Not long ago I was lucky to obtain a copy of the "Photo Adressbuch", vol. 12 (published by "M. Dumont Schauburg", Cologne in 1932). It was an official addressbook of the photographic trade and -industry in Germany. This book which I had never seen a copy of before, lists each and every photo studio, retailers of photographic goods/equipment and also all printing companies that offered the (photographic) collotype process and/or any other services in this field. A rich source of information!

I checked it for any new information on firms I am interested in. Fabion & Co., W. Neumann & Co. and Stern & Schiele are still listed at Dresdener Str. 43, Berlin S 14. **But** ... there is a second address mentioned for the S&S business! "Neanderstr. 16, Berlin SO 16". As said before, S&S is always good for a surprise. By chance I got access to a Berlin address book published in 1928, the part of the huge, heavy edition that lists all streets, houses and occupier. The information could date from mid 1927, but I was lucky to find Stern & Schiele already then listed at "Neanderstr. 16". Guess it was one

of the typical Berlin houses, 4 stories, flats and bureaus along the street front and trade/industry in the rear part/wings. The occupiers: porcelain, fashion, chocolate, arts trade/production/stocks; also bureau of an architect and a merchant/wholesaler and several workers flats. A "typical mixture" of that time for this district. The Neanderstr. was quite short, off corner Cöpenicker Str. 103. Interesting to know that the re-organized (former) Stern & Schiele company moved to nearby Cöpenicker Str. 113 in 1932/33. But I have no idea at all what S&S did at this location for a couple of years.

5 Hermann Hadorff & Co.

Berlin is really a big city, with many, many streets and numerous buildings. Above I spoke of "Neanderstr. 16", and this is exactly the same address I mentioned in connection with Hermann Hadorff & Co. GmbH in last issue! Hadorff took over the collotype printing business and publishing dept. of "Kunstanstalt Paul Schahl" in Sept. 1907. There is a small chance that Hadorff & Co. used this premises as an additional production place besides their actual Alexandrinienstr. 105-106 address. Perhaps the Neanderstr. 16 site was perfect for a printing business? Funny coincidence anyway.

I treat Hadorff & Co. as an important ppc printer not only for customers in Germany but also from abroad. Especially from 1904 onward when W. Greve joined their postcard production facilities with that of Hadorff & Co. The problem however, I have no idea if the Hadorff printed cards showed any specific design elements or quality characteristics making an identification possible.

Permanent search via the internet was finally sucessful. I was able to purchase a view from Berlin that mentiones Hermann Hadorff & Co. as publisher (& printer I think). Both sides are shown below. Of interest for identification is the UPU imprint. However, I have not yet found any other card showing an identical imprint. The search continues.

Advert from "Papier-Welt", Aug 22, 1926, special Leipzig Fair edition. There are other, smaller sized display adverts of Hadorff & Co. found in the Papier-Welt publication, BUT this special advert is only found once. The reproduction from the thick book turned out to be most complicated. The use of a digital camera was also a waste of time. This is the "best quality" I can offer.



The Hadorff & Co. published/printed ppc down below shows a popular view from central Berlin. The sepia duotone collotype printing is well done. The publ. line mentions Berlin SW 13. (Alexandrinienstr. 105-106 location had same (postal) district no. as Ritterstr: SW 68; why here SW 13???) and year date 1906. P/U May same year.

The advert from the mid 1920's describes the business not only as collotype printers but large printing house. Mentioned are also printing processes as: gravure, (chromo)litho and offset. Plus any combination processes for postcard printing, monochrome and multi-coloured. The eye-catching word placed in the center of the advert in older German writing reads "Ansichtspostkarten" = picture postcards. Of special interest to me is the announcement that the new "Haco" collection (or cards I believe) for 1926 is now

available. Interested parties should ask for samples and price lists. What were "Haco" cards? Don't believe that topo cards are meant here. Guess the "Haco" collection consisted of greetings/subject type of cards. Something that could be on offer for a while and not only sold locally. Hope to find one or more cards with "Haco" logo/name on in the near future. In case you have something with "Haco" on, most likely from post WW1 years, please drop me a line. Thank you!

In last issue I wrote that Hadorff & Co. GmbH was sold when the Greve business was converted into a newspaper printing company and moved into the industrial complex Friedrichstr. 16 some time in 1930. Would not be much surprised if Hadorff Co. moved into the former premises of previous mentioned Willfried Deyhle GmbH. The Deyhle firm moved to Ritterstr. 111 in April/May 1930.

