Albert Aust
Hamburg · St. Pauli Landungsbrücken

The name ALBERT AUST, HAMBURG, is found on a number of cards from worldwide. Usually mostly views from cities on the coast (ports). All Aust cards I have seen or heard of were postally dated before 1908, many appear to be published c. 1900-03.

All known cards mentioning Aust as publisher were monochrome collotype printed. Some show several views with some floral decoration added, others just a single view leaving enough space for a message. I think the ones with some artwork belong to the earlier series. Most Aust cards I have seen show no individual card or series numbers/titles. Then there are others that bear a series imprint, e.g. *Central America* followed by a card number. The address sides show more differences. Many of the earlier cards have a German "Post Karte" imprint only, so were probably produced for collector market only, others show the official imprint of the individual country, *Bilhete Postal* for Portoguese views (incl. colonies), *Cartolina Postale* for Italian views a.s.o. Some captions do list city or country only, without information on shown view. It is all a bit mixed up with Aust cards.

I became interested in Albert Aust years ago, when I found out that most of his earlier cards (1898-1901) were printed by Knackstedt & Näther, also from Hamburg. Not only the address side layout (fonts used for imprints, position of writing lines etc) matched with other K+N cards but then a series from West Africa turned up that listed both, Aust as publisher and K+N as printers.

Hamburg was (and still is) Germany's major seaport, the door to the world. No wonder that there were many, many small and bigger firms busy in import/export trade. Some took advantage of the ppc boom, were export representatives for postcard printers. Others started an own publishing business like Albert Aust. It appears that he was closely connected with K+N in c. 1898 - 1901, before K+N moved to *Fritz Korf*, another export agent from Hamburg who later also had an own ppc publishing business (Effka trademark).

Details on the business history of Alb. Aust are hard to find. He was definitely in business by 1898, most likely even earlier and is still mentioned in the Papier-Adressbuch 1927 edition as specialized in ppc's and paper wholesaler. An entry in the "Mercantile Year Book & Directory of Exporters" (London 1913) describes Aust as worldwide exporter of paper articles, musical instruments and music.

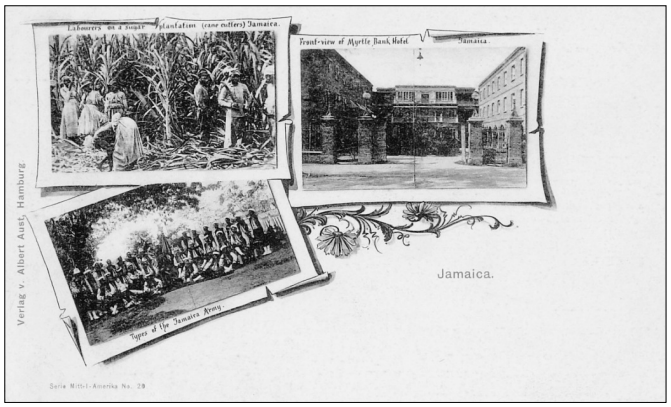
By chance I got hold of an Albert Aust card with ppc sales list, showing a different address: *Neue Gröningerstr. 15 (2nd floor),* The business described as publisher of overseas picture postcards. The picture side shows a view from Rio de Janeiro (Ilha Fiscal). Aust lists cities/places/regions on several continents and the number of diff. views available. There are 30 diff. views from New York on offer, followed by Rio de Janeiro with 25 and Johannesburg with 20 cards. Price per 100 cards 5 Marks, 1000 cards 45 Marks. Listed is also a 20% off on mentioned prices. Difficult to date this sale list, guess published about 1902-03.

Alb. Aust took advantage of German shipping lines and their regular services to get his cards distributed. Some Aust cards are known that show not his name but that of Hamburg-Amerika Linie (HAPAG) instead. Research continues.

Albert Aust, Hamburg.
Neue Gröningerstr. 15 II.
Telephon Amt I, 2168.
Verlag aussereuropäischer Ansichtskarten.
Es sind zur Zeit vorräthig und sofort zu beziehen:

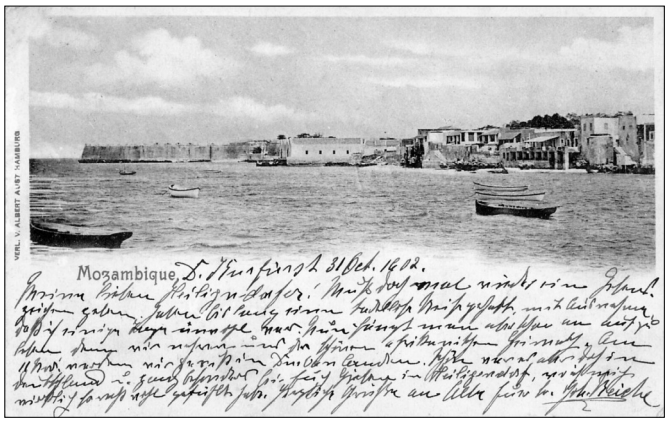
	Sujets
Europa	
Antwerpen	2
Genua	1
Gibraltar	3
Lissabon	7
Malta	5
Neapel	6
Asien	
Aden	1
Agra	1
Birma	11
Bombay	2
Calcutta	2
Colombo	12
Hongkong	1
Kandy	1
Kiautschou	10
Kobe	2
Mandalay	3
Rangoon	9
Shanghai	15
Singapore	6
Afrika	
Alexandrien	2
Algier	4
Deutsch Süd-West-Afrika	6
Deutsch. Schutzgebiet Togo	13
Johannesburg	20
Kamerun	12
Madeira	4
Ponta Delgada	1
Port Said	9
San Miquel	3
Santa Cruz	2
St. Vincent	1
Suez	7
Tanga	10
Teneriffe	4
Terceira	4
Tuga	1
Tunis	1
Usambara	4
Zanzibar	2
Nord-Amerika	
Boston	8
Montreal	6
Newyork	30
Philadelphia	9
Quebec	1
Mittel-Amerika	
Barbados	1
Colon	1
Cap Hayti	2
Guatemala	3
Habana	16
Jamaica	1
Mexico	12
Nicaragua	1
Panama	4
Port au Prince	1
St. Domingo	2
St. Thomas	3
Vera Cruz	3
Süd-Amerika	
Arequipa	5
Bahia	14
Blumenau	2
Bolivien	2
Buenos Aires	12
Cabedello	1
Cachoeira	1
Cap Froward	1
Carracas	5
Chile	3
Cordilleren	3
Corral	2
Ilhas das Palmas	1
Lota	2
Mendoza	1
Montevideo	9
Para	6
Paranaguá	1
Pernambuco	17
Pelotas	1
Porto Alegre	14
Punta Arenas	1
Port Stanly	1
Puerto Cabello	2
Quito	5
Rosario	3
Rio de Janeiro	25
Santiago	4
Santos	4
Saõ Paulo	8
Valdivia	2
Valparaiso	15
Victoria	1
Australien	
Adelaide	6
Bailaradt	1
Brisbane	5
Hobart	1
Launceston	7
Melbourne	6
Mount Morgan	1
Sydney	11
Tonga Inseln	1
Townsville	1

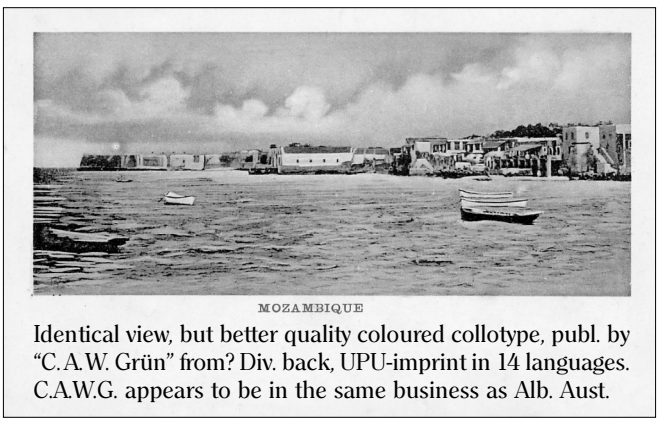
Preis per 100 Stück M. 5.– } ÷ 20 %
» » 1000 » » 45.– }



Jamaica, *Aust series Central America, no. 20.* Printed by Knackstedt & Näther. "Post Karte" imprint only, not p/u, c. 1900. Captions of the three views read: *Labourers on a sugar plantation (cane cutters); Front view of Myrtle Bank Hotel; Types of the Jamaica Army.*

(down left) ***Mozambique,*** Aust publ. imprint without no., p/u Oct. 1902. Portoguese address side layout. Perhaps a view of the port Lourenco Marques?





Identical view, but better quality coloured collotype, publ. by "C.A.W. Grün" from? Div. back, UPU-imprint in 14 languages. C.A.W.G. appears to be in the same business as Alb. Aust.