

In previous TPA issues we have dealt with big German ppc printing houses like C.G. Röder, E. Pinkau & Co. both from Leipzig, Knackstedt & Näther, Hamburg, last issue with famous Stengel & Co. from Dresden, and others.

When speaking of major German ppc printers/exporters we should however not forget **Dr. Trenkler & Co.** from Leipzig, who was in pre-1910 times probably one of the biggest ppc producers, at least one of the top 3 firms in this field.

The early years

The firm was set up under the name **Phototechnisches Institut Dr. Trenkler & Co.** on April 1, 1894. Collotype - Letterpress - Lithography Fine Art Printers. Specialty: picture postcards. The business was found at **Dorotheenstr. 54, Leipzig-Th.** I strongly believe that the "Th." suffix stood for the former suburb "Thonberg" which became part of the city of Leipzig in 1890. Owners were (according Klisch 1898) **Dr. Bruno Trenkler** (chemist) and **Carl Gustav Jährgig**, the latter probably business partner from the very beginning. In my opinion, Gustav Jährgig was not only managing director but the driving force in the Trenkler business, e.g.:

DRGM 84791: postcard with illustrations done by different printing processes on diff. coloured card. This design was registered for Gustav Jährgig, Leipzig,Th., Dorotheenstr. 54 on Sept. 15, 1897.

An entry in the business column of PZ, Jan. 11, 1900 reveals another partnership and name change: **Mr. Georges Henri Joseph Rigaux has left the company of Phototechnisches Institut Dr. Trenkler & Co., Leipzig-Neureudnitz. The company name reads now "Dr. Trenkler & Co."**

I wonder who and what Mr. Rigaux was; an investor? A specialist for photographic reproduction or patent holder of a photography process? Another entry in PZ March 4, 1900 edition doesn't make this matter clear-



er: Mr. Georges Rigaux has left the firm Meisenbach, Riffarth & Co., Leipzig, as business partner.

I have three pieces of Dr. Trenkler & Co. correspondence, all of different letterhead design, but used/dated between early Oct. to late Nov. 1900. Business address reads: Dorotheenstr. 8/9 and not 54. Still "Leipzig-Th." and not "Neureudnitz". Wonder if they had moved by then into larger premises or if house numbering had been officially rearranged. My 1909 Leipzig addressbook shows that the Dorotheenstr. was rather short and with no house numbers higher than number 12. The Dorotheenstr. (named after a "Dorothea", member of the Reichel family who gave their garden away for this street, led in 1909 from the "Dorotheenplatz" across the "Dorotheenbrücke" (bridge across the River Pleiße) to the Thomasring/Rathausring. Guess this district or some streets were rearranged some time in the early 1900's.

Dr. Trenkler & Co.'s postcard printing business prospered so much that it was necessary to erect a huge factory building in Leipzig's suburb Stötteritz, Eichstättstr. 11 some time before 1905. See the factory illustration above. Below: boxes with Trenkler postcards for worldwide customers at a port.

The Trenkler/Glaser "AUTOCHROM" dispute

This printing process was perfected and used widely for ppc's from about the turn of the century onwards. This term was commonly used in printed trade circles. A halftone il-

lustration/photo (in black ink on a letterpress) was superimposed with 3-5 colours on a litho press. Usually with red, blue and yellow inks; red and blue often printed twice: bright red/regular or dark red, bright blue a.s.o. depending on the required final colour impression.

Most bigger German ppc printers had their own process names registered, based on

Autochrom process but with their own little secrets and tricks to prepare /colour printing formes. Now clever Louis Glaser from Leipzig was the first to register his Palette with Autochrom (see ill.) logo in 1899. Some time later Glaser even managed to have the word "Autochrom" registered solely for his business. As said above, this term had become common in printing trade.

Dr. Trenkler & Co. used the term "Autochrom" in their price lists and in an advert in "Der Photograph" in 1900 and 1901. Louis Glaser told the Trenkler people not to use this special term anymore or to describe the quality offered as *similar to Louis Glaser's Autochrom process*. Of course Dr. Trenkler & Co. denied to do so, they were competitors on many markets worldwide. Which turned out to be a costly mistake years later.

In 1902 Gustav Jährgig tried to get the term "Autochrom" officially cancelled from the trade mark records but failed. Louis Glaser took G. Jährgig, managing director of Dr. Trenkler & Co. to court. Don't want to bother you with details, with all the experts called in. In the meantime Trenkler had used the words "Autochromotypie" as well as "Autochr." instead. On January 23, 1906 G. Jährgig was cleared of suspicion. Not long and the next higher court reversed this acquittal. And the story went on. The second judgement was announced on Jan. 7, 1907, now G. Jährgig being guilty for using a trademark without permission in an advert but not for use in pricelists. 400 Marks fine and another 500 Marks towards Louis Glaser. Both parties



demanded appeal. Final judgement/settlement dated Feb. 13 1908 reads that G. Jählig agreed to be guilty, paid above mentioned sums, plus another 1000 Marks to Glaser making sure that he did not enter any further claims against Dr. Trenkler & Co. in the future. Plus legal expenses and costs of three halfpage adverts with this verdict to be published in the three major printing/postcard trade periodicals incl. Jählig/Trenkler's own publication "Die Postkarte".

The strike of 1906

Another set-back for the Dr. Trenkler business (and most local printing companies) with managing director Gustav Jählig took place in early June 1906. Leipzig's lithographers and litho printers/pressmen went on strike. Less daily working time, higher pay and so on. The usual procedure: workers on strike and the employers locked out. But this time not single firms were affected but the majority of Leipzig's (chromo)litho printing works. Before the strike there were a total of 295 litho presses in Leipzig around of which 261 were in use. After the first week / mid June 1906 only some 80 presses were still in operation. On August 3 only about 70 presses. This did hurt indeed and the negotiations between the "Schutzverband Deutscher Steindruckereibesitzer" (Association of German litho printing works proprietors) and the lithographer workers union finally led to a compromise. The locked out personnell went back to work after about 9 weeks on strike. All firms but two: C.G. Röder (!) and Dr. Trenkler & Co. PZ from August 26, 1906 reports that both firms finally joint the found compromise. For Trenkler/Röder the strike had lasted about 11 weeks! Trenkler & Co. did also not take on all locked out staff which had been part of the found compromise. Bad press for Trenkler & Co. Their management however pointed out they had no work for the about 20 persons now fired due to the many cancelled orders. By the way, Gustav Jählig was committee member of the "Schutzverband Deutscher Steindruckereibesitzer" Leipzig section.

The end of the Jählig era

Although Carl Gustav Jählig was surely a clever businessman, organizer and expert with high reputation, his negotiation fortune was probably a bit poor. Jählig had noticed the

need to get the collotype printing firms organized to better their difficult market situation. He founded the "Bund der Lichtdruckanstalten Deutschlands" and became their president. But it did not work out. Too much competition/division among the German collotype printing houses, ruined market prices, less exports, company breakdowns etc. Gustav Jählig's idea failed despite some progress in the beginning. In 1909 just about one third of the 72 German collotype printing works were members of the "Union".

PZ Dec. 5, 1909: Dr. Trenkler & Co. announces the sale of their entire ppc publishing business. Necessary due to their various other (printing) activities it read. (No word that ppc business has turned into a loss business). The entire Trenkler postcard publishing business, incl. all assets and liabilities, was taken over by local firm Trinks & Co., Leipzig-St., Wasserturmstr. 21. Did the Trenkler ppc publ. business incl. all the Trenkler city series or just the subject/greeting card programme? Undated notes (but strongly believed to date of pre-1910 times) in literature mention a Trenkler catalogue with about 10,000 diff. cards on offer.

Perhaps it were above mentioned personal setbacks, or disagreement with new business policy or something else that made G. Jählig leave the business partnership with Dr. Trenkler & Co. in July 1910 (PZ July 24, 1910).

The Leipzig addressbook 1909 lists three business partners/proprietors for Dr. Trenkler & Co. by the way. Max Hoffmann from Dresden, Dr. Bruno Trenkler and Gustav Jählig. Guess Mr. Hoffmann joined when the new factory was built in Stötteritz.

Trenkler's production capacity

Klimsch 1913 directory lists the company to be specialized in printing of picture postcards, catalogues, posters, illustrated letterheads (factory "bird's eye views"). Employed were about 500 people. Their printing plant consisted of 26 letterpress machines, 14 collotype and 24 litho presses. Plus some 70 other machines for various purposes. Keeping in mind that the mentioned presses were of middle to bigger printing format, you can perhaps imagine the impressive amount of ppc's Trenkler was able to produce (with enough orders at hand).

Trinks & Co.

PZ May 9, 1907: *Deutscher Kunstverlag Trinks & Co., Leipzig-Stötteritz*. Publishing house and wholesaler in artist postcards. Owned by Ernst Hermann Trinks together with a silent partner.

Below illustrated advert comes from "Die Neue Deutsche Papier-Zeitung Die Postkarte" no. 50, (late) 1907, and shows the first logo of Trinks & Co. The lower part of the logo (T. Co.) is usually found on cards from 1909 onwards. Sometimes mistaken to stand for Dr. Trenkler & Co. Although Trenkler printed quite some cards for Trinks.



The Leipzig addressbook 1909 lists the Trinks business already at their new address Leipzig-St., Schönbachstr. 60 (ground floor). The business remained here at least for 45 years(?). By the way, in the close neighbourhood, at Schönbachstr. 50 we find another big postcard printer: Hermann Ludewig / taken over later by "Günther, Kirstein & Wendler".

You find the T. Co., or Teco logo or just name in caps on numerous postcards (not only from Germany). All qualities and makes, later many real photo cards. Incl. a huge series of postcard-size real photo views ("Trinks-Bildkarte") from worldwide for educational use and designed to be shown on *Liesegang* episcopes. High quality views indeed!

The "Papier-Adressbuch von Deutschland" 1927/28 edition lists Trinks & Co. GmbH (= Ltd) at Wasserturmstr. 21, postcard manufacturers, 100 employees. Believe the street mentioned here is a mistake (?) By 1939 Trinks & Co. were the owner of house Schönbachstr. 60, and Mr. Trinks lived there too.

The advert below comes from the 1949 Leipzig addressbook. Owner (as leaseholder) was now a *Christoph Georg Christian Kreickenbaum*. I am not sure how long Trinks & Co. managed to stay in business as an independent firm, which wasn't easy in GDR of that time. Recently I came across an interesting internet site of "Deutsche Fotothek", Dresden. Mentioned is that they had received most of the Trinks negative/photo archives (c. 9000 glas negatives/prints, taken between 1909-1942) in 1955.

TRINKS & CO.
Graphische Kunstanstalt
Postkarten
Glückwunschkarten
Papierwaren
O 27, Schönbachstr. 60. T 6 24 25



A card from the huge Dr. Trenkler postcard catalogue:

Playing dog, nicely photographed and coloured halftone printing (Autochrom). Card no. 8 from series 304. Undivided back (= pre-1905 origin) postally used in Februar 1906 in Germany.

An undated mention in literature ("Alt-Leipziger Gaststätten auf Postkarten", E.A. Seemann, Leipzig 1989), believed to have been taken from a Trenkler promotional brochure I have heard of but never seen a copy, states the following figures:

Trenkler & Co. produces 1,5 million monochrome and another 1,5 million coloured (combined printing process) postcards per week.

With the machinery and work force mentioned above, the figure of 3 million cards is quite realistic. However, it would be good to know when this statement was published. In general most production figures mentioned in literature should be treated with care. On the other hand it would not surprise me much to find out that Trenkler's weekly ppc output was even higher during some (boom) years.

One thing is definitely clear: You find Dr. Trenkler & Co. printed cards almost everywhere on the world! What I personally appreciate is that the majority of Trenkler cards I have seen is of good to excellent quality. Skilled staff indeed. Some countries appeared to have been of special interest to the Trenkler people. The Netherlands for example. Trenkler was also strong in the USA (before the protective tariffs became effective) and Great Britain. The Trenkler code with year date prefix shows that they continued to export many cards to GB in post-1910 years. They had to feed their many presses, and I am sure that e.g. Valentine's & Sons were not very happy about this competition. And Trenkler & Co. were just one of several bigger German ppc printers that "hunted" for customers in GB when the ppc boom decreased.

The post-Gustav Jährig era

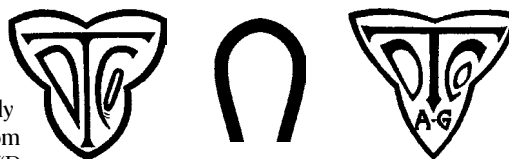
The company owners were Dr. Bruno Trenkler and May Hoffmann. Another member of the managing board was Dr. jur. E.H.W. Rostosky (probably B. Trenkler's son-in-law?) I have found single cards from 1911-13 that mention Trenkler not only as printers but also as publishers again.

Then came the war and the business benefitted from the huge demand for ppc's, as many others did too. But when the war went

Company Logos

The left ill. shows the original Dr. Trenkler & Co. logo which I believe was used from about Jan. 1900 on. Have samples from early 1901 with this logo on, another from 1899 without – all show same "Dr. Trenkler Co." imprint. However, this logo was registered as trademark as late as on July 1, 1907, according the list of new trademarks published in PZ.

The next ill. shows a ("Horseshoe") logo that was officially registered for Dr. Trenkler & Co. on Feb. 8, 1909 (PZ March 18, 1909). So far I have never seen this logo



on any postcards. Perhaps used on other printings?

The third ill. shows the slightly new arranged logo when the company was converted into an AG in the 1920's. Only found on printing sample cards. As the logo was usually reproduced in quite small size, the new design made little sense anyway.

on, paper and chemicals shortage, with more and more workers called to the fronts, led to a difficult situation.

Klimsch 1921 lists Trenkler & Co. with same production plant and printing specialties (+ art prints) as in 1913, workforce down to about 400 persons. Dr. Rostosky had now three colleagues ("sub directors"): F.H. Beyer, Wilhelm A. Döhrmann, Gustav Aldolph Fehre. They tried to keep the business running, although times were not easy at all. New printing processes (offset and gravure) were installed and replaced old litho and colotype presses.

Klimsch 1925 shows the same entry for the Trenkler business, BUT now it was a "Aktiengesellschaft (AG)" = joint-stock company with a capital of 800,000 RM. I am not absolutely sure, but believe that it was in 1926 when the company founder Dr. Bruno Trenkler died. From today's view it could be said that this meant the end of the once big company, although the business went on for about two years. The Trenkler & Co. AG was now run by the directors F. Hugo Beyer, Wilh. A. Döhrmann and Gustav A. Fehre.

By March 31, 1928 (end of the Trenkler AG business year), the financial loss amounted to 368,056 RM. On March 31, 1929 it were 499,688 RM which meant a loss of more than half of the business capital. This required

an public notice = collapse of the Trenkler AG. Most of the huge Trenkler factory was later occupied by a firm with name *Dr. Dietz & Ritter* who produced/traded with radio equipment.

A "new" Trenkler business

On March 28, 1928 a firm with the name "Dr. Trenkler-Verlag GmbH", Wittenberger Str. 15, Leipzig C 1 was set up. Managing director was former Trenkler & Co. AG director Gustav Fehre. The business described as book publishers. The street address already shows who stood behind this new firm: E. Pinkau & Co. AG, former competitor, took over all of worth and interest for his his own business activities. The Pinkau business, according their business report published in PZ Nov. 5, 1929, was running satisfactory and a dividend of 10% was paid to shareholders. *Really amazing in that times!*

A second "follow-up firm" to Trenkler & Co. AG is found in the Leipzig addressbook 1929 under the heading 'Postcard Printers': Dr. Trenkler Postkarte GmbH, Dessauer Str. 13, which is very near to the Pinkau business. The Papier-Adressbuch 1931/32 still lists a "Trenkler-Postkarte GmbH", fine art printers and art publishers. This little bit mysterious firm is said to had been also controlled by the Pinkau business and later integrated "si



Easter Greetings – another subject card from the Trenkler catalogue. Well designed with almost photographic look. Coloured halftone printing. Series 971, card no. 5. Divided back, p/u. April 1911.



India - snake-charmer – printed by Trenkler & Co. for "Evang.-luth. Mission zu Leipzig". Series India 11, card 4. Trenkler no. (57382), col. halftone, div. back with UPU imprint, not p/u.

lently" into the own company. The "Trenkler-Postkarte" GmbH said to have operated with some of the former Dr. Trenkler & Co. AG staff and machinery. Reliable data on this firm and background is not yet available, however.

Dr. Trenkler-Verlag GmbH

Gustav Fehre continued to work for Pinkau, not only as managing director for above firm but later also of a second publishing business named "Deutsche Kirchenwelt" (religious publication).

The name Dr. Trenkler-Verlag GmbH, Leipzig, more often the initials D.T.V.L. or D.T.V. only are found on a number of post-1945 issued postcards. Sometimes inside stamp box and so hidden below postage stamp. "Leipziger Handel" was the title of the first book published after the end of WW2 on the Leipzig trade. Distributed in 1946, not allowed to list printers but publishers. Here

Gute Ausführung! — Guter Absatz!



Winterkarten! Winterkarten! Winterkarten!

Trenkler-Drucke
sind gut und preiswert!
 Decken Sie deshalb Ihren Bedarf in
Ansichtspostkarten, Alben
 und allen graph. Erzeugnissen immer
 bei der
Graphischen Kunstanstalt
Dr. Trenkler & Co., A.-G.,
Leipzig-Stött.
 Auch Lagerware zu günstigen Preisen!
Winterkarten! Winterkarten! Winterkarten!

Advert from "Papier-Welt", Dec. 1926 issue, the last Trenkler advertising I found so far.

we find DTV mentioned again, at Wittenberger Str. 15. Business described as general art publishers, maps and picture books. The Leipzig addressbook 1949 edition (published shortly before the German Democratic Republic was officially announced) lists the "Dr. Trenkler-Verlags GmbH" at the Pinkau & Co. AG address. I guess Johannes Pinkau used the D.T.V.L. as publishing business and

what was left of his war-damaged works as printing business (collotype/bromide photo printing). J. Pinkau died in 1958, the names of his companies he had managed so long disappeared by late 1972 when Pinkau together with D.T.V.L. business became part of VEB Bromsilberdruck. (see also article on the Pinkau business history by Henk Voskuilen in TPA 14).

Trenkler & Co. ppc codes

To say in advance, I never planned to write something on the Trenkler card codes/numbering. I used to give most Trenkler cards coming my way to a avid collector/researcher. Perhaps I can publish some more detailed data on this topic in the near future.

The following information is based on what I have found in my small stock of regular Trenkler cards, my collection of printing sample cards currently on hand. Just a "rough insight" in a (as usually) complicated matter.

1899-1901 card numbering:

Although Trenkler & Co. was in business since 1894, I have never seen a card postally used before 1899. The cards of 1899-1901 date appear to had been numbered consecutively, but for a longer period than per year. The lowest number (imprints on picture side) I have is 6074 (Wyk, see ill.) and another published not that much later bears a 11563. All the earlier (collotype printed, topo and subject) cards I have show the Trenkler imprint only, so I think they were also published

by them exclusively. Did cards printed for customers receive a different number?

1902-1906

With booming business it was necessary to have a better system to keep records. Now we see consecutive numbering per year, BUT also separate numbering for individual countries, perhaps even for bigger customers (?). It becomes complicated! Of course their own subject cards catalogue grew too, with own card/series coding. Another "horror" for researchers: Trenkler published city series with again different series/card no's.. The good thing was that a number of Trenkler printed/published cards show an imprinted year date. This is nice with none p/u cards.

1902 was the year Dr. Trenkler & Co. entered the British ppc market in a bigger way by opening an own office at 45, Farrington Street, London E.C. It was the address of the ppc publisher **Frederick Hartmann**, who became direct agent for Trenkler & Co. Many, but not all Hartmann cards were supplied by Trenkler.

1907 - 1920

Now a code was introduced that I really appreciate. Two figures (the year) set in bold type, space, then card number in regular type. This useful code is found on many topo cards from worldwide. It was not used on the city (region?) series, the subject cards catalogue and there are unfortunately a couple of other exceptions I don't know why.

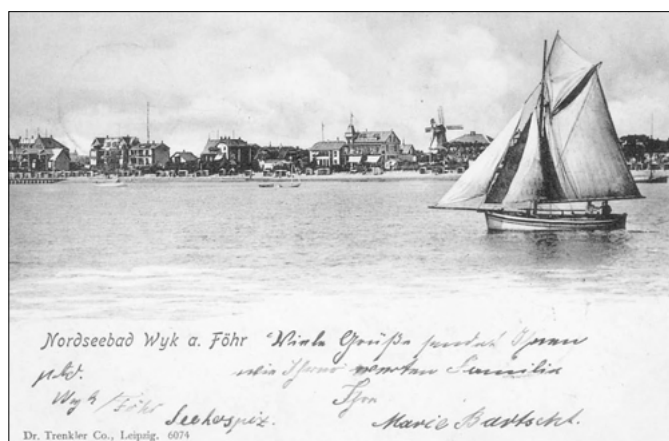
09 8489

(ills. 200%)

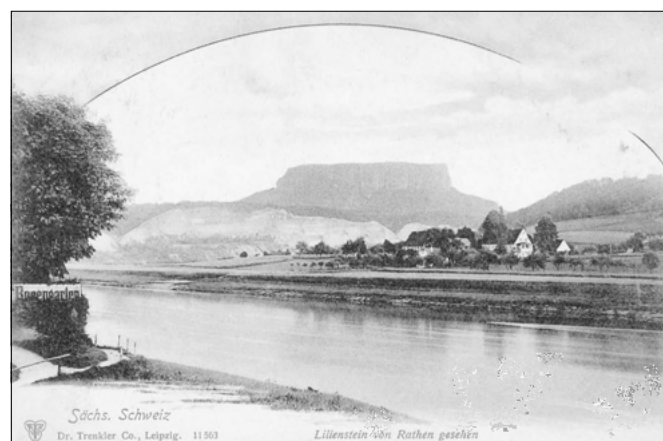
17 11968

As said in the introduction already, my data at hand is limited. Especially the here described period is probably not exact dated. There might be cards from 1906 already with "bold year date" code on, and most likely it was used still in 1921 or even until 1922. But I have samples from 1907-1920 only.

Another matter that puzzles me, is why I have never seen the Trenkler "bold year date" code on USA cards (of post March 1907 date - divided back era). Trenkler continued to use the 4-5 digit (per year) number code. Sometimes the number found set in brackets (?).



Wyk (Föhr), Northsea, blue ('Delft-Style') collotype printed, card no. 6074, without Trenkler logo. P/u July 17, 1899.



Lilienstein (hill), Saxony, green collotype printed, in typical c. 1900 design. Card no. 11563, with logo, not p/u.

POSTKARTE

Early Trenkler "Post Card" design. (100%)

The "Trenkler - AG" code

I call this the "AG-Code" because I strongly believe that it came in use when the Trenkler company was converted into a "Aktiengesellschaft" (AG) = joint-stock company. Although I am still waiting for an confirmation of the exact date, I am very sure that it took place in 1922.

The new code is arranged much like the previous one. Instead the two bold year date figures, we find a single small letter in front of the card number. So far I have discovered **u / c / s / e / r / t / i** prefixes (not in chronological order!!). The numbers on my few cards range from 3000's up to the 70,000's, with the exception of a single card with "t" prefix and the quite high number 94328. I am really not sure if each small letter stands for an individual year, No idea if the 7 letters were used in alphabetical order. This is nothing but guesswork.

Trenkler postcard marks

C.G. Röder, Leipzig, favoured green ink for address side imprints (not always!). The people at Trenkler & Co. factory often used red ink for address side imprints, also for captions on picture side, in pre-1914 years.

Usually you find the Trenkler logo with or without name and card number (sometimes also year date) on the picture side during the undivided back era. Then this information or just the codes (as described) moved to the address side. Often at the "traditional" lower right corner position. On their own subject cards (and city/region series) the information/logo is generally found at the lower left corner position.

With cards printed for customers abroad it is a little bit more difficult. Some customers requested to have the Trenkler card number placed inside the stamp box. Cards with an intact postage stamp affixed are a problem to identify being printed by Trenkler. The post-1920 codes are found sometimes inside stamp box position as well as at lower left, more often lower right corner.

Helpfull is also to compare the writing lines arrangement, especially the regular version with four lines. Trenkler composers were conservative (unless the customers asked for something different) and used the same layout over and over again. Sorry, of course there are exceptions from time to time!

Trenkler used also several special designed "Postkarte / Post Card" imprints which are okay for possible identification. But forget any imprints composed by regular type, even when it looks "unusual" at first sight.

Instead of bothering you with all the various printing process names/qualities Trenkler & Co. offered, I show a few cards and especially address side layouts. Wish I could show the Trenkler novelty panorama card, sized c. 138 x 358 mm, NOT a fold-out, to be mailed under printed matter rate. Postmen surely hated them. Thanks go to *Dave Bailey* for such a "bastard size" card sample!

Ostende, Belgium,
Kursal, the stairs up to the gaming (?) rooms. Printed/published by Dr. Trenkler, no. 26 327 with year date 1904.

Common b/w colotype printing, not p/u, undiv. back, however, with imprinted instructions / space arranged to fill in name (not address!) of sender (optional).

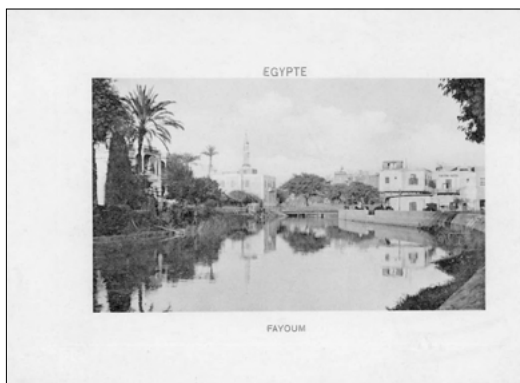
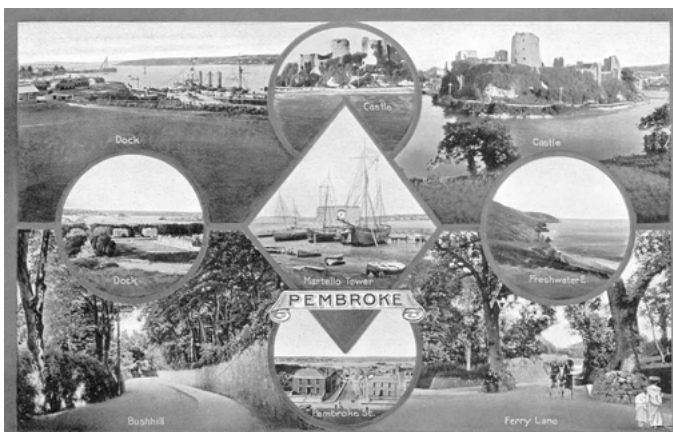
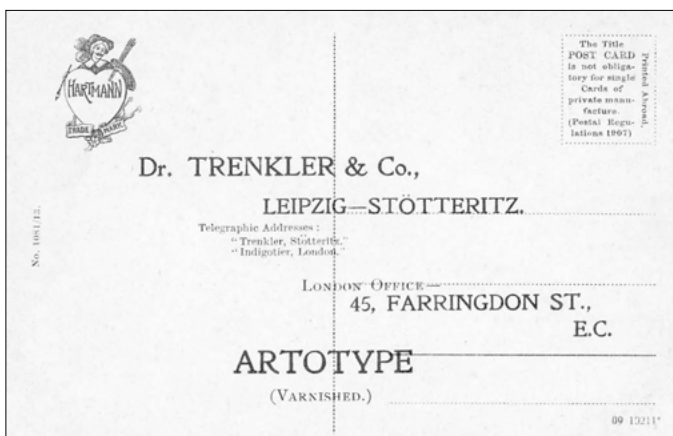
Trenkler "Arto-type" (Varnished) printing sample.

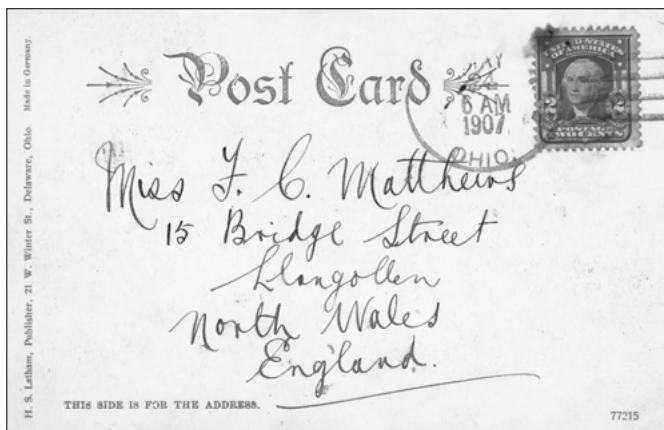
Promo imprint on original card. Hartmann card no. 1081 /13, *The Lake, New Brighton Tower Grounds*. Trenkler no.: 09 10211*. Why with asterix...(?) A. Byatt writes in his book (1978) that the Hartmann business had disappeared by 1909.

Pembroke (GB).

Interesting designed multiview. "JAY EM JAY" (GY) series. Publisher line reads *Jackson & Sons, Grimsby*. Colourful card with intact (!) heavy glossy finish. Trenkler & Co. rubberstamp imprint, their printing no. reads: '78902' and the entire address side is printed in black ink. Not p/u.

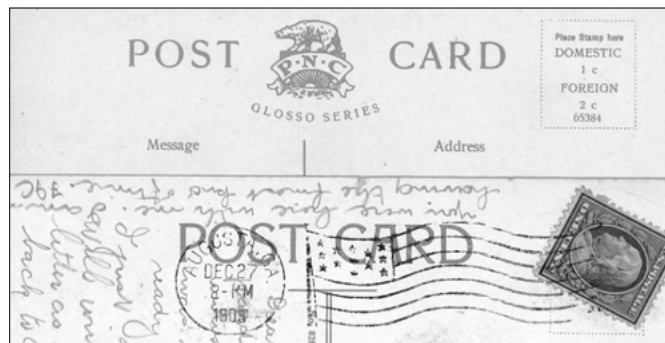
Egypt was an important market for Trenkler. Own series on Cairo, Alexandria etc. Printed many coloured series for *Lichtenstern & Harari / The Cairo Postcard Trust*. "**Maalesh!**", signed. E.B. Norton, TCPT, no. ?, col. halftone, Trenkler no. 80542. Below: a place named **Fayoum**, L&H card no. 5, Trenkler code 11 27505*, sepia collotype.



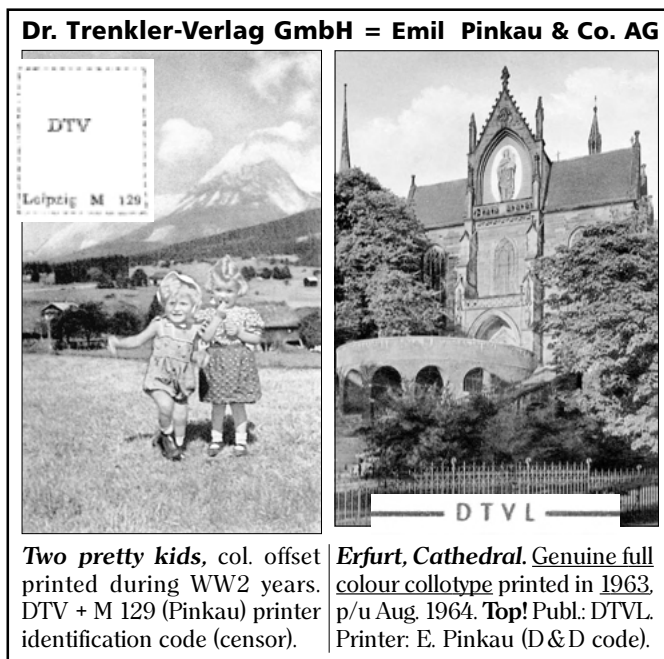
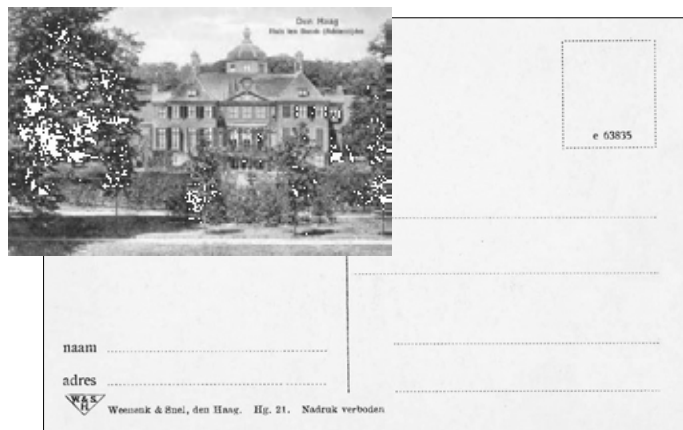


Above I show both sides of **Edwards Gymnasium, Ohio Wesleyan University, Delaware, Ohio**. Hand/stencil coloured collotype printing for local publ. **H.S. Latham**. P/u May 1907. This specific "Post Card" imprint was widely used by Trenkler on cards for the US market. Here on an undivided back card with two additional decorative elements which were omitted on the divided back design.

The above "Post Card" is good for a quick Trenkler identification. However, there are several other designs found on cards with divided back layout. Some specially for customers with logo integrated, see **P.N.C. (Pacific Novelty Co., San Francisco)** sample, with Trenkler no. inside stamp box. A more general type is illustrated that was used on a card for **International Postcard Co., New York**.



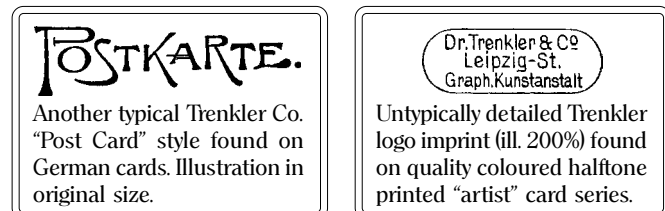
← Address side of **Admiralty Arch, The Mall, London**. Published by **J.J. Samuels**, 371 Strand, London W.C. A firm big in postcards and said to have ordered collotype printed cards from British printer **Eyre & Spottiswoode** (London). This card however, (gravure imitation = sepia duotone collotype, plate-sunk, brownish/chamois card) shows a small "Printed in Saxony" imprint in stamp box. The code (**12 52221**) identifies Trenkler & Co. and 1912 as the year the card was printed. A small handwritten note on picture side reads "20. August 1912", probably the date someone had visited this place.



Two pretty kids, col. offset printed during WW2 years. DTV + M 129 (Pinkau) printer identification code (censor).

Erfurt, Cathedral. Genuine full colour collotype printed in 1963. p/u Aug. 1964. Top! Publ.: DTVL. Printer: E. Pinkau (D&D code).

Den Haag - Huis ten Bosch (Achterzijde) published by local firm **Weenenk & Snel** (card Hg. 21). Monochrome collotype, Trenkler code **e 63835** from 1920's. W&S, H. were a big customer of Trenkler. In general Trenkler & Co. were very active in The Netherlands. The Dutch **VDP** (Vereniging Documentatie Prentbriefkaarten) is going to publish a book on Dutch Trenkler printed cards in 2008.



POSTKARTE.
Another typical Trenkler Co. "Post Card" style found on German cards. Illustration in original size.

Untypically detailed Trenkler logo imprint (ill. 200%) found on quality coloured halftone printed "artist" card series.