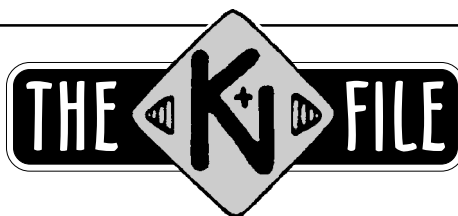


Welcome to part 5 of K+N research.

My attempt to put some light on the company history of one of Germany's biggest (collo type) postcard printers in pre-1910 years started with part 1 in TPA #17. Followed by part 2 in # 18, part 3 in # 19 and part 4 in TPA #21. So far a total of 18 pages with information and illustrations, plus another 2 pages on early K+N cards in Great Britain by George Webber (TPA #19).

Part 5 is the last for the time being. As I told already in my introduction of K+N part 4, I do not manage finding reliable information on some years of Knackstedt & Näther history. I failed to unearth information on the Knackstedt family and the successors although the business continued to be around until the late 1960's. I don't have the time (and means) to go to Hamburg for a couple of days to check archives I might get access to. Even internet doesn't help much with K+N research and I haven't found anything



KNACKSTEDT & NÄTHER KNACKSTEDT & CO. HAMBURG

PART 5

at all of interest except numerous cards on offer. This leaves me in a sort of unsatisfactory situation and I better put this project aside for some time.

Several readers have offered to help with K+N research. This is of course much appreciated and although it produced no re-

sults I wish to thank them anyway. My hopes that collectors/researchers of US Rotograph Co. cards could probably provide some useful details, or at least show interest in K+N company history were abandoned. Well, it was this firm that supplied many of the Rotograph cards. "The Rotograph Co., N.Y. City" was a joint-venture of NPG (Neue Photographische Gesellschaft), Berlin and Knackstedt & Näther.

The (personal) background of the close (business) relationship of the NPG and K+N and their managers is another matter I haven't made any progress with.

Well, K+N continues to be one of my favourite (collo type) printers and somehow I am sure that one day in the near future the right documents are going to turn up making it possible to tell the entire story. Here now some more puzzle pieces and facts on the business history of Knackstedt & Co. = immediate successor to K+N.

KNACKSTEDT & CO.

K+N declared insolvency on May 2, 1910 (for complete details please see TPA #19 page 29). In PZ no. 47 (1910), June 12, we find already an advert of the "new" firm Knackstedt & Co. (see ill). Louis Knackstedt (and partners) had bought back their own premises at Wagnerstr. 70. Here had been the business of H.A.J. Schultz & Co., also ppc printers, taken over by K+N a few years earlier.

Tricky Louis Knackstedt (and his partner Leopold Wernthal) had left K+N business as managing directors after turning the business into a Ltd. with a business capital of 800,000 Marks in March 1909. Now Louis was in the position to open a new firm immediately and become managing director again without any legal problems. That is why I call it a "controlled breakdown".

PZ no. 56, July 14 1910: *Carl. G. Krüger*, Hamburg, becomes sole agent of K & Co. for the country of Finland. Did not realize that former K+N had been so busy on the Finland market.

PZ no. 59, July 24, 1910: A half-page advert informs the public that Knackstedt & Co. has bought the entire postcard production facilities of former K+N business. This included a stock of some 80,000 negatives,

plates, photographs etc. Furthermore K & Co. claims to concentrate on the national (ppc) market. Mentioned are also delivery times, which show how much Knackstedt & Co. was in need of orders: regular collo type jobs 2-3 weeks, BUT express orders in 8 days without extra charge. "Luxusdruck" process as well as duotone cards within 3-4 weeks. Chromo(lithography) jobs in 5-6 weeks.

K & Co: Printers and Publishers? The Büttner cards

Publishing postcards means that you first have to invest some money, before you might make some profits. Now Knackstedt & Co. had bought the huge K+N stock of negatives with mostly views from Germany. Before being outdated this material needed to be put on the market again. But what to do when money is short?

Albert Büttner, Hamburg 24 and/or Hamburg 36, Bleichenbrücke 6, took over hundreds of views from Hamburg and other places, also shipping subjects, to be published under his name. The name 'Büttner' is found quite often in Hamburg, many busy in import/export and (seaport) related trades.

It is not surprising that Knackstedt & Co. is mentioned as printer and A. Büttner as publisher on most cards I know of. This way both parties benefited. However, K & Co. was not the printer of each and every card with Büttner publisher mention! It appears that Büttner, due to unknown reasons, ordered printing from another source, using negatives of previous K+N printed cards (see ill. next page please). These cards show another difference: The publisher line reads (translated): *Publisher: Albert Büttner, Hamburg 36* (or with Hamburg 24 address), *previously publishing dept. of Knackstedt & Näther.*

I do not have postally used samples with above imprint to date A. Büttner orders placed with a different printer. I believe they date from c. mid 1910-11, the early stage of Büttner "recycling" former K+N views. At least there is not a single card p/u 1910-11 among my about 50 samples of Büttner/K & Co. co-operation which lasted at least until mid 1913 according imprinted year dates found on some cards. Albert Büttner also had a logo designed very much in K+N / K & Co. look.



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KNACKSTEDT & Co.
HAMBURG 20
LICHT- UND STEINDRUCKEREI

Anfertigung von Ansichts- postkarten Kein Verlag	früher alleiniger Inhaber der Firma	Sonderausführungen: Rembrandt Luxusdruck Menzel
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KNACKSTEDT & NÄTHER

Advert from PZ no. 47 (June 12, 1910).

Wir teilen unserer Kundschaft hierdurch mit, dass wir denjenigen Teil des Betriebes der erloschenen Firma Knackstedt & Näther, G. m. b. H., der ausschliesslich für die Fabrikation von Postkarten bestimmt war, jetzt fest erworben haben.

Ausserdem kauften wir fast das gesamte Lager an Platten, Negativen und Photographien, über 80000 Originalnegative, die wir für Neuanfertigungen und Nachbestellungen unseren Auftraggebern zur Verfügung stellen.

Wir werden wieder wie früher unsere ganze Kraft dem deutschen Geschäft widmen und bitten um die freundliche Unterstützung unserer Kundschaft.

Hochachtungsvoll

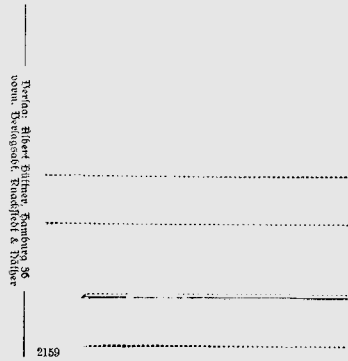
Knackstedt & Co.
Hamburg 20

Neuheiten in Vorbereitung. Lieferzeiten: Lichtdruck 2—3 Wochen, Eilorders in 8 Tagen, ohne Aufschlag, Luxusdruck und Doppelton 3—4 Wochen, Chromoausführungen 5—6 Wochen.

Advert (detail) from PZ no. 59 (July 24, 1910).



Lüneburg - Viskulenhof. Published by A. Büttner and with "former K+N publ. dept. mention. Sepia (duo-tone) collotype which appears to be not printed by K & Co. The address side layout looks more like printed in Berlin(?). No card no. but a "2159" instead. Printer no.? The publ. line is also found in a single line version.



Hamburg - Jungfernstieg. Publisher: Albert Büttner. Printer: Knackstedt & Co. with the typical address side layout. Quite common view, excellent sepia (duo-tone) collotype. Card/printing no. 303.

Verlag: A. Büttner, Hamburg 46, Druck v. Knackstedt & Co. 303.

Knackstedt & Co.

The years until the outbreak of WW1

I wish I would know how Louis Knackstedt and partners managed to collect the capital to buy the Wagnerstr. 70 premises and all the ppc printing equipment, negatives stock etc. from the K+N bankrupt's estate. This required cash and not promises.

I wish I could understand why a businessman who, despite his (believed) good knowledge of the ppc business, the steadily falling demand for cards, lost export markets and massive collotype printing overcapacity in Germany by 1910, tried a new start with the "old" business. No chance to do something else? Offended pride of an once big man in (ppc) printing business? Well, we will never know for sure. Except the rare case of finding a Louis Knackstedt biography....

The number of firms doing collotype (and gravure process, often listed together due to technical similarities) printing in Germany had dropped to 76 companies by 1911. (It were 93 in the "collotype boom" year 1904). In 1912 only 69 firms were left.

Knackstedt & Co. continued to print cards by collotype/chromolitho process. Their entry in the Klimsch 1913 directory lists a total of 14 collotype/litho presses, and some 30

other machines. Workforce is not mentioned. They had probably realized that ppc printing alone wasn't enough. The listing describes K & Co. also as factory for collapsible boxes, a booming business then.



Another speciality of Knackstedt & Co. were "stamp-like" gummed advertising stickers. I am sorry, but I do not know the correct term. What I know for sure is, that a growing number of people collects these advertising items avidly. I tried to obtain a K & Co. promo sticker, but wasn't prepared to pay more than 10 Euros for a sample in rather poor condition. Illustrated below is a photocopy. I noticed also a number of these "advertising stickers" for various trades on offer, identifying Knackstedt & Co. clearly as printers. However, unless they were used on envelopes and postally used, you have almost no chance to date them.

Printing equipment / New process

Klimsch 1913 directory provides no information on number of workers, how many presses etc at Knackstedt & Co. A find of a 1913 postcard "booklet" with 20 (detachable) views done by collotype process gives some idea of printing format used.

Hamburg celebrated the retreat of Napoleon's troops from the city in 1813 a hundred years later with a parade and other celebrations. Most postcards from the booklet (also published by K & Co) show people in historial dress on parade. This item appeared to had been a good seller. K & Co. produced a second ppc booklet with another 20 view of the event.

The way it was produced shows that they still had at least one collotype press of the former K+N printing factory holding about 50 cards per printing sheet. K+N had at least two huge presses for up to 100 cards during the boom years. These presses were not easy to handle, slow, and you need a steady flow of orders to feed them.





Managing directors Louis and Julian (son?) Knackstedt must have realized that it was high time to do something to survive in post printing business. By late 1913 or probably early 1914 two new copper gravure presses were installed at Wagnerstr. 80. I think it were flatbed presses and not the "rotation" model which followed in the early 1920's.

Not only gravure printed postcards (and other illustrations) became more and more popular with the public, but this process allowed higher print-runs in shorter time. Furthermore it was not so sensible to humidity and room temperatures, easier to handle and provided constant quality.

Many collotype printers added gravure process, and later replaced collotype for gravure presses. Preparation of the printing forme (especially the way how to do the halftone preparation) is similar. It takes longer and costs more but as printing was much faster it paid off (minimum print runs of 2500, better more).

Knackstedt used gravure widely during WW1 and printed (and published) at least about 1000 different views from the fronts. Some state printed and published by Knackstedt & Co., others only printed by K & Co., and there is another huge series for "Verlag für allgemeines Wissen", Berlin W.9 without K&Co. imprint, but of identical make and definitely printed by them. Many of these views were sold in booklet form again. K & Co. even worked for former K+N "allied partner" Photobrom, Vienna, again (see ills.) I cannot say that I like this "brownish" cards very much. Okay, although from photos by official war photographers they might be of some historical worth to interested collectors/researchers. From the technical side they are often "flat" in appearance. Perhaps this has also to do with typical wartime restrictions/shortages and other technical handicaps I don't know of. Similar cards from other (experienced) gravure printers of post-1916 date don't look much better either.

Between the wars

The "Reichsadressbuch 1920" lists *Wilhelm Georg Ludwig (Louis)* and a *Julian (son?)* Knackstedt as owners of the business. The listing in Klimesch 1921 edition shows an additional name: *Ch. M. J. Richert*, managing director, believed to be the son-in-law of Louis Knackstedt. The business was still specialized in postcard printing as well as catalogues and posters. The printing equipment consisted of 10 collotype and litho presses (again no letterpress machines mentioned although they were of course around), 2 gravure presses and 27 other machines for various (bookbinding etc) purposes. No workforce mentioned. It were difficult times, and workers were hired and fired all the time.

Then by 1925 the Klimesch directory shows a change in ownership. Louis Knackstedt had passed away (this is also confirmed by Hamburg city archives), and the business was run now by his widow together with Ch. M.

Knackstedt & Co. have told the public that they wanted to concentrate on the national market. Orders from abroad were of course welcome, too. K & Co. printed cards for Russia, Finland and Netherlands before the outbreak of WW1. This is an interesting printed view from **Amsterdam**. Brown duotone collotype and the sky in bright blue. Smooth surface ivory card. I wonder if this view was already printed by Knackstedt & Nather.?? Not postally used with the oval K & Co. logo (see ill.) only on address side. No local publisher imprint, which surprises me a little bit.



Western front, card no. 506 from a K & Co. postcard booklet. Marching German troops somewhere in France I believe. Photo by *Gebr. Haackel*. City name was removed from caption. Fieldpost card from May 1916 mailed home by a soldier of the 2nd Guards Infantry Division.



List of K. & Co. published pc booklets ("Das kleine Kriegs-Album") found on back cover of booklet no. 41 titled "*Libau*". 10 cards per booklet. Another imprint reads that 75 diff. booklets were published to that date. The cards in the *Libau* booklet are not numbered consecutively!

Cover of postcard booklet no. 5 produced by Knackstedt & Co. for former K+N allied partner "Photobrom", Vienna, Austria. Views from the front in Serbia, taken by *J. Perscheid*, Vienna. The cards are numbered consecutively from 351 - 360.

Das kleine Kriegsalbum
ist bisher erschienen in 35 Lieferungen mit 10 abtrennbaren Postkarten

Hef 1. Zerstörte Wohnstätten im Osten.	Hef 18. Unsere Ostschiffe und Flieger.
" 2. Trümmer im Westen.	" 19. Unsere Führer i. Weltkrieg (Ost)
" 3. Im Schützengraben.	" 20. Unsere Führer i. Weltkrieg (West)
" 4. Pan an den Feind.	" 21. Feldengräber.
" 5. Auf dem Schlachtfelde.	" 22. In den Vogesen und Argonnen.
" 6. Unsere Artillerie.	" 23. Belgien.
" 7. Unsere Kavallerie.	" 24. Bilder aus dem Westen.
" 8. Pioniere, Feldtelefon, Feldtelegr.	" 25. Nordfrankreich.
" 9. Rotes Kreuz.	" 26. Eroberte Festungen im Osten.
" 10. Auf der Koff.	" 27. Bilder aus dem Osten.
" 11. In der Etappe.	" 28. Polen und Baltische Lande.
" 12. Auf Vorposten.	" 29. Galizien und Russisch Polen.
" 13. Schutzhütten und Schutzhöhlen.	" 30. An den Ufern der Weichsel.
" 14. Hinter der Front.	" 31. Österreich-Ungarn im Weltkrieg 1.
" 15. Gefangene Feinde.	" 32. Österreich-Ungarn im Weltkrieg 2.
" 16. Kriegsbeute.	" 33. Österreich-Ungarn im Weltkrieg 3.
" 17. Unsere Marine.	" 34. Österreich-Ungarn im Weltkrieg 4.

Hef 35. Bilder aus Serbien.
Hef 36. Der erste Bahnhof in Feindesland.
Hef 37. Malerisches a. d. Vogesen.
Hef 38. Eroberte Städte im Osten I.
Hef 39. Eroberte Städte im Osten II.
Hef 40. Wilna.
Hef 41. Libau.

Druck u. Verlag v. Knackstedt & Co., Hamburg 22.

Bisher erschienen 75 verschiedene Hefte.





Julius Richert. The entry in the "Photo Adressbuch 1926-27" lists Julius Richert as sole owner already.

By the late 1920's the number of German printers using collotype printing had increased again to 91. But 161 printers had now installed the (copper) gravure process. Julius Richert modernized his printing plant, too. Klimsch 1928 lists a total of 8 collotype/litho/letterpress machines, but now 3 modern gravure (rotation) presses. 40 workers were employed. This trend continued. Klimsch 1930 lists 2 letterpress, 2 litho and 3 collotype press besides the 3 gravure machines. 45 workers. Then came the difficult early 1930's and between 1933-38 the workforce went down to 35 persons. Some time by the late 1930's Knackstedt & Co. kicked out the litho presses and concentrated on gravure and collotype printing.

Knackstedt & Co. after WW2

The K & Co. business stayed all the time until WW2 at Wagnerstr. 70, Hamburg 22. I don't know if it was due to war damage or whatever that made the Knackstedt firm move to Poststr. 14-16 location (also HH 22 district?). The Polygraph addressbook 1950 shows a standard entry for Knackstedt & Co only. At least it proves they were still around. The HH district number above was either a mistake or the districts were re-arranged not long after the end of WW2. Poststr. 14-16 is Hamburg 36, and as K & Co. imprints often show the district number this is helpful for dating not p/u cards.

Following information comes from editions of the "Hamburg Firmenhandbuch" (published by Dumrath & Fassnacht):

1957: Julius Richert was still owner of Knackstedt & Co. Their advert points out that the firm was established in 1910 and a successor to Knackstedt & Näther established in 1889. Copper gravure and collotype printing.

1958: New owners now: Walter Richert and Gertrud Richert, née Knackstedt

1960 - 1962: no changes

1964: Knackstedt & Co. has moved to Brahmssallee 105, Hamburg 13. The former Poststr. location/area was under construction. Today you find here the headquarters of big publishing firms, design agencies, luxury shops.

1967: Another move to Rothenbaumchaussee 77, also Hamburg 13.

This is Knackstedt & Co.'s last sign of life I managed to find until now. Research continues.

Ed. note: This article is a abridged version of the original article. Space is limited unfortunately. I have left out a number of cards which would have been essential to show how to identify K & Co. without their logo/name imprint on; various cards from their 1920-30's and post-1950 German ppc production etc. In case you wish to learn more on Knackstedt & Co. please contact me.

Girl with flowers - K & Co. "BROMKA" series 634/V.

Sepia duotone collotype printing with matt, velvet-like surface. (gravure printed cards look the same). This card shows a not so often seen K & Co. logo design imprint. Not p/u.

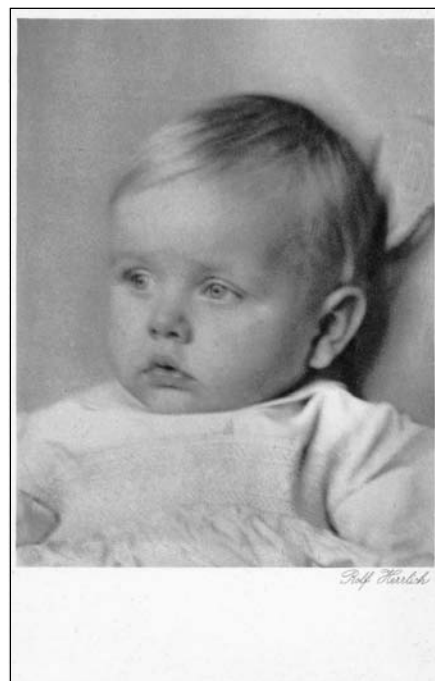


"BROMKA"



Woman with cigarette - "BROMKA" series 502/II. Dark green duotone. Not p/u. On address side another "logo" design, not seen elsewhere.

Kn & Co.
H.



Rolf Herrlich - Children Heads. 36th collection, series 602. Publ. Waldemar Heldt, Hamburg. Not p/u, c. 1920's. Gravure printed, deckle-edged.

KUPFERTIEFDRUCK
KNACKSTEDT & CO.
HAMBURG 22

Who was

John Koefod
???

While researching the company history of Knackstedt + Näther / Knackstedt & Co., and being interested in collotype printers anyway, I came across the firm of John Koefod, also from Hamburg. The family name made me smile. In Northern German dialect it means *foot of a cow*. "John" is also not typical German and this combination is a bit unusual.

Then I noticed that John Koefod was running a (smaller) collotype/letterpress printing business. It was the address that surprised me a great deal! At the former Knackstedt & Näther factory at Eppendorfer Landstr. 102-104. His address is

later listed as house no. 104. A collotype printer at the former K+N address? Pure coincidence? This was interesting! Then I found out that his business was established in 1911, not long after K+N broke down. Was John probably a former employee? The printing speciality of his firm were ppc's!!

So far I have not found any cards with his name on. I also don't know if he ever used a logo. But the company, although not a big one, continued to be around. Polygraph 1950 lists Koefod at the same address. Owners: Mrs. Martha Koefod and Werner Koefod, 4 collotype/letterpress machines and 10 workers.

In 1962 the name read John Koefod KG (limited partnership), run by Werner and Johannes Koefod. Collotype and letterpress printers, Eppendorfer Landstr. 104, Hamburg 20. This printing company was still in business by 1967.



E/1061
?

I have been collecting Knackstedt + Näther as well as Knackstedt & Co. cards for quite some years now. An impressive pile, incl. many views of common nature. But when you try to find out details on a long gone company, all could be of worth for research.

I noted a "E/1061" imprint on some K & Co. cards, many however not postally used, but most likely dating from the late 1930's. Then I found cards with this code on which were used as WW2 fieldpost, and even a few samples p/u after the war. Well, I thought this was a K & Co. code for internal use, especially as all my samples were gravure printed. But why always with identical number? There are many gravure printed cards from another printer around, mostly earlier postal use, with similar looking "E" code but changing numbers. Then one day I discovered this code also on K & Co. collotype printed cards. So, what was this code good for?

The answer is quite simple – as I know now. Some of you might remember the "M 1360" code found on C.G. Röder printed cards from WW2 years (and perhaps before?). Then we discovered the code of E. Pinkau & Co. and others. These codes appear to be an idea of the Nazi-government, for the identification of the printer of a certain printed matter which probably does not show the printers name in full. You find only very few samples which have the code and the printer's name as well imprinted. A censor tool. Don't forget that a printing press in a totalitarian regime could be as "dangerous" as a hidden gun.

The "M-Codes" were used in the Soviet occupied zone (to become the GDR) even until about 1948/49. The GDR government then soon created a more detailed code, in use until the fall of the wall.

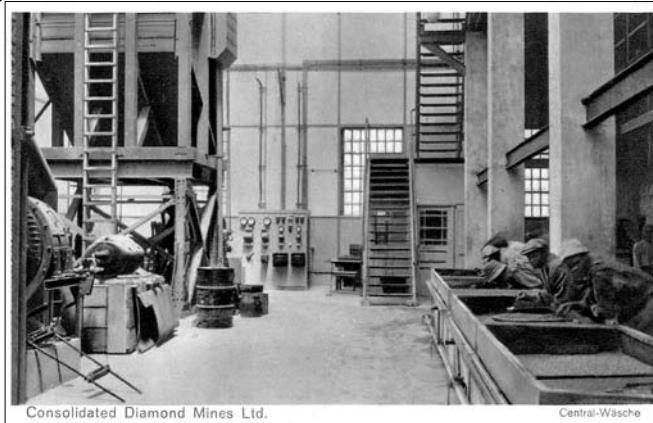
"E/1061" stood for Knackstedt & Co. and I managed to identify a printer from Lübeck with a different "E-Code". Of some worth dating/identifying cards/printers of the late 1930's - WW2 years. I wish I would know when these code were officially introduced. By 1939 or earlier? And, were the "E-Codes" also used in post-WW2 years, like in Eastern Germany? So far I failed to find any information on the identification codes found on postcards at all.



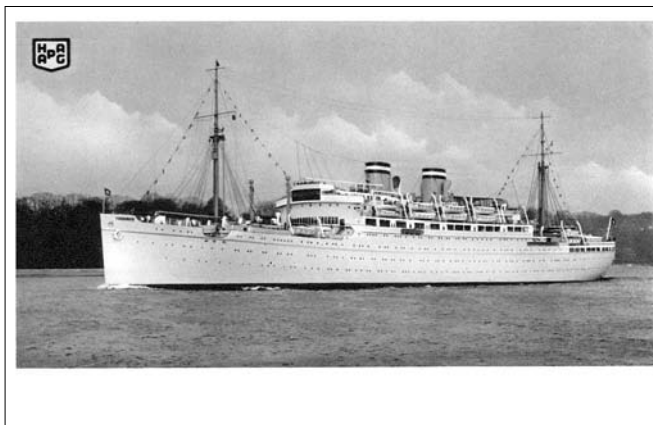
Helgoland: "Tealia Crassicornis". No idea how this underwater thing is called correctly in English language. Knackstedt & Co. printed everything. Dark green gravure, not p/u, c. 1920's. Publisher (and photo?) by F. Schensky, Kaiserstr., Island Hel(i)goland. Describes himself as "Hofphotograph" = appointed to the court (of Holstein?).

Knackstedt + Näther's earliest mention as collotype printers (and publishers) found so far dates from 1892. During a recent internet research I discovered "**Hamburger Bilder aus der Cholera-Zeit 1892**" at an online auction. Not postcards but 12 pictures sized 116 x 167 mm, collotype printed and in leporello fold.

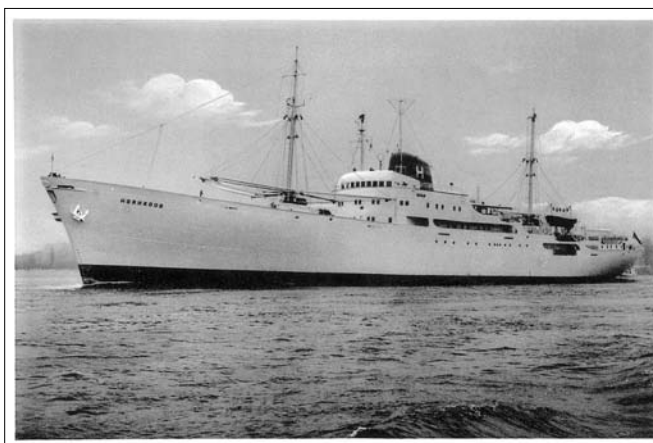
More than 8000 people died within 3 months of Cholera. This led finally to better supply of clean drinking water and other sanitary improvements.



Consolidated Diamond Mines Ltd. - Main washing room. Caption in German, someone wrote South Africa on back. Publisher was however J.C. Hubrich, Lüderitzbucht, a city which I understand was in former German colony Southwest Africa (Namibia). Card. no. 6. Excellent gravure printed by Knackstedt & Co. (boxed logo). Not p/u, according to the printing quality I guess from the 1920's.



HAPAG's M.S. "Milwaukee". I think this view dates from about the mid 1930's when this ship was used for cruises. The card has an unusual designed address side which appears to be the official design of the Hamburg-Amerika Line then. K & Co. mentioned as printers. Green gravure on thin card, sized 148 x 105 mm. A second sample is printed in sepia, identical view but different card code.



Horn-Line "Hornkoog". B/w card which at first sight looks like a real photograph, especially because of the glossy (gelatine) finish. It is collotype printed, however. A logo at stamp box position lists the process name: "Genuine Bromophot". K & Co. Hamburg 36 imprint. Not p/u, but as this ship was built in 1959 at "Deutsche Werft AG", Hamburg-Finkenwerder, it should date from c. 1960. "Hornkoog", 3,357 tons freighter. Sold to the Philippines in 1970, renamed "Mindanao", 1980 scrapped.