

## Publisher with the FISH Logo



Collectors of old picture postcards often limit their collecting focus to a particular decade, e.g. cards wanted prior to 1950's or WW2 only, or even earlier. Some want cards from the "Golden Age of Postcards" only. I never understood this position. And what does "old" mean anyway? In our fast moving modern times everything older than ten years is treated "old" or "outdated".

Postcards accompanied people as communication means all the time. Even today although much less used. I think postcards published prior to the 1970's can be always classified clearly as being "old".

That is what Ewa mentioned in an inquiry on the German ppc publisher Haco. She described herself as student of design and arts with a special interest in the (greeting) postcard design of the 1950-1970's. An interesting period indeed, as besides the traditional ("timeless") designs used already prior WW2 years and then in the 1950's again, new ideas came up, different designs and colouring. Especially late 1960's material is often different from all published previously.

Ewa (who remained quite anonymous behind her gmail address), used to discuss and exchange her hobby in internet groups mostly. Then someone recommended my web site as she was looking for information on the Haco company who used a "fish logo" on many of their cards (but not all!). She had thought Haco would have been a post-WW2 years publisher until she discovered cards of pre-1945 date. Furthermore she wanted to know if those (later) cards showing a different Haco logo design were produced by the same company.

To my surprise, printing but especially paper/stationery trade periodicals from the mid 1950's to 1970's are very difficult to find. However, these are the best sources for reliable information on publishers and printers. Anyway, why not try to reconstruct the Haco company history and postcard production as far as possible? The world wide internet does not provide much information, or it is hidden well. But I am sure Ewa would have discovered it sooner than me.

A first problem was that **Haco = Haering & Co.** from Munich, Bavaria, was not a job printer but used their means for own production only. So, they were not listed automatically in the Klinsch or any other printing trade directories. And when, without much information on the company. Haco proved to be even more complicated, not a typical printer and publisher business. More on this later.

I have "collected" Haco greeting cards for some years when coming my way. Since this firm had been a topic of research of the late Hans Strassberger from Munich. We had managed to identify the Haco logo as Haering & Co. from Strassbergers home town. The Polygraph (ex-Klinsch) printing trade directory 1950 edition lists Haering & Co. as steel plate printers/engravers at Schweppermannstr. 9, Munich 8. Nothing else, no info on when the company was established or production means.

"Graphikus" – Handbuch für das Graphische Gewerbe 1954/55, vol. 1 Die Druckereien und ihre Lieferanten, provided following information: letterpress/steel plate printers specialised in picture postcards/greetings.

Polygraph 1953 lists the same information as above but also a Gehape-Werk, Hans Haering & Co., Munich 25, Hansastr. 146. Letterpress printers. Had this firm something to do with Haco? Unclear matter yet.

Polygraph 1960/61 edition brought some progress finally. It read Haering & Co. KG (KG = Kommanditgesellschaft = limited partnership), they had moved to Ampfingstr. 7 in same Munich district, but most of all, the year the company was set up is mentioned: **1936**. I was lucky to have PZ 1936 issues of the first six months at hand. Although in used condition and most of all, badly bound. Anyway, Haco placed an advert in PZ late February, a special edition for the Leipzig Paper Fair. With a nicely logo illustration: **HA Fish CO.** "The new Brand – Our first collection out now!" Perfect identification. When removing

the letter "a" from family name Haering, it reads *Hering* = herring, a sea fish logo for a Bavarian ppc publisher. Nice idea.

PZ issue 11 (5 February) 1936 has also the company information I was looking for. Haering & Co., limited partnership was set up on 1 January 1936. Personally liable partner Fridolin, known as Fritz, Haering, businessman from Munich. Airbrush and colouring works, steel plate engravers, manufacturers and publisher of ppc and greetings cards. Three (silent) partners. Company secretaries were a Fritz Mutterer and Otto Taschner.

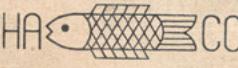
Haering & Co. resided at Theresienstr. 75. At the same address Klinsch 1935 lists two printing companies. **Lithographische Kunstanstalt Reichhold & Lang GmbH**, establ. 1894, limited company since 1909, a litho printing business that went into liquidation in 1937. The other firm even bigger: **Mandruck AG**, establ. 1907. Director Theodor Dietz, specialised in colour printing, some 20 letterpress and 7 litho/offset presses, 135 workers. Mandruck AG belonged to C.G. Röder AG, Leipzig, between 1924-32. Haco had an interesting neighbourhood indeed.

When looking at my 100+ Haco cards at hand, I notice different printing processes used. Few letterpress, mostly offset printed, some gravure and real photo samples. Many with steel-engraved captions and/or other effects, others plain. Then also samples where the entire illustration was done by several colours steel plate engraving. Impressive quality sometimes.



**Haco 8125**, christmas greetings, sepia real photo card. Haco name mentioned on picture side and fish logo plus number on reverso. With undated message. I have also **Haco 8077**, real photo, Mother's Day caption and p/u 8 May 1937. The earliest p/u Haco card in my collection.

**Die neue Marke!**

HA  CO

**HAERING & CO.**

Post- u. Glückwunschkartenfabrikation

München 2 NW, Theresienstraße 75

**Unsere erste Kollektion ist erschienen!**

**Lieferung nur an Grossisten!**

**Zur Leipziger Messe:**  
Stentzlers Hof, III. Stock, Zimmer 397

Advert from PZ issue 17, 26 February 1936. Introducing the new brand/logo and that the company is found at the Leipzig Fair, with stall information. The company address reads Munich 2 NW, Theresienstr. 75, which appears to have been their pre-WW2 address. Moved later twice at least.

Anyway, all above mentioned processes would require quite some technical equipment, capital and skilled staff. Only few German printers were in the position to have all printing processes available. Haco was not. They had their cards printed by other firms, likely delivered in printed sheets and did the processing, adding captions and other decorative elements by steel-engraving process, additional hand/stencil/airbrush colouring, deckle-edge, or even graining the entire card surface, giving the card an one-sided special structure.

Guess Mandruck was one of their main printers in the 1950's. According Birkner Paper Address book 1950, Mandruck Theodor Dietz, who were still found at Theresienstr. 75, had specialised in printing coloured ppc's, trade cards, albums etc. They continued to grow, by early 1960's occupied Theresienstr. 71-75, plenty of modern (offset) presses and some 280 persons employed. But when looking at the different address side layouts/qualities, there must had been other printers involved, too.

The Haco letterhead/bill illustrated on opposite page dates from 1952. The illustration of the building/factory could be misleading. No idea if Haco occupied the entire building. No information found so far giving an idea how many people were employed, which equipment was at hand. Anyway, some time in the c. late 1950's, Haco company moved again. Not far away to Ampfingstr. 7, Munich 8 (East). The last business entry found comes from Polygraph 1969-70 edition. Haco still at above address and just greetings cards mentioned. Nothing else. My latest postally used Haco (no fish but globe logo) cards date from the early 1970's.

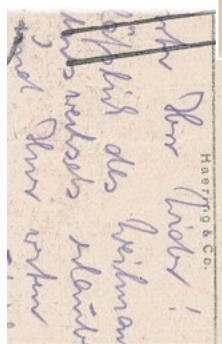
Steel-plate engraving was widely used on ppc's, especially greeting cards. But also for letterheads, bills and other printed articles. The deep gravure into steel plates produces a raised printing on the front and the reverso shows a typical embossing effect. Special lacque inks, often metallic, were used giving the printing a special look.

The British Johnston Patent Die Press (see ill./DBSD, Feb 1904) became popular around 1903-04. The first German firm to order the Johnston press was Osnabrücker Papierwarenfabrik (OPF), Berlin.

Steel-engraved captions in various colours, not only golden or silver, used to be popular on ppc's up to the 1980's. The major German engineering works for steel engraving presses was Friedrich Heim & Co., Offenbach. Established 1821 and folded in 1977. The advert shows their flagship, a full-automatic press with integrated drying apparatus. Five models were shown working at the Drupa Fair 1954. Advert from Polygraph, no. 9, 1954.

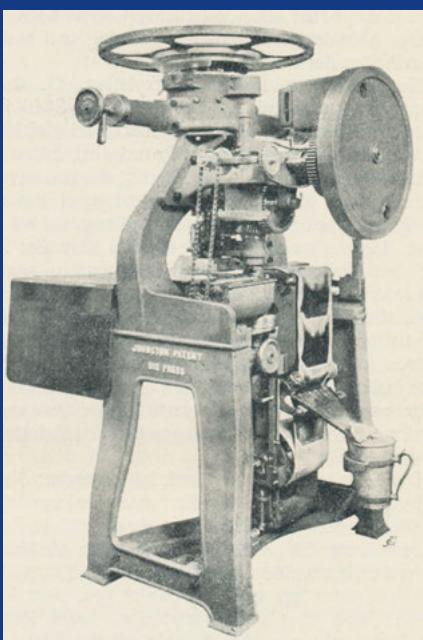
**Haco 5948** is a fine example of combined processes. The little cyclist and all outlines steel engraved (glossy, raised black), the floral border steel-engraved in gold, the green and red (fill) colours done by stencil-colouring. One sided leather-like card surface. Card p/u in September 1943.

**Haco 6294** shows a beetle music band, printed by offset on wartime quality card board with pebbled surface. No caption, for any purpose. These beetles are all-time luck symbols. Mailed inside letter, message dated 17 October 1942.



**Haco 7846** is a standard, rather boring flowers in vase card design. Another card for all occasions. Colour halftone on quite smooth surface card. P/u 21 July 1947. What makes this card interesting, is the Haco company name mention along dividing line. The fish logo plus number at typical lower left corner position. This is the only Haco card with fish logo AND company name I have discovered so far. Post WW2 production?

HACO & CO. Nr. 7846



Neuheiten, die Sie interessieren, zeigen wir in Halle PII, Stand 506

Unsere vollautomatische

**STAHLSTICH-PRÄGEPRESSE**

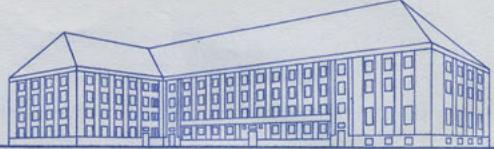
mit angeschlossenem Trockenapparat

Gravurplattengröße 23x14 cm

**FRIEDRICH HEIM & CO. - MASCHINENFABRIK**

Offenbach am Main · Röderstraße 5

STAHLSTICHDRUCKEREI · SPRITZ- UND KOLORIERWERK · KARTENFABRIK



New Year, French caption, Haco Elite, no. 6121, mailed inside letter, from WW2 years

*Haeiring & Co*  
K.G.  
MÜNCHEN 8/OST  
SCHWEPPERMANNSTRASSE 9  
TELEGRAMME: HACO MÜNCHEN



Christmas, Hungary, no. 6538. p/u Dec. 1944



Lignit geht es gut wie spricht alles  
unserne Lorne. Lebendig und  
schönlich der wunderschöne Besinnungsabend  
Vor dem neuen Jahr.

Gravure printed, no. 6383, p/u late April 1943



New Year, Haco Fish no. 1290, p/u late Dec. 1964

Illustrated are just a few Haco cards  
I have at hand. Not necessarily  
representative for the entire Haco  
line of cards published.



Easter, with additional mica on image, Fish no. 4325, p/u early April 1955

< Christmas, Fish no. 353, p/u 12 December 1950



*Viel Glück zum Muttertag!*

Haco Fish 'Elite' no. 6278, p/u early May 1948

The previously mentioned Mandruck A.G., Theresienstr. 71-75, had become a big ppc printer by the early 1960's. Many modern multicolour offset presses and some 280 persons employed.

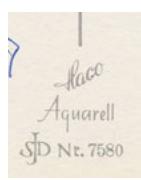
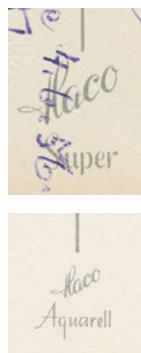
Reliable information on Haering & Co. only rarely found. They were present at the 1949 Hannover Trade Fair, the first major trade fair after the end of the WW2. There were less than twenty firms of the graphic/paper trade present, and Haering was among them. Appears that they had not been much effected by war damage.

The typical Haering fish logo was likely replaced by the Haco signet when they moved to Ampfingstr. by late 1950's, early 1960. In general many of the Haco cards are in the "old" size = 140 x 90 mm, very few fish logo issues were issued on the regular A6 size = 148 x 105 mm. I have a sample of the bigger format with fish logo and p/u in 1961. No idea what the reason was for a new logo and move. Guess a new managing director or any other personal changes.

The new Haco logo, usually with additional sub brand "Super" or "Aquarell" mention, is first found on A6 size cards from about the mid-1950's (ill. from card 4931 p/u mid-1956/orig. size). Like an additional logo/brand name. Later logo ills. are smaller in size, always found below dividing line.

The more you look, the more you find. But not always what you are really looking for. Another Haco logo variation turned up. On a New Years greeting card with psalm not only Haco no. 1216 (plus 'Germany' = export) and Haco Aquarell ("water colour") logo but a second logo with different number: SJD No. 7580 is found. Card p/u 30 December 1965. SJD stood for St.-Johannis-Druckerei C. Schweickhardt from Lahr-Dillingen, establ. 1896. Letterpress, offset and gravure process, 115 workers by early 1960's. As the name already indicates, specialised in printings of religious nature. No idea why Haco cooperated with this printer/publisher (also ppc's) from the Black Forest region.

Finally another Haco logo was introduced, according the few p/u samples I have, by the late 1960's. The name Haco arranged inside a small globe. Now 3-digit card numbers or four with a "0" prefix. Only on regular postcards. Book cards (fold-out) show no number at all, only globe logo with "Germany". By the way, the Haco numbering is a mild horror, from 2- to 4-digit, over and over again. Let's wait and see what else is found on Haering & Co. one day. ■



Birthday greetings, Haco Fish, A6, no. 4833



Easter greetings, Haco Super, A6, no. 0406



Birthday greetings, book-card, size open 210 x 170 mm, signed Friescke, Haco globe logo.

### Postkarten, Photos, Kunstblätter

von Führerbildnissen der NSDAP, sowie sonstige einschlägige Bilder in großer Auswahl. - Ständige Neuauflagen. - Verlangen Sie meine zirka 400 Nummern umfassenden Gesamtprospekte.

Photo-Hoffmann, München, Theresienstrasse 74

Advert from PZ no. 30/31 (11 April) 1936. The Hoffmann business was found then at Theresienstr. 74, a neighbour of Haering & Co.

Heinrich Hoffmann (1885-1957) was a (press) photographer, publisher, later Nazi politician, close friend and personal photographer of Adolf Hitler. Hoffmann was also among those who decided what 'good' or 'bad' art was in Nazi Germany. His postcards (Haus der Kunst = HDK cards) and propaganda publishing business — he employed up to 300 persons (!) — made him wealthy. The internet is full with information on Heinrich Hoffmann. See for yourself!

○ Hoffmann, Heinrich, München 13, Schliessfach 53. Friedrichstr. 34. Nationalsozialistischer Buch- u. Bildverlag. — Gegr. 1910. (1916 79). — TA: Photo-Hoffmann. Zweiggeschäfte: Berlin SW68, Kochstr. 10. (1920 45). — TA: Bildhoffmann. — (1921) Bank der Deutschen Arbeit A.-G., Berlin SW 19, Märkisches Ufer 26/34. — (1922) 805 29; Düsseldorf, Graf-Adolf-Str. 112; Wien I, Opernring 19; Reichenberg (Sudetenl.), Hablau 15; Prag II, Beethovenstr. 9; Posen, Bismarckstr. 10.

Hoffmann business listing from "Adressbuch des Deutschen Buchhandels", 1941 edition.

The HDK postcard series does include an unusual variety of card designs. Especially the propaganda-type cards, portraits of persons holding leading positions in the Nazi party then, are sought-after. Some appear to be looking for a good investment. — I have also heard that a 'collector' has managed to accumulate each and every ever published HDK cards. Must be hundreds. Below I show HDK no. 179. München. Haus der Kunst. Titled "Spitzentanz" after a painting by Jul. U. Engelhard, (1883-1964) a German artist/illustrator who worked much for the fashion business (cover designs).

