

# Ottmar Zieher

## Kunst-Verlags-Anstalt München, Bavaria



I am collecting printing trade postcards, my favourite are interior views with machinery and people at work. Anyway, views of buildings housing printing companies (street views) are also welcome. That may have been the reason why Chris Ratcliffe forwarded the illustrated card of house Färbergraben no. 20, Munich, one day. The caption below street view reads: "House no. 20 Färbergraben, also known as 'Himmelschäffler' is actually in the possession of Fine Arts Publishing company Ottmar Zieher."

Ottmar Zieher's postcard publishing business is popular with many collectors. Simply because his name, or initials O.Z.M. with or without Munich Child insignia is usually found imprinted. Zieher was a big name in the early stage of the postcard (collecting) craze years, starting by the mid 1890's in Germany.

Thanks to the work of the late Adolf Kugler from Munich, major biographical and Zieher business data is known. His research dates back to the late 1980's and the last Kugler article on the O. Zieher's life and business was published in AK-Express no. 114 (2005) according to my knowledge. Actually all information on Zieher found on the internet, translated article in "Postcard Classics" no. 9 (1990) without Kugler being mentioned, is based on Adolf Kugler's efforts. Who not only researched Zieher and other Munich printers/publishers/artists, but had a broad interest in many other postcard related topics. Had written also an article for TPA of the different Novitas ppc publishers many years ago.

The shown card encouraged me not only to remember the ppc researcher Adolf Kugler, but deal with the Zieher business, interpreting some of the published facts from a different angle, adding some new data here and there.

Although quite familiar with the Zieher company history, I could not remember the street name "Färbergraben".



Gummed label (39 x 60 mm) Ottmar Zieher, München. Altheimereck 11, paper goods - ppc's

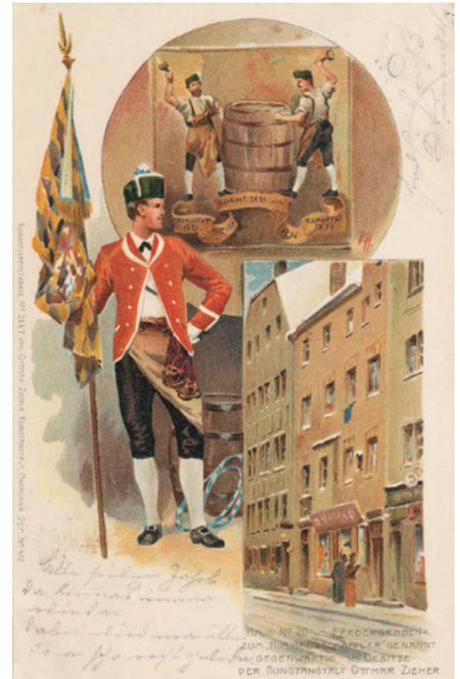
O.Z.M. Munich child logo



**Ottmar Zieher** (1857-1924), started his business career with an agency for paper and envelopes at Damenstiftstr. 6, Munich in 1880. Described himself as businessman. The British paper dealer Brewer from Brighton is said to have designed the first envelopes for mailing letters back in 1820. Letters then were usually folded and sealed only. The first German envelope manufacturer set up his business in 1849. Production was done by hand until the industry constructed (reliable working) machinery for envelope making in the 1870's.

In 1882 O. Zieher opened a shop at **Sendlinger Str. 1** as dealer in stationery and manufacturer of jewellery. At above address a bazaar was found. A paper shop (wholesale & retail) followed in 1889 at **Pfisterstr. 8**, stationery added in 1890. The Fine Arts Publishing company was set up in 1892 or 1893 at **Hofstatt 6/I** and officially registered. The shop at Sendlinger Str. 1 converted into a shop for stationery and knives owned by Ottmar's wife Emilie (1860-1940). Interesting combination, stationery and knives. In 1899 Zieher had also a warehouse at **Wilhelmstr. 1/I**, rear building, which is often described as 'factory'. Here printing stones and plates are said to have been stored. Something I can hardly believe, because making no sense. But this description may have been one of the reasons why some people still believe Zieher had been a ppc printer.

The official O.Z.M. postcard publishing company entry in trade records dates from 1900. Mentioned are Munich and Leipzig, where Ottmar Zieher had a branch, more likely an office. Address of the Munich headquarters was **Hofstatt 6/I**. Together with this c. dated information A. Kugler wrote that Zieher bought the house **Färbergraben 20**, where Emilie Zieher opened another stationery shop/knife warehouse. Well, finally now the address mentioned on the artist card. All these Mr./Mrs. Zieher business addresses are a little bit confusing. Mr. Kugler failed also with the **Altheimereck 11** address (see gummed label) which he dated to had been set up in 1911. Here (artists) postcards were sold, retail & wholesale it reads. The 1903 edition of "Officielles Adressbuch des Deutschen Buchhandels" shows a detailed listing of the Zieher business: Postcard wholesale business at Altheimereck 11 (by 1903 already, not as late as 1911), postcard retail business at Färbergraben 20, Zieher publishing office found at Boosstr. 8. The latter mentioned premises were bought by O. Zieher in 1901.



Künstlerpostkarte No. 2147 von Ottmar Zieher Kunstanstalt, München. Dep.(oniert) No. 412. Chromolithography. Signed P.H. (Paul Hey?). P/u 22 January 1900. Pretty high card number, although many Zieher cards show no number at all. The 'Dep. No.' likely a regional design protection of unknown use, may represent the original number of this artists card series.

The 1900 Zieher trade record entry reads "Postkartenfabrikation". The German term "Fabrikation" means **production** or **manufacture**. But there is absolutely no evidence that Ottmar Zieher ever produced any ppc's nor had any necessary printing equipment. Also the term "Kunstanstalt", used by O.Z. occasionally, is difficult/easy to misinterpret. Correct was **Kunstverlagsanstalt** = fine arts publisher.

The ominous "factory" (warehouse) at Wilhelmstr. 1/I is likely fake information. Why should a publisher from Munich store lithographic printing stones (heavy and tend to break when dropped onto the ground) when placing most of his orders for lithographic printing with a printer from Leipzig? The costs for transport in both directions (and risks of damage) were higher than any storing fees the printer might ask for. Printing plates (zinc) were not used much at the turn/early years of the century and when, they were not stored but replaced (image removed and new coated) for new ones for reprints. Nonsense! More likely was that Ottmar Zieher needed sufficient space to store tons of postcards! A pity anyway that there is no information at all how many persons Zieher employed. It was definitely no kitchen-table-business! Zieher was a relatively early, big and successful postcard publisher. The business made the Zieher family wealthy. But the good years did not last for ever.

When has Ottmar Zieher published his first postcards? I have no idea and also Adolf Kugler hesitated to make any speculations on this. I believe by the early 1890's. 1892/92 his "Kunstverlagsanstalt" was officially registered. He may have produced some series before this date to find out if it pays off to invest in this new trend.

I haven't noticed many Zieher adverts in the typical trade periodicals I have at hand. He may have used other publications I haven't found access to yet. Or he relied on direct mailing. The first known (display) advert is illustrated here and dates from c. October 1895. The publication was known for being late by the way. Let's take a close look at this advertising which is addressed at collectors of picture postcards.

Ottmar Zieher's wife Emilie, with her shop at Sendlinger Str. 1, informs that she has taken over the retail trade for the publishing business of her husband. Proudly telling readers that she is in the position to offer the (best and biggest) collection of some 6,000 different coloured cards. Phototype, (hand/stencil) coloured and machine coloured. She does not offer any "eintönige" stuff. This is an interesting German term. Likely Emilie meant "eintönig" = monochrome printed but it also means monotonous/boring in German language. The first collection covers only the countries Germany and Austro-Hungarian Empire. Starting 1 November 1895 cards from more than dozen others countries, Europe and farther away, to be available. Payment in advance, in return shipment free of charge. Minimum order 10 cards.

It has been my opinion for years that many of the early O. Zieher cards, especially with views from places abroad, in typical "Greetings from..." design, had never left this country. These old Zieher cards on offer here, are mostly not postally used, in too good condition considering their age. I think Zieher profited a great deal by selling his (foreign) views directly to collectors. Other publishers and ppc printers (!) did so, too. Many cards with views from far away were actually never there physically.

**OTTMAR ZIEHER'S Kunst-Verlags-Anstalt.**

**Aviso für Sammler von Ansichtpostkarten!**

Gestatte mir hiermit ergebenst anzuzeigen, dass ich unterm Heutigen den Verkauf in Ansichtpostkarten an Sammler von der überall bekannten Firma, der

**Ottmar Zieher'schen Kunst-Verlags-Anstalt, München**

übernommen habe und unterliegt es gar keinem Zweifel, dass ich in diesem Gebiete nicht nur das Beste, sondern auch das Reichhaltigste bieten kann. Bis jetzt umfasst meine Kollektion eine von noch niemandem erreichte Höhe, mit **6000** verschiedenen Sujets in Photographieton-, Koloriert- und Photobunt-Ausführung. **Eintönige Sachen führe ich nicht.** Ich habe vorerst die Kollektion mit Ansichten von **Deutschland, Österreich-Ungarn** zusammengestellt, während die von:

**Amerika, Belgien, England, Frankreich, Holland, Italien, Klein-Asien, Portugal, Schweiz, Skandinavien, Spanien und Türkei**

erst per 1. November dieses Jahres komplett erscheinen können.

**Der Versandt geschieht nur gegen Voreinsendung des Betrages, dafür aber auch franko.**

Weniger als 10 Stück gebe nicht ab und müssen solche natürlich sortiert genommen werden. Die Preise stellen sich bei Abnahme von:

<b>10</b>	<b>Stück</b>	<b>auf</b>	<b>Mark</b>	<b>0,80</b>
<b>25</b>	"	"	"	<b>1,75</b>
<b>50</b>	"	"	"	<b>3,—</b>
<b>100</b>	"	"	"	<b>5,—</b>

**E. Zieher's Papierhandlung**

**MÜNCHEN**

**Sendlingerstrasse 1.**

Full page advert (back cover) from "Monatsschrift für Ansichtkarten-Sammler", vol. 1 no. 4 (1 October) 1895 – Offizielles Vereinsorgan des Central-Verbandes für Ansichtkarten-Sammler. (below): Ottmar Zieher promotional postcard, cramfull with information. P/u December 1901. Printed by Emil Pinkau & Co., Leipzig, using their Heliocolor (Autochrome) printing process.

Stets Neuheiten in Sport- und Genrekarten aller Art, wie Blumen-, Kegler-, Radler-, Turner-, Feuerwehr-, Schützen-, Eissport-, Sänger-, Militär-, Witz-, Oster-, Pfingst-, Carnevals-, Kirchweih-, Jahrmak-, Rekrutierungs-, Tanz-, Opern-, Automobil-, Sport-, Jagd-, Bade-, Kneipp-, Touristen- u. Bierkarten, speziell sehr geschmackvolle Weihnachts-, Neujahrs-, Carnevals-, Oster-, Pfingst- und Gelegenheitskarten jeder Art.

Ich mache besonders darauf aufmerksam, dass ich in meiner Engros-Abgabe Altheimerack 11 die größte Auswahl in Ansicht- u. Gelegenheitskarten jedes erdenklichen Genres lagernd habe und dieselbst die Neuheiten sämtlicher in Betracht kommender Verleger stets sofort nach Erscheinen zu Originalpreisen zu beziehen sind. — Mustersendungen nur gegen Vorauszahlung oder Nachnahme.

**OTTMAR ZIEHER'S KUNSTANSTALT**  
Hoflieferant Sr. Kgl. Hoheit des Kronprinzen von Belgien  
**MÜNCHEN — LEIPZIG**  
Leistungsfähigstes Haus — Gründung der Firma 1881  
Vielfach prämiert mit höchsten Auszeichnungen

Maasgebendste Ausführungen d. Zukunft in der Ansichtkartenbranche dürften sein:

**Heliocolor** (patent geschützt) bei 2000 Stück von M. 25.— bis 42.50 pro Mille

**Lichtdruck** von M. 15.— an pro Mille

**Stahlstich-Imitation** von M. 20.— an pro Mille

Zu vorstehenden 3 Ausführungen genügt als Vorzüge eine scharfe Lichtdruckkarte.

**Grossisten Rabatt**

Drucksache.

Transparent- und Witzpostkarten für Neujahr  
Probe-Sortiment von 200 Stück nur bei Voreinsendung von M. 3.30 franco  
Erfüllungsort für Lieferung und Zahlung **München**  
Aquarell- und Künstlerkarten in ca. 3000 Verschiedenheiten

On previous page I show an O.Z.M. advertising card. With view of a fountain in the city of Wiesbaden. Printed by Pinkau's Heliocolor process. All other space is occupied by advertising. These cards were mailed to customers under printed matter rate in late 1901 (I have two p/u samples of same card). The imprint on picture side proves that Zieher had cards available for each and every occasion and topics you can think of. He points out that he has also a huge stock of cards (topo/subject) and novelties of other publishers on sale at his Altheimereck 11 business address. At original prices. Fine proof that Ottmar Zieher distributed cards also for other companies.

On address side upper left corner we see a crest. The inscription reads "L'union fait la force" = strength through unity – motto of Belgium. Ottmar Zieher had managed to become official court supplier to Prince Albert of Belgium. Also found imprinted below company name. Munich – Leipzig. Established 1881. Biggest and best company, many/highest awards and so on. At bottom below the space reserved for address an actual offer then: Assortment of 200 New Year cards, transparency and jokes type, for 3,30 Marks prepaid. Of interest is the last line, that Zieher had some 3,000 different watercolour and artists cards (not necessarily all his own) on offer.

Below the crest is something listed of special interest. Latest and leading processes in the postcard (printing) trade. "Heliocolor" (registered process name). 2,000 cards (minimum order) for 35 - 42,50 Marks per 1,000. Collotype printed for 15 Marks/1000 cards. Steel-engraving imitation (also collotype but higher/special sharp detail quality) starting at 20 Marks/1000 cards. A sharp collotype printed card acceptable for orders. Discounts for wholesalers. Now we know why some people (still) believe Zieher had been a printer. He had become a "jobber" for Emil Pinkau & Co., Leipzig. Securing orders to finance own postcard printing? Imagine the amount of capital required to pre-finance all the ppc's O. Zieher had on offer. Plenty of money was always tied up in stocks, too.

According Adolf Kugler's research, Zieher placed orders for ppc printing with local companies. Frequently mentioned are two printers: Karl Stücker and Hubert Köhler. I have several litho printed cards that are definitely not the work of E. Pinkau. But who knows? Zieher might had used other printers, too. Carl Stücker (R. Hohmanns Nachf., G. Faltermeier) was a fine arts printer established in 1847. Since 1 January 1895 owned by G. Faltermeier. Finkenstr. 2, Munich. A typical chromolitho printer of the time. PZ no. 104 (30 December) 1906 has a notice that the former owner of Karl Stücker's Kunstanstalt, Georg Faltermeier, had declared insolvency. Debts amounted to 265,000 Marks. The creditors did not receive much money out of this insolvency. However, the business was continued as limited company (GmbH), business manager G. Faltermeier (replaced soon). Company moved to Theresienstr. 75, an address that is found in this TPA issue a second time. Hubert Köhler was also a chromolitho printer, set up 22 December 1876, specialised in photolitho work and artists prints. Smaller business.

Although there were a number of bigger, professional printers found at Munich, Ottmar Zieher decided to have most of his postcards printed by E. Pinkau & Co., Leipzig, Saxony. Emil Pinkau had established his business in 1873, and after several moves, always in bigger premises, erected his own factory at Wittenberger Str. 15, Leipzig-Reudnitz in early 1898. Pinkau had specialised in ppc printing (in quantity) since 1879 already according his own advertising. And yes, Pinkau was a big, big ppc printer indeed. When exactly Zieher and Pinkau got in touch is unknown. Guess Zieher ordered printing from Pinkau already by the mid-1890's. By the late 1890's the business between both firms must had increased a great deal. Prior to 1900 Zieher decided to have an own office/branch at Leipzig. The 1903 edition of "Offizielles Adressbuch des Dt. Buchhandels" locates the Zieher branch at Wittenbergerstr. 41, which was not far off the new Pinkau factory at Wittenbergerstr. 15. In PZ no. 1 (4 January) 1900 we find a



Belgian Prince Albert with his fiancée Elisabeth Duke of Bavaria. Monochrome (!) halftone printing on meanwhile aged card. Published by Ottmar Zieher, Munich. No individual card number. P/u 12 September 1900.

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below: Two sample postcards with rubber-stamp imprint of Kunstverlags-Anstalt Ottmar Zieher. On the left "Greetings from Amsterdam", Netherlands and a similar designed card showing popular places/buildings in Antwerp, Belgium. Both show the Munich Child with O.Z.M. inside shield logo on picture side.

It is unclear what these "samples" had been good for. Printing process samples? Or just samples of what O. Zieher had on offer from abroad. Both cards were printed by E. Pinkau & Co. according address side layout details. Not p/u but should date from shortly before or around the turn of the century. This is chromolithography style although only 3-4 different colours were used. Sometimes called photo tone, a lower price version of the full colour Greetings from designs. Guess these views are also around in different quality. Believe Zieher wanted to secure printing orders with help of these samples.



short note under "Business News" that a Carl Juda had become company secretary for the O. Zieher branch Leipzig. This is the first time a name of an employee of the O.Z.M. business is mentioned. Besides Ottmar and Emilie Zieher and their two sons Ottmar Jr. and Franz Joseph. The sons worked in the family business before the outbreak of WW1. To become business partners in 1920 officially.

The Leipzig branch was probably not only good for handling the various printing orders Zieher placed with Pinkau, but a contact address for Arthur Thiele, the illustrator/artist from Leipzig. Adolf Kugler researched life and work of Arthur Thiele, a name popular with many ppc collectors, in detail. O. Zieher was a clever businessman. He not only published what the customer wanted but supported/sponsored young artists. In return he had always sufficient designs/art work for his ever growing card production. According A. Kugler's research Ottmar Zieher had close business contacts with A. Thiele since about the mid-1890's up to the early 1900 years. Many of the various cards for fairs (huge print runs!), exhibitions and joke/humorous topics were printed after designs by Arthur Thiele. Zieher even used the same basic designs, with few new views/details/caption for various occasions again. This is nicely illustrated in the previous mentioned article in AK-Express, 2005. But not long after the turn of the century the cooperation between Zieher and Thiele faded due to unknown reasons. The mass of Thiele designs was published by other companies. Although some earlier (timeless) designs, eg. the 'Moorbad' designs (health clinic with mudbaths), were reprinted by O.Z.M. over and over again, up to the mid-1920's. — By the way, there is a view of an Ottmar Zieher (corner) shop with plenty of cards on display known believed to had been found at Leipzig by c. 1908 (illustrated in "Postcard Classics"). I have found no evidence that this was the fact. At above Wittenberger address was a typical residential building, occupied by working class people. No shop business of any kind mentioned to be found on the ground floor.

Clever Ottmar Zieher had managed also to interest philatelists and coin collectors for (O.Z.M.) postcards. His large series with stamps of the world is sought after today. He had registered this design, chromolithographed stamps, nicely embossed, under D.R.G.M. 222,744 by early 1902. Another (later) series shows also coins, either postage stamps AND coins of a particular country or coins of a country only. — *Please see page 82 for O.Z.M. philately card samples (late arrival).* — A collector from Turkey forwarded scans from Zieher's "coins only" series some time ago. I have never seen such cards in original. Now despite his protection entry (for Germany) which covers the particular design only, there were a number of other national/international publishers in this specialised field.

During/after World War One the Zieher business was concentrated at Boosstr. 8 and Altheimereck 11/1. The company managed to get through the difficult times of post-war years/early 1920's. When Ottmar Zieher died in 1924, the Zieher sons continued with the ppc business. They even managed to get through WW2 and relaunched the company as "Ansichtskartenverlag Ottmar Zieher und Franz Josef Zieher" in 1950. However, when Ottmar Zieher Jr. died in 1952, the business was liquidated. Franz Josef Zieher passed away in 1968. That was the end of the O.Z.M. history.

Above paragraph was more or less what Adolf Kugler wrote on the Ottmar Zieher business history. Basic information but only a few lines on a total of more than 30 business years. Similar to several other (experienced) researchers and writers, concentrating on the "glory days" and ignoring the rest. Something that is wrong in my opinion and which I have discussed with several writers now and then. Some said that available space was limited, but some honest statements were that the reader should not be bothered/bored by the standard postcard output of publishers from later periods, the 1920-1940's. Why not? I prefer a complete as possible, realistic company history research. Including possible "boring" periods.  
(CON'T ON PAGE 64)

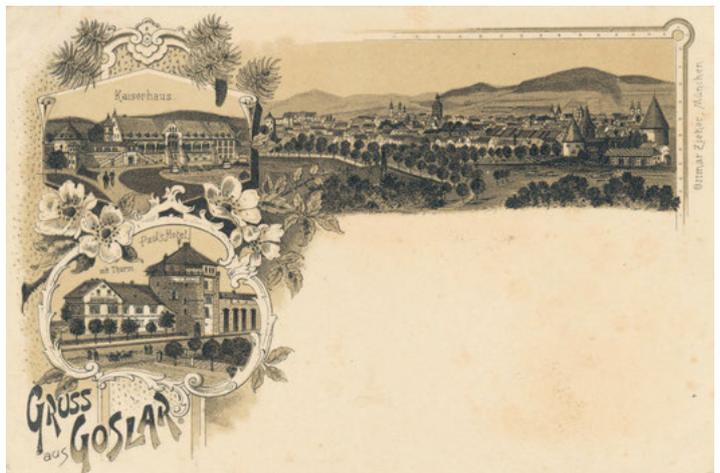


A cheeky male receives a cold shower by a female. Published by Ottmar Zieher, Munich. No card number. Not p/u, pre-1900. Lithography on (aged) cheaper quality card board. On address side the imprint "Postkarte" is missing!

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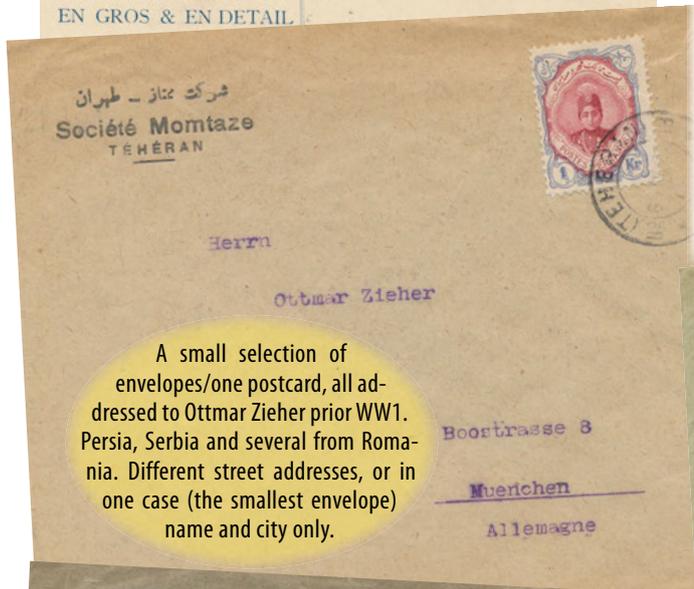
below left: **Greetings from the Black Forest.** Colourful chromolithography with people in regional costume. Heavy writing. P/u August 1899. The size of the card 88 x 139 mm, smaller than standard. Typical card issue that was printed in great numbers because it is an "uniform design", to be sold at various places all over the Black Forest region. Pinkau printed.

below: **Greetings from Goslar,** a typical Gruss aus design although again in reduced colour style, but different from previously show views from Belgium and Netherland. Size a little bit bigger 93 x 139 mm. Published by Ottmar Zieher. The not p/u card bears a rubber stamp imprint on address side: Photo tone printing sample. Unclear if this card was used as sample by Zieher or Pinkau.





Greetings from Gorizia. Then part of the Austro-Hungarian Empire, now Italy. Battlefield in WW1. Ottmar Zieher card, no number, chromolithography. P/u mid November 1897.



below: Street view from Tunis, North Africa (badly cut) with advertising imprint by O.Z.M., Boosstr. 8) on verso. Offering steel-engraving imitation as "novelty". With good wishes for the Christmas Season & New Year greetings to customers. Regular collotype printed cards, 15 Marks/1000, delivery time 14 days. Steel-engraving imitation 20 Marks/1000 (also collotype!). Heliocolor process cards delivered with four weeks unless the customer required a colouring proof first. No date but the relatively short (Heliocolor) delivery times mentioned could date from post-1905 years.

**Neuheit!** **Neuheit!**

**Stahlstich-Imitation.**

Fertigstellung (auch für Lichtdruck) ca. 14 Tage nach Empfang des Materials.  
 Lichtdruckkarten zum Preise von M. 15.— per Mille und  
 Stahlstich-Imitation „ „ „ M. 20.— „ „

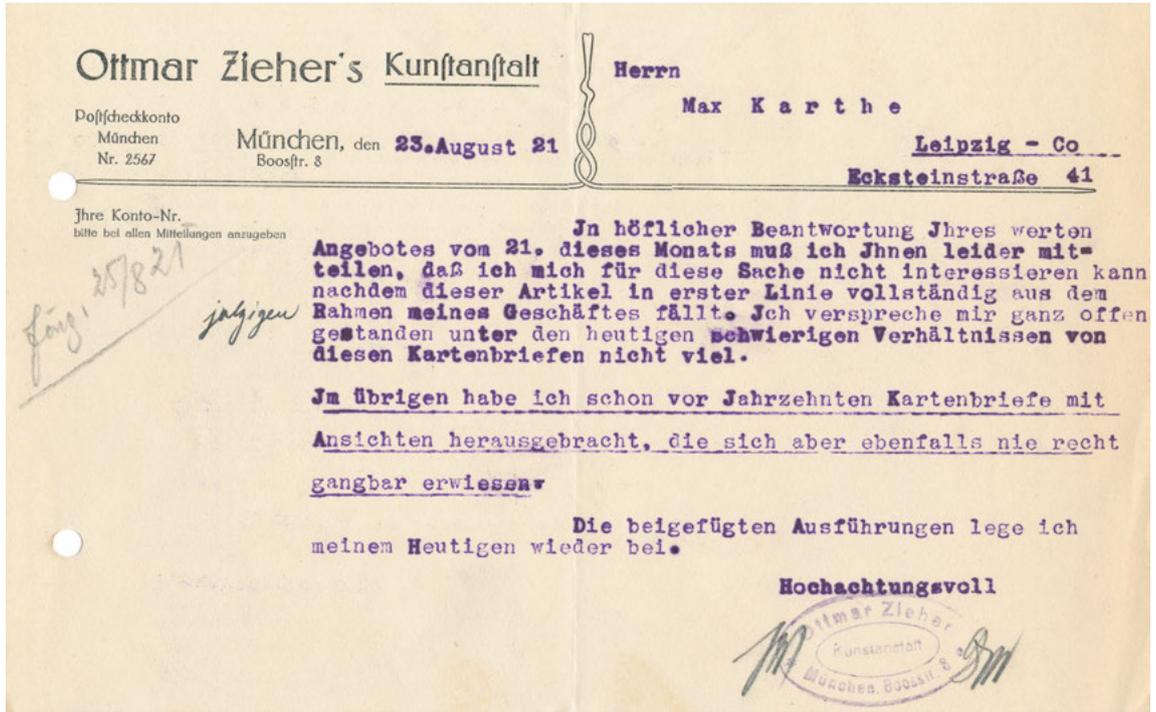
Können nur gegen Nachnahme oder Voreinsendung des Betrages geliefert werden, nachdem der ausserordentlich billige Preis die Gewährung eines Zieles nicht zulässt.

Bei diesem Anlasse gestatte ich mir Ihnen eine erfolgreiche Weihnachts-Saison zu wünschen und Ihnen zugleich anlässlich des bevorstehenden Jahreswechsels zu gratulieren, mit der Bitte um Fortdauer Ihres geschätzten Wohlwollens.  
 Hochachtungsvoll  
 Ottmar Zieher's Kunstanstalt, München,  
 Boosstrasse 8.

Fertigstellung von Heliocolor-Karten ca. 4 Wochen nach Empfang des Materials, vorausgesetzt, dass kein Probekolorat erforderlich.



A message by O.Z.M. to a person from Leipzig dated 23 August 1921. Zieher has no interest in a postcard card letter article offered. Not only because the actual difficult times, but because he has had own similar card letters with views on the market decades ago. Without much success then. Not fitting into his actual business line anyway. Quite plain Zieher letterhead. With Boosstr. 8 street address only.



Although the Zieher's placed the majority of their ppc printing orders with Emil Pinkau & Co, Leipzig, it does not mean that each and every O.Z.M. card was produced at Wittenbergerstr. 15. For instance there is a series of cards signed Zeno Diemer (1867-1939) with views from Munich and printed by coloured halftone process. One of my samples was p/u 1905. Another card series, also many with views from the Munich area, shows an interesting detail. It

ZIEHER'S POSTKARTE

reads "Zieher's Postkarte" and a 3-digit (card) number is found at lower left position. A "Photochromkarte" (protected) and indeed the picture was printed that way. Now Pinkau offered "Photochromie" process, which is more or less the same. But this is different quality, not Pinkau. Likely these "Zieher's Postkarten" were printed by Vereinigte Kunstanstalten A.G. from Kaufbeuren, the major source for "Photochrom" printing in Bavaria/Germany. A big printing company that came under control of the Swiss Orell Füssli group of companies.

Clear is that O. Zieher used other printers for (mostly) monochrome cards, either b/w or sepia style from about 1910 from time to time. One printer can be identified by codes used. It was Sinsel & Co. GmbH from Leipzig-Oetzsch. See 'Leipzig ppc printers 1908' article this issue. Other Zieher collotype card issues might be printed by Pinkau, as this company used to change layout details and favourite caption fonts etc suddenly from time to time. Although the typical codes Pinkau is known for are missing. There was a lot of competition among printers, price dumping, and Zieher surely shopped around like other publish-

ers for lowest price and fastest delivery. On a b/w collotype card, well printed, with view of Oberfalkenstein, is an interesting O.Z.M. imprint with year date 1911 (I guess), which I haven't seen before. See (enlarged) illustration. Have a single sample with this O.Z.M. imprint only.

I was always closely involved in the research projects on Emil Pinkau & Co. by George Webber, Guernsey. The different code systems this company used for decades are fascinating indeed. And helpful as well. Above projects took place years ago, results were published in TPA issues. Since then I have continued to "accumulate" any Pinkau coded cards when coming my way. There are still many around. Now it pays off to have quite some Pinkau printed cards at hand, because O. Zieher continued to order printing from Leipzig. The so-called Pinkau Capital Letter codes appears on cards from 1913-1926 (see table in TPA 16/article available from TPA web site). With these codes at hand it is clear that O.Z.M. continued to order quantity ppc printing from Pinkau not

only during WW1 years but up to the mid 1920's at least. Monochrome ("Phototon") views, particularly during the economic difficult times, but mostly Heliocolor quality. A second line, also supplied by Pinkau, were the so-called "Künstlerphotochrom" cards.

A word on Pinkau's printing processes mentioned in connection with Ottmar Zieher. The original Heliocolor (later written with "K" instead "c") process was a Autochrome = combined letterpress halftone printing for image with a number of colours superimposed using lithographic process. Louis Glaser's protected "Autochrome" was the first professional combined process on the market used for ppc printing. Many major printers quickly introduced almost identical processes, with minor differences. The Autochrome process allowed to print coloured postcards in colour faster and at a lower price than the chromolithographic process. After about 1906 all these Autochrome processes used began to show less quality as printers were forced to save time and money (less colour runs) due to severe competition as well as a

Mountain panorama view, carefully drawn/arranged. Perhaps by "O. & R."; these initials found at lower left corner inside picture. Quality (sepia) collotype printed by unknown printer. O.Z.M. Br. Nr. 3884, not p/u but with year "1922" imprinted.



flood of orders coming in (mainly from the U.S.) difficult to fill in time. E. Pinkau's business continued to grow all the time, and even in later years/decades, Pinkau worked profitable in contrast to many others. Their Heliocolor process was soon modified, easy to see when comparing earlier printings with those from c. 1906. As said before, this was a combined process and two different press types were needed. In order to save time, money and to optimise the work-flow, the people at Pinkau started to use lithography as sole process only. The halftone image was no longer done on letterpress machines. As with many other new ideas, the early period was difficult and resulted in quality loss. Less details and a general "mushy" look due to not perfect halftone transfer onto printing plates. Furthermore Johannes Pinkau had introduced a new then method to transfer the individual postcard forms semi-automatically onto the (huge) format printing plates holding for instance 64 cards. The result were register problems occasionally, but it saved plenty of time and work power in return. By 1908 Emil Pinkau & Co had 26 litho presses besides 5 collotype and only a handful of letterpresses.

Ottmar Zieher had likely a strong position in ppc publishing trade before/around the turn of the century. But more and more competitors entered the market. The times of good profits to be made quickly with ppc's soon faded. O.Z.M. appears to have limited their postcard issues to Germany and neighbouring countries quite soon. In 1920's Zieher began to concentrate publishing activities on central and southern Germany, with a few exceptions now and then. Not to forget that ppc's were influenced by trends. Monochrome gravure printed cards were popular suddenly. Haven't found any Zieher's of this make yet, but a couple of 1920's gravure imitation which had been on offer before. Real photo cards were also welcome by buyers, and O.Z.M. offered a growing number from about 1922 on. The typical coloured (Autochrome-type) cards were less asked for.

Who the supplier of O.Z.M.'s growing line of real photo cards were is unclear. There are two different makes/qualities. Pinkau had also real photo card printing on offer. But despite a handful of halftone printed cards with Zieher publisher line, without any codes but typical "Pinkau-smell", I have never seen any O.Z.M. ppc's with Pinkau's Dot & Dash codes on. The code system that followed the Capital Letters. Had the business relationship ended? After more than 30 years? Who knows.

**PS:** At this place I wish to say farewell to George Webber, Guernsey. A big **Thank You** and all the best wherever you are. Helmfried Luers/TPA.

**Castle Elmau** with the Alps in background. Zieher bromide (photo) card no. 271. Not p/u but with dated message from 1926.



**Mittenwald. Street view.** Bavarian Alps. Zieher "Phototon" card no. 4173. Mailed from Austria to Germany in June 1929. High quality collotype printing by unknown printer on special matt card. Very photo-like indeed.



**Schlungenbad.** Health Spa near Wiesbaden, Hessian. O.Z.M. "Bromoglanz" card no. 343. This was sort of real photo imitation. Collotype printing on special board with additional lacque finish. Not p/u, unknown printer. Should date from late 1930's.



**Der Walchensee.** Deep lake in Bavarian Alps. Zieher "Fotokarte" with the highest number (3710) I have seen on Zieher real photo cards yet. P/u early 1938. Only few later postally used Zieher cards found (eg. 1941). No post-WW2 card issues seen at all.



Portrait of Ottmar Zieher (detail) and Zieher company history information taken from: "Münchner Ansichtskarten. Anmerkungen zu ihrer Geschichte" by Adolf Kugler. Published in "Aus dem Antiquariat" – Börsenblatt für den Deutschen Buchhandel · Frankfurter Ausgabe · Nr. 26 vom 31. März 1988. All other illustrations from own collection.