

# Kashin Views printed by C.G. Röder, Leipzig

by Alexander Semenov, Russia

Kashin (Tver province, Russia) is a small town to the North-East from Tver (approximately 150 km).

In the year 1900 the Austrian (Slovak) Josef Polonec moved to Kashin and opened a haberdashery and bookstore named "Warsaw Shop". But more interesting that he began to sell picture postcards with views from Kashin.

His first series of cards was ordered from C.G. Röder, Leipzig, Saxony, Germany. Actually seven different views are known and they are very attractive for collectors.

The Röder printer codes of these postcards are J. 5377, J. 5379 - J. 5383, J. 5385.

Cards with two "J" codes (eg. J. 5378, J. 5384) are not known but there is a chance that they exist.

Besides of the typical Röder codes the ppc's have also other four digits codes as 9258 (attached to C.G. Röder code J.5377) etc. up to 9263. It appears that these particular codes were added by agents or middlemen. The earliest date of the postal use of ppc with the Röder code J.5383 (second code 9257) was 15 January 1902.

All the photos for the Kashin series were made by the local photographer Vassily Kolotilshchikov.

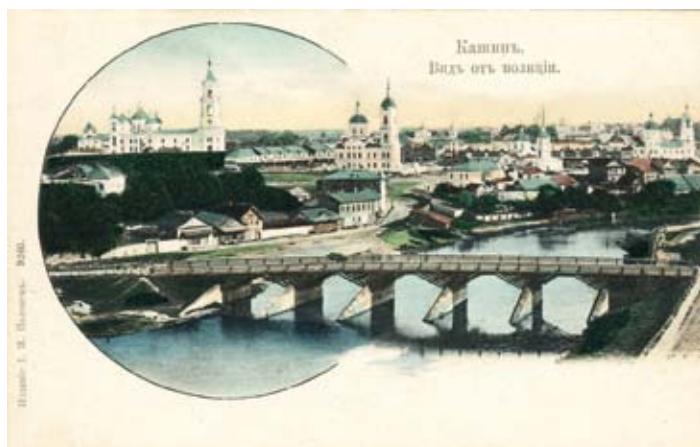
As far I know these cards were the only items ordered for Tver province from Röder.



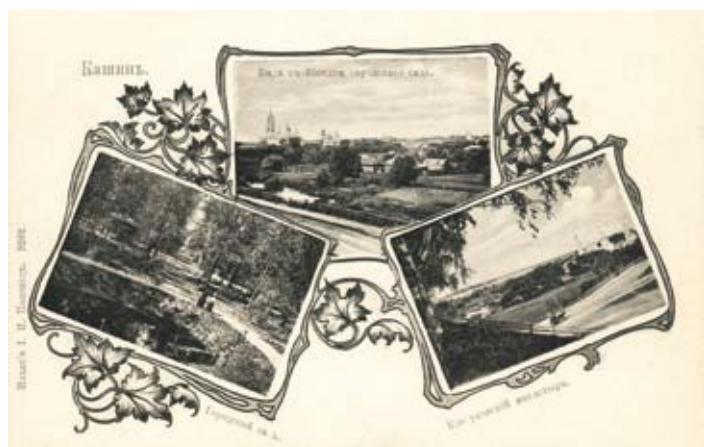
Kashin. Bolotski Garden. Publisher J. Polonec. Code 9258 on picture side. Röder code J. 5377 / address side of card.

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Kashin. View from the police office to the center of town. Publisher J. Polonec. Code 9260 in publisher line. Röder code J. 5379.



(above right) Kashin. Two views of the town and the City garden. Publisher J. Polonec. Code 9262. Röder code J. 5380.



(right) Kashin. Dumskaya street. City garden. Mineral water resort. Publisher J. Polonec. Code 9261. Röder code J. 5382.

**Editor note:** Interesting study of the various designs C.G. Röder used for picture sides. Single oval vignette with details crossing the image border, details removed or faded out, according the then popular postcard designs. Then again multi-views arranged in typical Greetings from.. style with plenty of floral artwork around. Designs of around the turn of the century. However, just a single card with additional (machine?) colouring.

**Kashin. Moskowskaya street.** Publisher J. Polonec. Code 9257. Röder code J. 5383.



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**Editor note:** Alexander has assumed that the second (4-digit) number found on his cards had something to do with middlemen/agents. The early "J" batchnumbers were used in 1901 to 1902 only. Why many of these issues show a second number on



front/publisher line is still unclear. "Difficult territory" as George Webber used to say. I show a Berlin view, Bismarck Memorial, of similar earlier "circular" design style. It bears Röder J. 7684, was postally used in February 1903. No publisher imprint, but a "4603" is found on picture side in lower left corner. Now C.G. Röder was a typical ppc contract printer who preferred to remain in the background during the early years in postcard printing business. Many orders came in via "jobbers". It would have good to know

how the shop owner in Kashin either got in touch with Röder directly or who his jobber/agency had been. In general there is a lack of serious information on organisation details of the old ppc trade.

The little bit unusual picture side design style, with image details in circular/oval or other shape, parts of the image "flowing out" etc. was typical for (mostly collotype printed) cards from the turn of the century. But C.G. Röder and other firms used it again later occasionally. Everything comes back.

C.G. Röder Works, Leipzig, Gerichtsweg. View of factory and the various (production) departments by 1896, when the company celebrated its 50th birthday. Röder company grew considerably in following decades. See Röder TPA #20 articles on the TPA website.

