

The Postcard Album #20



C.G. Röder, Leipzig · Postcard Printing Department

*...The C.G. Röder Story...Dating Röder Cards by George Webber...
...Postcards of St. Helena by Bob Richardson...Postcard Printers
from Berlin...Annie French – "Glasgow Girl" by Ken E. Harman...
...WW1: Propaganda Cards(?)...Research Update...and much more!*



Postcard History · Publisher/Printer Research

You are new to TPA and wonder what this Röder stuff is all about? "Numbers" used by the contract printer C.G. Röder on cards are the center of interest in the end. Okay, many views are nicely printed, colourful, detailed, and found worldwide, but in the end we are talking about imprinted numbers.

About 98 - 99% of all Röder printed picture postcards for customers in Germany as well as elsewhere on the globe do have a number imprinted on address side. Where exactly is explained below. This *card number* as I tend to call it, was a tool for the printer to keep track, for book-keeping as well as for the production, for reprints and where to find the correct photo negative/glass plate, colour scheme and any other information necessary.

Fascinating is that Röder used a consecutive numbering system, not only for a year as other printers did (like Dr. Trenkler & Co, also from Leipzig) but the numbers go on and on; one exception only. This is a great gift to researchers and especially for those who like to play around with figures like George Webber. The benefit for you is that you can **date** not postally used Röder printed

BATCH - JOB - PRODUCTION - CARD

NUMBERS

USED BY

C.G. RÖDER, LEIPZIG, SAXONY

By the Editor

cards (and I am quite sure that you have some in your collection!) with the (updated) lists George Webber has provided for this issue.

Furthermore it gives us some idea of the size of printing operations Röder was involved in, the number of printing jobs they handled per year, although the numbers on the cards do not tell us how many copies of a single card were once printed. Please keep in mind that reprints of the same view received a new card number, also if nothing was changed at all.

Pre-1900 Röder cards printed by chromolitho process show a 4-digit number on picture side. We better ignore them here, they are also hard to find. Röder concentrated on collotype process, perfected it by adding over-

lay colours from about 1900 on. Later in the 1920's the gravure printing process was also used by Röder for postcard printing. The latter process uses a fine halftone screen not that easily to see. But we stick to collotype which was the major Röder process. Many other printers used card numbers found at similar positions like Röder's. I recommend you use a good magnifying glass when searching your collection for Röder printed cards. Always take a sharp look at the picture. If it shows a *wrinkled grain* image and not a (regular) halftone screen and together with a "Röder-like" number on address side, you are on the winner's side. Collotype (Lichtdruck in German) is a photographic printing process and comes very near to real photo. Even experts have been fooled first when looking at quality collotype printings with glossy finish and thought it was a photo print. Collotype was the major process for ppc production for some years during the ppc boom, although the printing was slow and not easy to handle. Well, many other (German) printers used this process. How can we now identify Röder printed cards? Printing process plus the "right" card number on address side.

Generally all Röder card numbers are set in a serif font, type sizes can vary. Address side imprints are often printed in (all shades of) green ink, as many other printers also did. But there are also a number of Röder cards where the address side was printed in grey, black or even red ink. The latter (unfortunately) another colour popular with other (German) printers using collotype process. The address side layout ("Postcard" design/font, UPU imprint, stamp box size <dotted lines>, position/length of writing lines) is mostly uniform. However this remark is valid only for individual country issues. Different layouts according the official requirement and customer imprint preferences. As soon as you have identified Röder cards, eg from a series, you will easily understand what I mean.

Early Röder card numbers: 4 to 5-digit numbers usually found at the traditional lower right corner position. Some cards show double-numbering (reprints) and the other number is found at lower left corner, often smaller in size. **Exception:** early Röder printed cards for the German publisher/printer Cramer (Cekade) from Dortmund. Here the Röder number is often found in (non-conflicting) stamp box position (on undivided back = in Germany pre-1905).

J-Numbers: 2 to 5-digit, usually at lower right corner position. "J." stands for *Journal-Nummer*. A numbering/filing system mainly used by authorities at that time. Journal = folder (or envelope) to house correspondence and all other type of (paper) stuff on a certain file/order. *Journal-Nummer* was soon replaced by "Akten-Nr." = *File/Record-No.* in daily office use.

Other Röder card numbers: 4 to 6-digit numbers were soon not only found at the traditional lower right corner, but inside stamp box, at center or above the lower box line position, with or without other numbers and imprints. Guess this change was forced by customer requirements. Not so good for us when a card was postally used with intact postage stamp. Furthermore we find numbers set in brackets (for example on cards of the publ. Glückstadt & Münden, Hamburg).

Numbers with prefix: not only we have cards with the "J" which appears to be a Röder internal code, but also letters of (bigger) customers placed in front of the number. "A.K.L." is one, stands for *Alfred Krieger, Leipzig*, but who ordered also cards from other printers! Some cards with an "S." in front are known and then we have "R" cards. The number behind is usually NOT the Röder number. Publisher *Rothe* used own 4 to 5-digit no's, and the Röder number is found elsewhere on address side. *Rothe* ordered cards from other sources, too. And then we still have the odd "155" cards.

Unusual positions: Along dividing line, often in brackets and together with publ. card no, or the most unusual top dividing line position for Cramer ppc printer, even outdone by an odd place on the lower writing line. There are other variations around. This listing is not meant to be complete!

In most cases you can recognize a card to be Röder printed by the picture side anyway. After you have found a couple of cards with numbers at 'correct' position. Not only the quality of many early cards is excellent, the colouring rich, card board with special surface. Meant to be an economical alternative to the expensive chromolitho printed cards ("Gruss aus.."). Röder had a number of own makes / (combined) printing processes perfected, the commercial successful ones on offer for a number of years; worldwide. Not to forget various (border) designs, some of which were shown in previous TPA issues allowing a quick identification. In case you are in doubt, or think you have discovered something new or of very early date which *smells* like Röder, please send photocopy to the Editor or George Webber.

13191	J. 7602.
33152	J. 19769
156726	J. 11843.

*Ills above were enlarged to 200%.
All ills below are original size.*

