

**By the Editor**

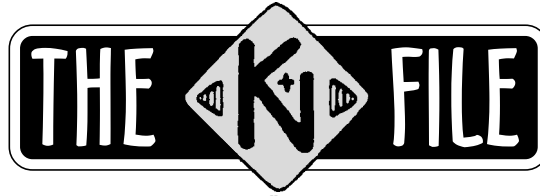
The firm of *Knackstedt & Näther* (K+N) from Hamburg has always been of special interest to me. See TPA #9, p28; TPA #10, p16 and Frans Bokelmann's article on K+N's Souvenir border cards as well as some general company history in TPA #11 p45-48, please.

K+N was one of the big ppc export printers in pre-1910 years, suddenly closed down and was relaunched as *Knackstedt & Co.* A firm with this name stayed in (postcard) printing business at least until the mid 1960's. Of very special interest to me was their business co-operation with other partners mentioned in their adverts (Paris, New York, Vienna). I strongly believe that it was their close (financial) co-operation with one or all of their 'allied' partner(s) that led to the suddenly end of K+N; besides ppc overproduction.

Research on this firm turned out to be difficult, BUT major progress was made now with all the 1907-11 issues of "*Papier-Zeitung*" at my place. I know for certain who the NY partner (publisher) was, and that it was K+N's financial engagement in this firm that finally led to the break down. Of course the general decline of the ppc industry around 1909-10 in general, with overproduction and protective tariffs had some influence. K+N worked mainly for export and from about 1907 on they concentrated on postcard printing ONLY. Their printing capacity was impressive! I also have reliable information on their Vienna partner and that another of the biggest German postcard producers was their business partner in NY as well as in Vienna. But more on the K+N history in detail next issue. First I have to put all the now available information in correct order. What I still not know for sure is who K+N's business partner in Paris was. I favour LL but there was also the other big French publisher N.D. (Neurdin) who ordered from German printers from time to time.

**K+N Stereo Cards**

I have already verified business contacts between LL and K+N for the time around 1900. LL ordered K+N's *Souvenir* cards (coloured chromolitho border illustrations with changing inserted views printed by b/w collotype -



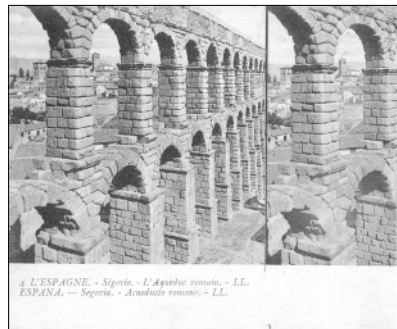
**KNACKSTEDT & NÄTHER - HAMBURG**

**PART 2**

introduced 1899) with French places imprinted. Another early K+N product were stereoscopic cards in postcard size, mostly b/w but also some in full colour. By the way, many thanks go to all who shared their K+N stereo cards with me. The problem with these cards is that address side layouts and the "Post Card" imprint, which could be very helpful for identification, is not uniform. See ills. below please. You find various typestyles and different U.P.U. (Union Postale Universelle) layouts, some of course used to meet individual countries' postal regulations.

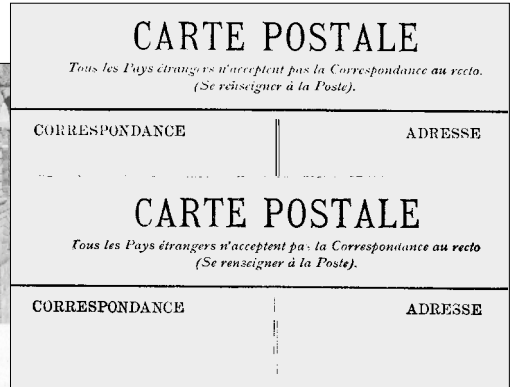
**More LL & K+N links discovered**

Mr. *Colin Griffiths* from Bristol has a special interest in Swiss cards. He sent me a photocopy of an LL stereo card (he owns a full set of 24 cards) titled "La Suisse", captions in French and English language. They look different from my Swiss LL stereo cards BUT very much like the work of K+N at first sight. The address side shows familiar typestyles and Colin Griffiths was so kind to send another sharp photocopy of the address side (same on all 24 cards). The writing lines arrangement is 100% K+N style. So we know now for sure that LL used K+N printed stereo cards for the Swiss market.



Then a LL stereo card with a view of roman aqueduct in Segovia, Spain (see ill.) came in my possession. I am not sure if I discovered this card myself or if either *Frans Bokelmann* or *Chris Ratcliffe* gave it to me. Both kindly send me stereo cards quite regularly. The card bears no. 4 and captions are in French and Spanish. The address side looks like a typical, often seen, LL one.

All my 100% identified K+N printed stereo cards have undivided address sides however. So I looked through my K+N collection and suddenly I had found a "twin", a absolute identical address side layout! Soon I had discovered several more. All are from the earlier mention K+N Souvenir series with their coloured chromolitho motifs with inserted French views and LL as publisher. Below you see the address side of the Spanish stereo card together with an K+N souvenir cards address side for LL (not full size ill.). Both come from the same source - another piece of the puzzle. It is now very likely that there was really some closer co-operation between LL and the Hamburg printer for a couple of years. The German reader who had drawn my attention to Neurdin being the possible allied partner of K+N has not yet provided the promised material. I favour LL to be the business partner in Paris mentioned in K+N adverts. Probably LL had the same problem as R. Tuck & Sons. Too successful and not enough production capacity to meet demand. Research continues, readers help always appreciated, and some day we will know for sure what was going on, about 100 years ago.



**POSTKARTE.**

**POSTKARTE.**

**Postkarte.**

**Post-Karte.**

**Union postale universelle  
CARTE POSTALE.**

**UNION POSTALE UNIVERSELLE.**

**CARTE POSTALE.**

This is a selection of "Post Card" with/without UPU imprint found on my K+N stereoscopic postcards (1:1 size). All were printed (& published) definitely by Knackstedt + Näther, Hamburg. There might be other variations, especially when different typestyles were used. It looks that K+N was short of type and the composers took what they had at hand at that moment. Non-German issues always show beside native language an translation in French language which was and still is the official language of the Universal Postal Union. All cards have another K+N typical characteristic which my Dutch friend Henk Voskuilen drew my attention to. The arrangement and size of the writing lines. 4 lines in general, 2 long and 2 shorter; only the Dutch issues have 3 lines only. You need quite a number of cards to recognize this. Very helpful for identification of K+N's.

**BRIEFKAART**

(CARTE POSTALE)

**ALGEMEENE POSTVEREENIGING (UNION POSTALE UNIVERSELLE)**

**Zijde voor het adres bestemd. (Côté réservé à l'adresse).**

**BELGIQUE**

**UNION POSTALE UNIVERSELLE.**

**CARTE POSTALE.**

**POSTKAART**

K+N

## Sichtdruck

Postkarten in allen Ausführungen und Farben  
Lieferzeit 20 Werkstage.

## Stereoscop-Verlag

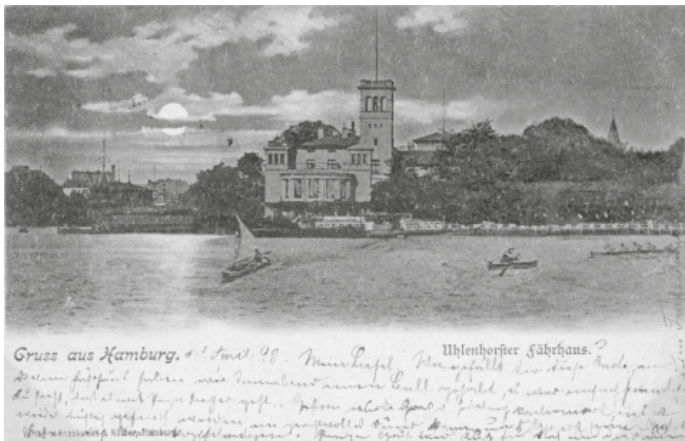
Stereoscop-Postkarten \* Polyscope \* Stereoscop-Apparate  
Stereoscop-Photographien

Hamburg Knackstedt & Näther

↑ This advert comes from "Papier-Zeitung", No. 2, January 1900. K+N offers *colloptype printed postcards, all makes and colours, delivery within 20 working days*. More of interest is the mention that K+N was a stereoscope publisher: *stereo postcards and photograph, Polyscope (?) and stereo-viewers were offered*. Other early ads mention K+N to be colloptype printers and *photographic institute*. This shows again the photographers background of the company founders *Louis Knackstedt* and *Hermann Näther*. Näther must have left the company quite soon again and Knackstedt (+ family, together with other partner(s) or most likely representatives of banks) dominated the firm. The business news column in "Papier-Zeitung", May 1900, lists following entry: *Miss Juliane Adolfine Ilse Marie Knackstedt*, book-keeper, (daughter of Louis? Or niece?) took the place of *Mr. Nicolaus Albert Branmann*, and was granted general commercial power of attorney for the company of Knackstedt & Näther, Hamburg-Eppendorf.

### Early K+N Postcards

The company of *Boyen & Maasch, Hamburg, Heuberg 9*, published a set of 10 postcards on "Life in the Army" (so-called 'Müllersche Soldaten-Postkarten'). It was reviewed in "Papier-Zeitung", November 1897. "Fine colloptype printed" by K+N. This is now the earliest mention of K+N printing postcards I know of. Although this was a set of non-topo cards. The earliest postally used picture postcard I have was mailed from Hamburg to Aurich, Ostfriesland (Northwestern Germany) on April 1, 1898.



*Gruss aus Hamburg*, showing the "Uhlenhorster Fährhaus" (ferry house). Not numbered and K+N mentioned as publishers only. Typical early *by moonlight* view with usual retouches. P/u in 1898. Nothing really exciting; Römmler & Jonas' (Dresden) moonlight cards, some of earlier origin, are of much better quality.

→ Half page advert from "Papier-Zeitung", 1907. Of major interest to me is not the showy illustration of the eagle, taking much of the space, but the mention that K+N printed postcards **ONLY**. By colloptype, chromolitho and letterpress printing processes, in all modern makes. "Excellent multicolour novelties". Samples and offer on request. Shown is also the modified K+N logo which looks much better as the one from the 1900 advert seen at top of page. The "allied" partner cities also mentioned. In early 1907 K+N had become one of Germany's biggest picture postcard printers. To stress it again, **K+N concentrated fully on ppc printing** (mostly export)! Other German printers like Röder, Pinkau, Stengel & Co, Dr. Trenkler & Co etc etc. printed also other objects. More (in detail) on this part of K+N's history in next issue.

Let us take a look at **Fritz Korf, Hamburg 11**, who was K+N's export agent, or as they were also called "export jobber". Korf replaced **Albert**



## Knackstedt & Näther

Hamburg ☐ Lichtdruckerei  
Steindruckerei  
Buchdruckerei

ausschliesslich für  
die Herstellung von

# Ansichts- Postkarten

in allen modernen Manieren

Hervorragende Neuheiten  
in Mehrfarbendruck

Muster und Offerte auf Wunsch

Liierte Anstalten: **Paris, New York, Wien**



Vertreter für Export: **Fritz Korf, Hamburg 11** ✍

**Aust**, also from Hamburg. The name of Aust is found on a number of early K+N cards (mostly views from Africa, Caribic, also German North Sea coast) dating from c. 1898-1900. Hamburg was Germany's major im-/export seaport, home of shipping companies and numerous export agents / agencies for various goods were found here.

The earliest mention of Fritz Korf's business activities is a short review of his product line he had on display at the Leipzig Fair in Sept. 1907. *Effka Verlag, Fritz Korf, Rödingsmarkt 73, Hamburg 11*, published various illustrated letterheads/writing paper as well as sheets with maritime (and other) illustrations, to be folded and sent out as letter without envelope needed. He had 400 different genre postcards (women, children, ballet etc), all available in 4 different colours, on offer (printed by K+N by the way), was export agent (except for the USA) for K+N, general agent for the Swiss printing firm of "A. Trüb" from Aarau ("Photochrom Postcards"), distributor of "Der kleine Wanderer" (popular edition), a colourful book of fairytales, printed by "Edler & Krische", Hannover.

"Effka" is again a play with initials; **F** of Fritz pronounced "Eff" + **K** of Korf pronounced "Ka". We had this several times before.

A review in "Papier-Zeitung", Mai 1907, lists K+N to be the source of this patented illustrated "letter", showing 8 diff. imprinted ills, with message written on can be folded, with gummed flap to be sealed and mailed without envelope. (D.R.P 190022 = first registered on Oct. 11, 1906 for *Arthur v. Francois* from Salzwedel and *Wilhelm Cohrs* from Charlottenburg). The firm of *Fritz Korf* is only mentioned as the sole agent for this "Patent-Ansichtsbrief". Korf claims this novelty to be soon patented in various countries. Korf also recommends this ill. letter to be a nice promotional item. So, it was not only available with different motifs of interest mostly to the German market, but customers could order this illustrated writing paper/letter with their own (business) photographs on. Illustrated is the "Hohenzollern-Brief" (royalty) letter, priced 20 Pf and it offers twice as much writing space as a regular postcard.

Fritz Korf placed adverts quite regularly in the "Papier-Zeitung". From January 1909 on however, he seldom offers any of his former products like cards and letters etc, but is looking for new products to represent. He also used a new house number in same street: *Rödingsmarkt 19/20*, "Big export sample stock-room in downtown Hamburg". Wants exclusive export agencies for items like art prints, posters, calendars, cigarette cards, postcards, deluxe paper products as well as any sort of paper novelties / promotion items. Did the former close co-operation with K+N has come to an end by late 1908? Not really as I found out. The firm of Fritz Korf, and it was indeed a firm and not just an single person, had not moved but added the show rooms in the same street to their business.

### Effka-Panorama-Postcard-Vending Machine

The range of *Effka* (genre) cards had reached a total number of around 700 different designs by late 1908. Although I have looked through many 1000's of cards I hardly find any with *Effka* logo on. The only card I have discovered is even not a subject but a regular Hamburg topo card (see ill.)

In February issues of "Papier-Zeitung" Fritz Korf advertises the new patented *Effka-Panorama-Postcard-Vending-Machine*, and offers interested investors an amazing 400% profit! Exclusive agencies were still

available for following countries: France, Italy, Spain, Portugal, Holland, Russia, the Balkans, North-America, Mexico, Central- and South-America, Africa and Asia. *Aha*, this was what kept Korf busy. He still offers the ill. letter stuff, but there are a number of similar products on the market.

The *Effka-Panorama-Postcard-Vending-Machine* was first presented to a bigger audience on the spring Leipzig trade fair 2.-7. March 1908. The new feature is a revolving system allowing the customer to view 9 to 10 different views/cards and then making his choice. Previous models around offered a single card only. That is why there were often several vending machines arranged in a row, each with a single view on sale only. But Fritz Korf was not the only business man who had thought of presenting improved postcard vending machines with more views on display. The big postcard printing/publishing company of **Peter Luhn, Barmen** (trademark: PELUBA; "Star" logo) had also introduced a luxury vending machine which allowed the interested customer to view up to 25 different views. A picture of this machine and more details in next issue.

It appears that the *Effka* Panorama vending machine had some mechanical problems, early models did not work that well. Fritz Korf used another manufacturer from Berlin (Sielaff Maschinenfabrik A.G.) and set up an own

The only card I have with a *Effka* logo on. **Hamburg, Jungfernstieg**, a popular and often seen spot on cards from Hamburg. Printed by colotype (duotone) by K+N. Mailed to Belgium in 1908. Distributed by the firm of *Georg Stilke*, Berlin. Stilke was not only a book publisher but did run many station kiosk's.



Hambu

**Deutsches Reichs-Patent**  
**Nr. 190 022**

Patente in allen Staaten angemeldet

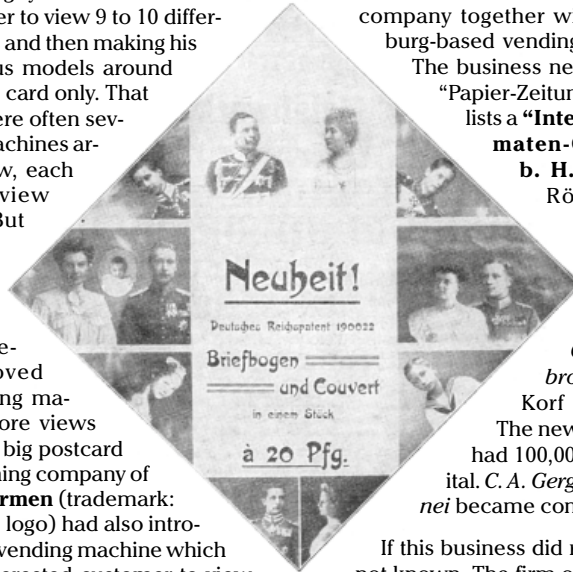
**Ansichtsbriefbogen | Hohenzollernbrief**  
**Flottenbrief | Militärbrief**

**Vornehmes Reklamemittel**

Monopol für die ganze Welt:

**Fritz Korf „Effka-Verlag“ Hamburg 11**

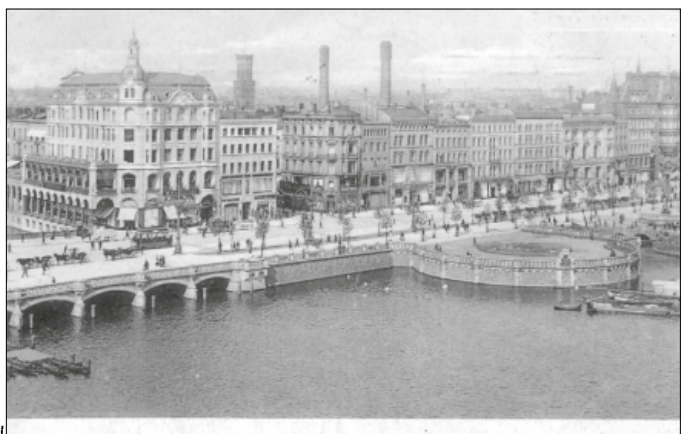
Vertreter und Grossisten für alle Plätze der Welt gesucht



company together with another Hamburg-based vending machine dealer.

The business news column of the "Papier-Zeitung", Sept. 27, 1908, lists a "**Internationale Automaten-Gesellschaft m. b. H., Hamburg 11**", Rödingsmarkt 73, founded by *F. F. C. Korf* of Fritz Korf and a *C. H. L. Kobrow* of *Automaten-Gesellschaft Kobrow & Cie. m.b.H.* Korf was the director. The new limited company had 100,000 Mark initial capital. *C. A. Gergler* and *Paul Hase-nei* became company secretaries.

If this business did run successfully is not known. The firm of Fritz Korf continued to place adverts in "Papier-Zeitung" from time to time (at least until late 1911) looking for goods to represent abroad. The *Effka* cards were no longer offered or even mentioned. There was no co-operation of Korf with the successor to K+N, **Knackstedt & Co.**, in business from late 1910 on.



### K+N Stereo-Card DRGM 83768 identified!

*Postkarte mit Abbildungen für Stereoskope. Alexander Platowitsch, Hann.-Münden. Applied for on September 30, 1897 and registered on November 22, 1897.* Mr. Platowitsch from the city of Hann.-Münden (on the river Weser) was the first to protect this stereo (post) card design and the date is most valuable to date K+N stereo cards. Guess K+N bought the DRGM from Platowitsch for own commercial use. The second DRGM number always found with the above reads 92395 and dates from c. early 1898. Hope to find details on this also some time.