

By the Editor

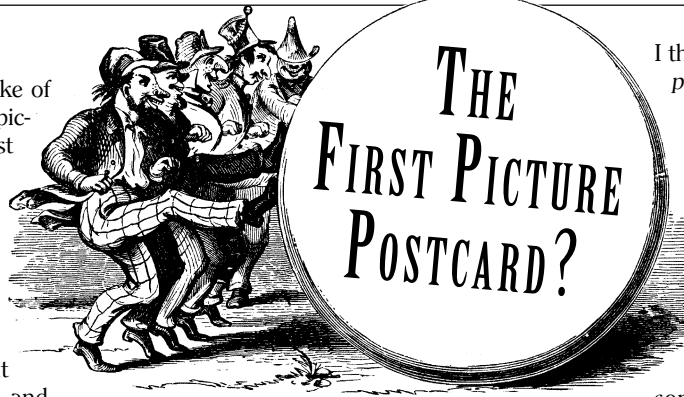
I never made a secret of my dislike of the discussion who “invented” the picture postcard or who was the first to send something looking like a picture postcard through the mail. This matter of dispute is around for over 100 years already. New finds of early picture postcards mailed before the official date postal authorities allowed private persons to send out postcards turn up quite regularly, and usually fetch high prices at auctions.

Also I do not understand why I should call myself *deltiologist*, *philacardist* or whatever. Or why collecting non-official picture postcards should belong somehow to philately, only because the card was transported by the postal service, carries a regular postage stamp and postmark. I don't need a classification, no pseudo-expert genre, I collect postcards only and information on printers and publishers.

As said above I try to keep away from the very early years of (picture) postcards history = postal history. But now I received (once again) a request from an US reader wishing to learn more on the ppc “inventor” **August Schwartz** from Oldenburg, a person often found/referred to in literature.

Dr. Heinrich von Stephan had first the idea of issuing a postcard (form) at a German postal congress in Karlsruhe (Nov 13, 1865 - March 2, 1866), but his suggestion was dropped. Austrian *Dr. Emanuel Hermann*, a professor at a Military Academy wrote an article (published January 1869) on “new means of correspondence by post”. And the Austrians were the first to introduce the newly invented “*Correspondenz-Karte*” on Oct. 1, 1869. Of course there were a couple of other people who claimed to have invented the “postcard” earlier. The German States issued their ‘*Correspondenz-Karte*’ on June 25, 1870. Not surprising that some cards came in circulation a couple of days before.

Then came the Franco-German War. France declared war on the German States on July 19, 1870, and great quantities of “Fieldpost-Correspondence Cards” were produced and



I think each country has its own ‘*first picture postcard playground*’, card finds postally used before official date and so on. I wish to quote from the US book “*Picture in the Post*” by Richard Carline (1972 edition): “*It is impossible now to verify the many claims to the invention of the picture postcard, and perhaps pointless to attempt it*”.

By the way, the chance to find something that qualifies as picture postcard from the mid 1870's to mid 1880's at fleamarkets or in standard dealer boxes in Germany is very, very tiny little.

Back to August Schwartz and the history of the ‘*Schulzesche Hofbuchhandlung und Hofbuchdruckerei*’. *Johann Peter Schulze*, born 1768 in Teschendorf/Celle, educationalist and studied theologian, opened the first bookshop in Oldenburg on Sept. 1, 1800. He had gained financial support from Duke Peter of Oldenburg. By late 1803 a letterpress dept was added to the business and some 85 books and publications on various topics were printed and published until 1825. Schulze died on Nov. 14, 1827 and his widow continued the shop. In 1830 she married the bookdealer *Johann Wilhelm Berndt*, born 1808 in Stralsund. Berndt's activities were various: printing, book and art dealer, antiquarian etc. 316 publications were published between 1840 to the mid 1860's. Two, at that time modern, fast printing presses (Sigl) were installed in 1847.

The son *Carl Berndt* and the son-in-law *August Schwartz*, bookdealer from the city of Dortmund, took over the business in 1864. In 1875 the firm was awarded with appointment to the court bookdealers and printers title. Carl Berndt died in 1884 and August Schwartz became sole owner. His son *Rudolf*, who had joined the firm already in 1893, took over the management in 1904 (death of August Schwartz). *Victor Schwartz*, son of Rudolf, took over the printing dept and together with a local partner converted it into a GmbH (Ltd), the publishing house followed in 1935. Victor Schwartz had to join the army in 1940, the business closed al

mailed. These cards were printed by private firms too, and a number of them were illustrated with (war) vignettes, various greetings imprints and sketches. The often referred to card of August Schwartz belongs to this genre, although it was mailed short before the outbreak of the war.

Well, I don't understand why the “*mobila*” card of Schwartz is said to be the first picture postcard. It is a unique specimen, and the illustration is on the wrong – the front side – of the postcard according postal regulations. Schwartz himself took this matter not too serious according articles he published in his own publications and almanacs/calendars. He saw himself as inventor of illustrated postcards because of the two sets of 25 cards each with woodcuts on (this time on the reverse) published in 1875. But in the meantime a number of other people had issued “picture” postcards already.

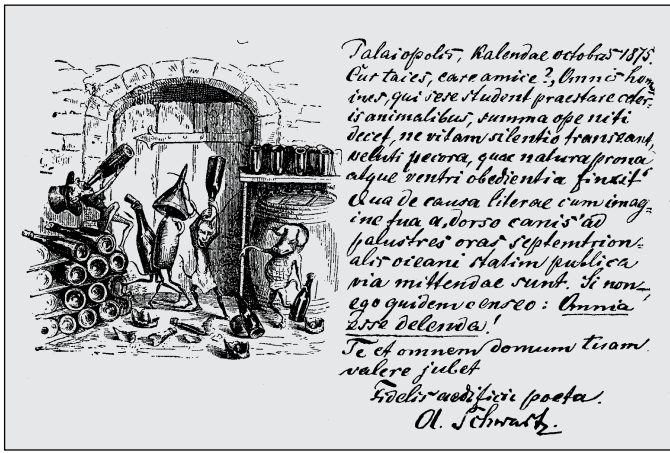
The major problem with the *first* picture postcard (in Germany) is, that there were too many other postcard-like items around (officially). From May 30, 1865 on it was allowed to mail out printed “*advice-notes*” of commercial nature, price lists, advertising etc. These required a 4 Pf postage stamp to be placed at upper right corner position. Besides the address following handwritten parts were accepted: name and address of sender, place, date and signature. To me, the common postal history amateur, this (printed matter) looks already very much like a *picture* postcard especially when a factory illustration was imprinted. Anyway, such samples turn up as “*first*” picture postcard from time to time.



August Schwartz (1837-1904). Photo dates from around the turn of the century.

→ This is the “*illustrated card*” that Schwartz mailed on July 16, 1870, the day it was decided in Germany to mobilize. Now clever August wrote “*mobila*” above “*Correspondenz-Karte*” and this, together with the mobilizing hectic might have fooled the post office. The small military vignette with artilleryman fits also well. Both photos from private collection; taken from the book “*In Oldenburg gedruckt*” (1999).





ready earlier. The printing during war days was taken over by Stalling, the biggest printing company in Oldenburg. Rudolf Schwartz died in 1943. The printing business was leased by a *Diedrich Putscher* from Bremen, owner of a printing firm in Brinkum, in 1945. The former well running publishing house received a business permit as late as in 1949, and never really made it again. Putscher modernized and expanded the printing business and concentrated on general printing as well as book, publications and coloured prints. Said to have worked for bigger publishers in Berlin, Hamburg, Bremen and Tübingen.

On Feb. 1, 1953 the entire firm was sold to *Wilhelm Kayser*, who continued to use the old name *Schulzesche Hofbuchdruckerei* together with his name. By 1960 an own

publishing dept was established (again) and the name read: *Schulzesche Hofbuchdruckerei und Verlag Wilhelm Kayser*. The company moved from the old location into new premises on August 1965. In 1993 the son *Hans-Heinrich Kayser* became sole owner, and the firm(s) were renamed again, the publishing house firm pointing out the establishing date of 1803.

Well, not so fascinating but this is the complete history of the firm of the "Postcard Inventor August Schwartz". By the way, the Kayser's did print some coloured picture postcards in the 1980's and 90's. Schwartz however, published and printed only 50 cards in all, two 'collections' of 25 cards each in autumn 1875. Illustrated with woodcuts done by 'Gubitz' (and others?), used previously in his periodical "Volksbote". Schwartz

did not tell the public how many copies he had printed/distributed. But he mentioned that soon a reprint of his humorous woodcut cards was published by *W. Berndt*, art publisher from Dresden.

I show two picture sides of the above mentioned card collection, illustrations were found in "Monatsschrift für Ansichtskarten-Sammler", Vol. 1, no. 7/8, dated Jan. 31, 1896 (coll. Ratcliffe/Luers). Both were used by August Schwartz himself for private correspondence. I don't know of any other postally used Schwartz cards around.

Sources used: *Postkarte genügt*, Horst Hille, Urania-Verlag Leipzig · Jena · Berlin 1988 (great book, highly recommended!); *In Oldenburg gedruckt*, Stadtmuseum Oldenburg, Band 36, Isensee Verlag 1999



Fürst Otto von Bismarck, the **Iron Chancellor**, is shown on the earliest p/u card I managed to find in my boxes. Collotype printed by Stengel & Co, Dresden in series III, no. 6142. Message dated Dec. 1890, postmark Berlin Dec. 14, 1890 and arrival postmark Dresden Dec. 15, 1890. Same handwriting on front and reverso, historically correct (Bismarck had the leave the political stage in March 1890 and lived on his estate Friedrichsruh / Sachsenwald (near Hamburg). But something is wrong with this card (in very good condition). The address side design does look like late 1890's. I don't know... And at that time Stengel & Co. was Stengel & Markert... (?)

➔ The earliest p/u card in my printing trade collection is a "**Gruss aus Wittekind**" (Dresden) with view of the printing house **Glöss** (establ. 1836). Two colour litho (brown/green) printed, but really bad register, card in used condition. P/u in July 1893, with typical "DEUTSCHE REICHSPOST. POSTKARTE" imprint on address side.

