

The collotype ppc printers **Glass & Tuscher** (G&T) from Leipzig belong to my favourite research projects. Not because I know much about their history, which is mostly hidden in the dark as with so many others. Not because I appreciate the almost constant good printing quality this firm offered to customers. And not because of the great number of printing sample cards G&T distributed of which many are still around today (I have 40+ different samples in my collection). But most of all I highly appreciate the production numbers found imprinted on their cards. Okay, it is not that clear during the early business years, but from 1910 on the card numbers (together with year date!) run on continual until WW2. This is a great gift to researchers.

The story began in October 1906 when **Reinhard Johannes Glaß** ('ß' = often written also 'ss') and **Leo August Tuscher** set up their **Graphische Kunstanstalt und Lichtdruckerei Glaß & Tuscher** (PZ Oct. 1906). My earliest G&T printing sample cards show rubberstamp imprints with their address given as **Leipzig-Reudnitz, Perthe-str. 2**. Ah, this firm was located opposite to the already well known C.G. Röder firm.

G&T stayed in the rented rooms until 1909 according the Leipzig addressbook of that year. Then they moved to Bayersche Str. 77, a four-storey building with regular flats and commercial enterprises. Two floors were occupied by a bookbinding firm (Bösenberg GmbH), and the house owners (Grunert & Lehmann) did run a foundry/metalworks there. I guess the bookbinder left and G&T moved in.

I was quite surprised to find out that Johannes Glass, who by the way lived just round the corner of their Perthe-str. location (Fromannstr.), as well as Leo Tuscher who lived even closer at Perthe-str. 12 were both "Kaufmann" (person with qualification in business). In smaller printing trade firms of that time usually we have one (or both) partner a printing expert and the other had a career in business. This and the fact that



G&T started a collotype printing business specializing in ppc's as late as by the end of 1906 is really unusual. At that time prices for collotype printed cards were already down, severe competition in Germany among (export) printers left meagre profit margins. Big companies as **Röder, Dr. Trenkler, Stengel & Co., Knackstedt & Näther** etc. obtained the profitable orders. Some firms were around for few years only, G&T however not only stayed in business but grew. So, there is a good chance that J. Glass and his partner L. Tuscher had the necessary experience in ppc business, had worked in a similar position/enterprise – before they opened their own business.

The (collotype) printing quality, the way retouches were arranged, favourite type fonts used and other details I noticed show many similarities with the work of Sinsel & Co, a printing house also from Leipzig. But this is at the moment pure guesswork only.

G&T's secret of success was not only quality printing but offering small quantities to customers. I have many promo cards from the years 1909-13 with "200 collotype cards for 4,50 Mark" imprint (see ill.) And the customer received really good quality, which surely resulted in repeat orders, also for larger quantities. Many other printers required a minimum order for 500, or more often 1000 cards. Of course G&T produced also the typical colour cards (collotype with litho overlay colours as well as hand/stencil coloured) in larger quantities for customers in Germany and worldwide.

To make any profits with small quantity orders you need latest production equipment, a perfect in-house organisation and cost management. Data on G&T's business size/production means is rare. Klimsch 1913 edition lists G&T as collotype, letterpress and

lithography printers and publishing house. Specialized in ppc's and catalogues. 4 collotype presses, 3 letterpress, 2 other machines and 40 workers. It was a small firm compared with others in Leipzig / elsewhere in Germany, but with huge ppc output.

G&T's publishing activities are worth a further look. Found no evidence so far that G&T published any postcards. But in 1911 and 1912 several volumes of a series of books/maps with artist work were published under G&T name. "Meister der Zeichnung" was the title of the series compiled by **Hans W. Singer**. Volume I was on the work of **Max Klinger**, vol. III on **Frans von Stuck**. Usually some 50 pages with art reproductions done by collotype process plus some 20-30 pages of information. There was also another book published and printed by G&T in 1911 with 'oddities' from the Royal gravure prints collection of Dresden.

Some time at the end of WW1 Glass & Tuscher business was converted into a GmbH (Ltd.) and the names of their founders don't turn up anymore (Klimsch 1921). Around 1925-26 G&T moved into an own four-storey building at Leipzig, Breite Str. 7. The Klimsch edition of 1928, 1930 and 1933 show the same entry, no changes except that the publishing business had been dropped. Leipzig addressbook 1939 reveals the identity of the manager(s) of Glass & Tuscher GmbH. Personally liable partner and managing director was a **Dr. Carl Rühle**. Mentioned is also a **Prof. Arthur Töpfer** together with 3 silent partners. G&T became the alternative collotype printing place for C.G. Röder (with Pinkau & Co.) in case of bomb damage (see TPA #20 p 38), and the building at Breite Str. 7 appears to have survived WW2 years. Polygraph printing trade addressbook 1950 edition lists a **Hermann Hamkens (vormals/formerly Glaß & Tuscher)** at the old address. Hamkens employed 8 workers and printed mostly labels on 6 letterpress machines. No collotype printing equipment nor postcards mentioned anymore.



Foldout panorama card of "Lakeside Park" published by "The Yarmouth Portrait Co., Yarmouth N.S. (Canada). Collotype printed with colour overlays and extra lacque protective coating. Not p/u but G&T code 'E 7899 13' identifies printing year as 1913. Late export!!

The first cards of G&T I have collected show the alphabet code which came in use in 1910 as I know now, probably on occasion of G&T's move into Bayersche Str. 77. But what was in the time before? The firm was established in October 1906. It was Dutch friend *Henk Voskuilen* who came up with an answer. Henk is busy compiling a list of Dutch cards printed by Dr. Trenkler & Co, Leipzig, and I guess he has 1000's by now. Dr. Trenkler & Co. used a special code consisting of 2 numbers in bold type (for the year), space, then card number up to 5-digits, for quite some years. The code was found at lower right corner position.

Henk had several cards with "08" and "09" year imprints which somehow did not fit into the Dr. Trenkler numbering and the address side layout differed also slightly. Luckily he has also a good knowledge of other ppc printers and their specific card layouts and suspected the not fitting cards to be of G&T origin and not Dr. Trenkler. Well, Henk was right and found the answer for G&T card codes of the years 1908 and 1909. Then I received further help from Canadian reader *Maggie Toms*. She has helped already sev-

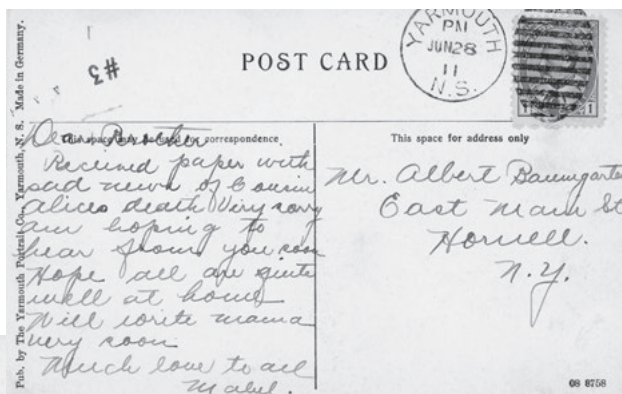
eral times before and has a good eye for address side layouts of Canadian cards. Maggie sent me several cards with G&T codes, some with the "08" year imprint and others with typical alphabet style and all showed the same make and address side layout. A big G&T customer in Canada was "The Yarmouth Portrait Co." from Yarmouth, Nova Scotia. G&T supplied cards of various qualities to this customer during 1907 - 1913 according card finds. Yes, I said 1907 - and this knowledge is based also on Maggie Toms. She discovered more cards with typical G&T design but with a plain 4-digit number imprint only at lower right corner position. This was of course perfect co-operation and I wish to thank both Henk and Maggie very much. I don't think that I would have managed to find the answer so soon without their help.

Henk assumes also that G&T might have got some problems with the much bigger firm Dr. Trenkler for using similar looking codes on cards, and that this was the reason why G&T dropped it and used the alphabet code with year date from 1910 on. I think he is also right with this explanation.

5884	A 3150 10	V 3617 28
08 8758	B 1488 10	
09 1226	N 3423 22	

Typical G&T card number imprints starting with 1907 until 1927 when number moved into stampbox (not original size but blown up to approx 200%)

G&T no. 8758 from 1908 printed for their Canadian customer "The Yarmouth Portrait Co." who appears not to have used own card numbers. This address side layout and type for the word "Post Card" is very typical for Canadian G&T printed cards. But NOT the only around!



Prince Street, Yarmouth, N.S., nice but quite empty street view. Monochrome collotype on rough surface board. The customer received also fine coloured cards from G&T, hand as well machine coloured. Also with wooden border design, glossy finish and so on.

### Glass & Tuschler's card codes

4-digit number used for 1907. Followed by Dr. Trenkler-like card no. with year date in bold type in front used for 1908 and 1909. Alphabet with year number code from 1910 on (Letter followed by 4-digit card number, space, year date).

Following list shows the alphabetical use of letters by G&T, based on cards I have at hand. Numbering appears to start from 10 to 9999, then with next letter same procedure again, also in same year. Listed are always the lowest and highest card no's per letter I have collected.

1910	A 475 - 8986
	B 1488
1911	B 5278 - 7084
	C 2440 - 6533
1912	C 9691
	D 848 - 7884
1913	E 6208 - 7889
1914	G 5309 - 8379
	H 2955
1915	H 5971 - 9428
	J 4809 - 5210
1916	J 5175 - 7741
	K 800
1917	K 3752 - 5234
1918	K 7329
1919	L 6517
1920	M 1077
1921	M 8787
1922	N 3423 - 4759
1923	O 5105
1924	O 9269 - 9502
	P 48 - 2302
1925	Q 5218
1926	S 2127
1927	T 2277 - 3981

(\* card code from now on in stampbox)

1928	V 2277 - 4618
1929	V 9325
1930	W 5177
	X 303
1931	Y 5721 - 7419
	Z 1619 - 4614
1932	Z 9204
1933	A 6513 - 9784
	B 1832
1934	C 4840
1936	E 1111
	F 5051
1937	F 7970
	G 2436 - 9185
1938	H 6670
	I 5673 - 9228
	J 10009 ***
1939	K 340 - 11011 ***
	L 3870 - 4998
1940	L 8745
	M 3673 - 9102
1942	P 707
	Q 3220

\*\*\* although I included these two 5-digit numbers I believe they were never original card no's. Found on special promo cards without any publ. imprint. Perhaps for internal use only or just fictitious.

I show a typical G&T address side with promotional imprint for their small run special offer. 200 postcards for 4,50 Mark plus postage. After any photograph or sketch, including caption imprint. Unknown customers received their cards under c.o.d. condition and orders from abroad only when paid in advance. This way G&T surely avoided plenty of trouble with payments.

For this special offer G&T used the regular monochrome collotype process, first named "Crayon" but then "Graphit". According my samples of this process the customer received good to very good quality for the money, as far as I can judge. Not every photo sent in was good for reproduction, required extra retouches and work.

This promo card is also of special interest for the G&T card codes. It is my most recent sample, bought **09 3811** it while working on this article, and it shows the "Dr. Trenkler-like" number used in 1908-09. (ill blown up to 200%)

## VierMark 50Pf.

kosten bei uns 200 Stück Lichtdruck-

## Postkarten

nach jeder Photographie, Zeichnung etc. mit kurzem Text. / Porto extra (innerhalb Deutschland und Österreich 30 Pf.). / An uns unbekannte Besteller gegen Nachnahme zuzüglich Spesen 20 Pf. / Ausland gegen Vorauszahlung.

## Glass & Tuscher

Leipzig / Bayerische Str. 77

Tel.-Adresse: Lichtdruck

**Man verlange vollständige Muster!**

Wenn nicht anders vorgefrieben, ist die Anordnung des Bildes uns überlassen.

09 3811

Glass & Tuscher were 'typical' picture postcard printers, at least when I look through the hundreds of G&T printed cards I have accumulated over the years. "Topo's" were what kept G&T's business running.

I mentioned my printing sample cards of G&T's first location at Perthestr. 2. Rubber-stamped address and process name let me first believe that they started using the monochrome Crayon/Graphit = b/w process only. Especially as I have not found any data on the printing equipment G&T used in the early years. Well, I soon realized that I was wrong when Maggie Toms sent me the early Canadian cards done by G&T, of which many were multi-coloured. Then I received another G&T promo card with Perthestr. rubber-stamp imprint. It shows the medieval center of the German city of Braunschweig, and is excellent machine coloured. The process was just named "Chromolithdruck" = coloured collotype. No specific own name creation. In coming years various processes and/or design names were used: **Regina** (with border design but also duotone full-faced); **Chromo-Iris**; **Sepia**; **Sepia-coloured**; **Bromophot**; **Opal** gravure type; **Opal-Glanz** (glossy finish); **Spiegelglanz schwarz** (high glossy); **Fotobrom**; **Lipsia**; **Azur-Spiegelglanz** etc.

G&T followed the actual trends, means that cards although done by collotype process looked like gravure imitation, or later like real photo cards. They perfected the finishing a great deal. "Spiegelglanz" is indeed a thicker coating giving a very clean shining look. Many would say the card to be a real photo at first glance. Above mentioned process names do not cover the entire G&T program. Postcards were also available with or without white border, deckle-edged, plate-sunk, matt or glossy, in different printing colours, (hand)coloured and so on.

Although Glass & Tuscher worked mainly for customers in Germany, their export activities are worth a further look. I already mentioned this printer in TPA #20 page 45 (export to Netherlands in 1937). No isolated case, as G&T continued to print ppc's for customers abroad from the early 1920's on until the outbreak of WW2 (*con't next page*)

Street view of the village **Mittenwald** on the River Isar (Bavaria). **Chromolithdruck**, G&T no. A 3454 from 1910. P/u in Sept. 1911. Published by local firm **L(orenz) Kaindl**, his tobacco shop is seen on the right. With plenty of postcards on display in the shop window by the way.



Award-winning dancing duo **Schneider Hansi und Rosi** posing for the photographer. Monochrome collotype printed, with G&T's '200 cards for 4,50 Marks' promo advert on address side. Card no A 3848 from 1910. Not p/u. The duo is dressed in typical southern Germany national costume. A number '3' inside picture might stand for card 3 in a series. Nice non-topo G&T sample. Their special offer for a small run of cards at a fixed price was a clever idea. Also for artists of regional interest only.



**Campina. Eruptiunea unei sonde.** The successful search for an oil well in Roumania. Publisher line reads "Depozitul Universal Saraga" from Bucuresti. No. 2248. G&T card no. B 1488 from 1910. This card was mailed to Hungary in May 1911. Coloured, b/w collotype with litho overlay colours and (printing) lacque finish. Guess G&T had some problems with the retouches of the sent in photo, which appears to be not so good. I have more cards from Roumania on their (once) important oil industry.

"Meier's Adressbuch der Exporteure und Importeure 1926" still lists 12 German export printers of ppc's and artist cards. Among them G&T who was the only firm who had an own agent for export: *Alfred Fränkel, Hamburg, Südseehaus.*

Thanks to Maggie Toms I have a number of Canadian cards printed by G&T, not only from Nova Scotia but also other Canadian states. However, I have not seen a single card from the USA with G&T code on. Probably they have kept away from this huge market, and then came the protective tariffs. But such protection instruments for the home industry came in use in many other countries at that time. Information on non-German cards with Glass & Tuscher code on always welcome.

This printer worked also for a couple of medium to bigger German publishers (see Frans Bokelmann's article on Glückstadt & Münden elsewhere in this issue): *Julius Simonsen, Oldenburg i. H.; Georg Klemm, Berlin; Hilmar, München; Edm. von König, Heidelberg; R. Lederbogen, Halberstadt; Gebr. Heberlein, Zwickau* etc, but mostly for smaller - but many - businesses. Their coding system is easy to follow with clear printing date: with the exception of the early years and their promo cards. Reprints received always a new number. Wish other German printers had used similar codes. Below I show the cover of a promotional map from 1938. Interesting the G&T logo illustrated, which I have never seen on any cards.

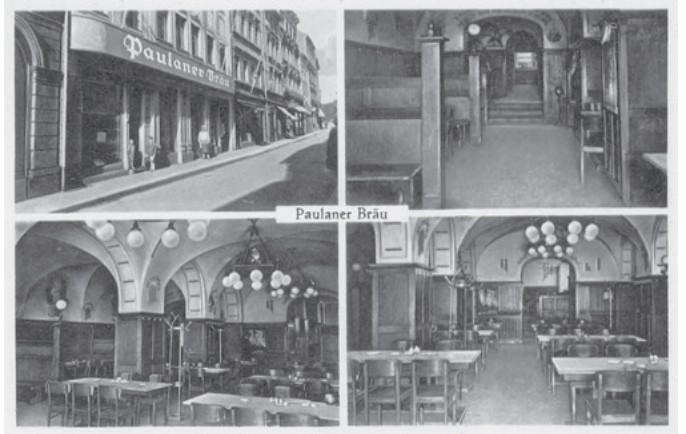


**Blackfriars Bridge, London.** Publ. line reads *The "Finsbury Series" No. 23. Printed abroad.* Monochrome collotype printed with G&T number 'B 6391' dating from 1911. Card was sent from Hampstead to Holland in Oct. 1913. Name of publisher of "Finsbury Series" unknown.



**Praia - Cabo Verde (Portugal). Rua do Sá da Bandeira.** Publ. by local firm *Levy & Irmãos.* Card comes from postcard booklet. Sepia duotone printed. G&T code M 8787 from 1921. Card p/u April 1923. Cabo Verde Islands are found in the Atlantic Ocean, off Senegal. Africa.

**Paulaner Bräu, Munich.** Multiview of bar published by local firm *M. Ritter.* G&T code Y 7419 in 1931. Printing process "Opal - Gravure style". Duotone collotype. Sample is black/green. The customer received 4 colour variations with 500 cards each. Card not p/u.



**Leeuwarden - Pier Pander Museum (Netherlands).** This card looks like real photo, but is G&T's Bromophot process. Plus it is deckle-edged and plate-sunk. From a postcard booklet (perforation along left side of card. Not p/u. G&T's code reads I 5673 (19)38. Glass & Tuscher worked for several Dutch publishers for a longer period.



... and another Bromophot card. **Helsinki, Aleksanterinkatu / Helsingfors, Alexandersgatan.** G&T code I 11 1939 which I do not think is the original code but nonsense. This card comes from a promo map with cards issued 1938. All cards show odd no's or nothing at all. Guess this card dates from 1938 or earlier.