

In TPA #18, p13 I have told what I did know on the postcard publisher/wholesaler “Novitas” at that time, together with some logo’s, named by me *Star logo with letter N inside*, named by me *Star logo with letter N inside*. I wasn’t very happy with what I had found out at that date, but published it anyway due to reader requests. Especially as the chronological order the different logo’s appeared on cards was still unclear.

Adolf Kugler, a long time ppc research pro from Munich, well known for his detailed research work on the (postcard) artist *Arthur Thiele*, has sent in what he has found out on these firms. As he again refers to some details I published in TPA #18, I thought it would be best to put all our facts and news on the different “Novitas” firms together.

The Novitas logo

I called it Star with letter N inside but this is not fully correct as Adolf Kugler found out. I should have looked more closely.



The star is formed (in a classical way) by two triangles, one of it simply turned upside down. Inside we see not only a letter “N” but a combination of a front portion of the letter N which stood for “*Neuheiten*” (novelties) and the other half of a letter V for “*Vertrieb*” (sales/marketing company). This was also the first name registered: **Neuheiten-Vertrieb “Novitas”**. Mr. Kugler believes that the above illustrated first Novitas logo was used exclusively until the firm was converted into a “GmbH” (Ltd) in 1909, then to be replaced by the “Double N logo” (see ill.). However, this logo appears already on below illustrated card p/u Dec 1906. A fine colourful chromolitho printed card with children motif and card no. 75251. At lower right corner an artist sign/signature “IP” is imprinted. By the way, the “Double N” logo appears twice. On picture



side at lower left corner position and another on address side at typical lower left position. The second small “N” should stand for “Novitas”, and I think this is the most common Novitas logo found on cards. An early set of at least 36 cards shows reproductions of paintings by different artists, (named “Mignon” - Novitas series 2606), fine gravure printed, plate-sunk on rough card, but there is no logo at all but full name *Neuheiten-Vertrieb “NOVITAS”* imprinted with Berlin S. 42 location. All cards have an undivided address side layout = of pre-1905 date.

The Company History

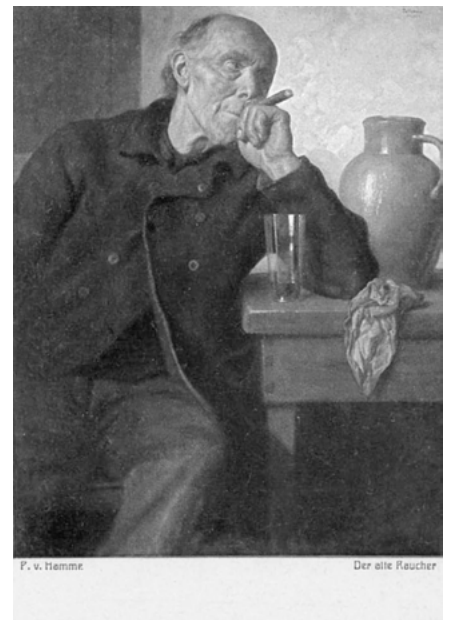
Neuheiten-Vertrieb “Novitas” was set up by *Oscar Heiermann* some time in 1902 and was found at *Prinzessinenstrasse 29, Berlin S 42*. According an entry in PAD 1904-05 edition they were postcard publishers and wholesalers. Heiermann’s business partners were *Otto Kellner* and his wife. Postcards were not the sole products the firm handled/manufactured. DeLuxe paper products, albums, paper decorations, menu cards and even wooden frames were offered. Some call this firm even a Novelty Mailorder company. January 1, 1909: the firm is converted into a limited company and reads now: **Novitas Neuheiten-Vertriebsgesellschaft, Oscar Heiermann und Otto Kellner**. Mrs. Kellner left the firm and as new (third) partner *Carl F. Hellriegel* joined Novitas. The name Hellriegel was well known in deluxe paper trade, own business established as early as 1842. Interesting to postcard collectors is the fact that Hellriegel was a big manufacturer of silk and velvet cards. At this date Novitas employed some 70 people and had 10 travelling salesmen representing the firm

Mignon No. 36 with full Novitas name imprinted on pre-1905 undivided back. Gravure (sepia) printed landscape painting with “C. St. Eneret” imprint which sounds like a Scandinavian source to me. Mignon No. 14 shows artist name “*Rasmussen-Eilersen*”.



worldwide. Novitas had moved in the meantime and was residing now at *Ritterstr. 76* (the heart of the so-called Export Quarter *Ritterstr.* which covered not this street alone but an area of over 20 streets).

According the information of Mr. Kugler, in the early 1920’s the Novitas firm split up. The Novitas *Oscar Heiermann* business remained at *Ritterstr. 76* and former partner *Otto Kellner* opened a new firm at nearby *Ritterstr. 71* location. Kellner’s firm read “**Novitas” Verlag Otto Kellner**. An entry in PAD 1921 edition describes his business as novelty mailorder, postcard publisher and wholesaler. Kellner used a slightly modified Novitas logo (see ill.) Postally used cards, some with also with Kellner name imprinted as well as PAD 1931/32 edition entry prove that “*Novitas Otto Kellner*” business was around for a longer period. The PAD 1931/32 listing describes his business as ‘art publisher’.



Novitas Kellner card no. 361 (coloured half-tone). “*Der alte Raucher*” signed *P.v. Hamme*. Official postcard of the Munich Art Exhibition. No idea if this was a one-time event or a series of regular exhibitions. I have also card no. 378 which was p/u in March 1921.

I understand Oscar Heiermann to have taken over the bigger share of the former Novitas Neuheiten-Vertriebs-Gesellschaft. The new company name was "**Novitas**" **Papierwarenfabrik Oscar Heiermann**, and business appeared to have prospered. The firm occupied production facilities at Ritterstr. 76, 77 and 78 until they moved into their own building at Ritterstr. 41, Berlin SW 68 in April 1927. Adolf Kugler identified two logo's used by Heiermann's Novitas business (see ill's 'Primolitho' + 'Novolito').

Their business activities and products are typical for a deLuxe paper manufacturer. Heiermann had an own lithography printing, embossing and gilding dept. Usually 100+ workers were employed, but it was a steady up and down. Figures found range from 80 to 180 workers. "BIRKNER" (Adressbuch der Papier-Industrie Europas) 1938 edition lists following products: *place cards; post and greeting cards, table decorations; photo albums; dust covers; maps/covers for writing material; notebooks; deLuxe cardboard packaging, cardboard boxes for stockings; jewellery boxes.* All available also for export of course. The "BIRKNER" entry by the way, lists the year 1902 the firm was set up. I found no trace of any "Novitas" follow-up firms in post-1945 literature, neither in Berlin nor elsewhere. "Novitas" is found often however. There is a "*Novitas-Verlag*" around in Berlin-Lichterfelde-Ost, Bahnhofstr. 13. Establ. in Juli 1949 and run by a *Hellmut Herda*. The business described as book- and art publishers. (Entry in "Adressbuch des deutschsprachigen Buchhandels", 1954 edition). But I found no evidence that this firm has had any connection with the pre WW2 Novitas firms.

The buildings in the Ritterstr. both Novitas firms were located were completely destroyed during the air-raids of WW2. It is however not known if the Novitas enterprises were still in business during war years at all, or had moved or whatever.

Novitas Cards

The output of greeting/art reproductions and even topo cards with the Novitas logo's on is indeed impressive and their cards are still often found nowadays. The different logo designs, some not very well printed and unclear make identification and dating not easy. The numbering system(s) of Novitas Neuheiten firm as well as later Novitas Kellner and Novitas Heiermann are sometimes confusing. Novitas Kellner cards usually bear a lower 3-digit number (Heiermann had numbers up to the 25th range) and the samples I have are all art reproductions. Sometimes however full name is imprinted with or without logo. I think in pre-1920's years Novitas Neuheiten were not publisher of (mostly greeting) cards but mainly wholesalers/distributor for other publishers/printers. In some cases I assume that Novitas had sole distribution rights or/and that series were re-issued exclusively for Novitas.



Primolitho

A sample of Novitas Heiermann "**Primolitho**" process. The printing process is hard to identify. Looks like a combination of offset and lithography, but is most likely 6 colour offset. This card is deckle-edged and has no card number at typical lower left position. Number might be hidden under postage stamp. Card p/u in June 1929.



Novolito

Novitas Heiermann's "**Novolito**" process. The printing process appears to be 4 colour halftone, the entire impression a bit flat. Again we have no typical card number but a small '25' inside circle at lower right corner position. Most of postmark unfortunately illegible, could be early 1920's, sent from Hungary to Roumania.

Oberammergau - Das Klepperhaus.

Colour-after-nature process (Lumière). Photo by *Hans Hildenbrand*, Stuttgart (for FPhG also from Stuttgart). With Novitas Neuheiten logo, card no. 1146 which appears to be a FRG no. however. Local publ.: *Gg. Lang sel. Erben*. P/u in May 1911.



The majority of topo cards with Novitas logo on came from a co-operation with "*Farbphotographische Gesellschaft m.b.H.*" (FPhG) from Stuttgart (later to become "Uvachrom", Munich). This publisher perfected colour reproduction by halftone process using Lumière plates, many photos taken by *Hans Hildenbrand*. Usually the Novitas Neuheiten (Double N) logo is found = pre-1920 origin. But I have also a couple of cards with later Novitas logo which was used by Novitas Kellner according the information of *Adolf Kugler*, and shows a totally different card/series number. All other Novitas / FPhG cards bear a 4-digit number, my cards

show numbers ranging from 1001 to 1901. The trouble is that FPhG used a very similar numbering. Many of the FRG topo cards with views from all over Germany are of extraordinary colour quality, realistic and detailed and can indeed be called "colour-after-nature". The printing of the pre-1918 issues was undertaken by "*Emil Hochdanz*" from Stuttgart. Lithographer *Emil Hochdanz* (1816-1885) set up his business in 1844 as *Engelhorn & Hochdanz*, sole owner from 1860 and from 1899 on *Hermann Friese* and *Walther Hopf* continued the business at least until the early 1930's (Hochdanz AG).