

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

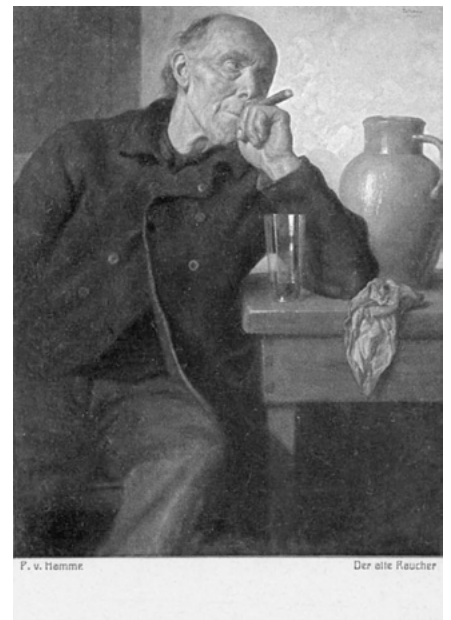
Neuheiten-Vertrieb “Novitas” was set up by *Oscar Heiermann* some time in 1902 and was found at *Prinzessinenstrasse 29, Berlin S 42*. According an entry in PAD 1904-05 edition they were postcard publishers and wholesalers. Heiermann’s business partners were *Otto Kellner* and his wife. Postcards were 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.