

Gerhard Hoyer mann: It's not what you think you see



Fig. 1: A postcard from 1932 with the company logo in a postage meter stamp: PH in a Star of David.

The Hoyer mann phosphate factory was founded in 1882 by Gerhard Hoyer mann (1835-1911). Originally he was a pharmacist and had a good business sense. As early as 1878, he had started selling phosphate fertiliser, which he produced in an innovative way. He subsequently became the owner of several phosphate factories, also abroad. The company "Phosphatfabrik Hoyer mann" (= PH) was known for testing its products extensively on its own land and doing a lot of advertising for its products. The factory's logo was a hexagram, which framed the company's initials and was also found in the sender's postmark (Fig. 1).

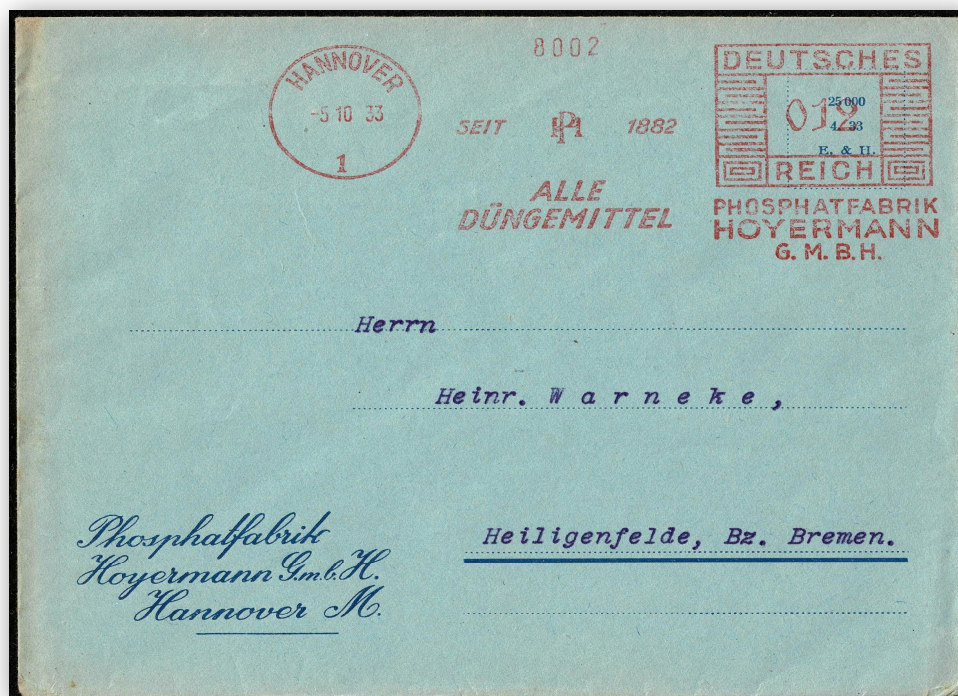


Fig. 2: Letter from 1933 with postage meter stamp with company logo - now without Star of David.

After the NSDAP came to power in Germany in 1933, all kinds of (alleged) references to Jewish symbols were banned. This included the hexagram, which also represents the Star of David. The cover from 1933

testifies to the "erasure" of Jewish symbols: The Star of David / hexagram was removed from the company logo (Fig. 2). Thus, these two pieces document this dark period.

Now the question arises, why does Gerhard Hoyermann have the Star of David in his company logo? Gerhard Hoyermann himself was not Jewish. One possible explanation is that Hoyermann had knowledge of alchemy (he was a pharmacist, after all). In alchemy, everything is composed of the four elements (we know today that there are about 90 of them). These four elements are: Air, Earth, Fire and Water. According to good alchemical practice, these elements are represented by symbols. For earth, it is a downward triangle with a transverse line (Fig. 3); for air, it is a similar triangle, now pointing upwards (Fig. 4). (Inspired by the lecture by Peter Schuler (From the 4 Elements of Antiquity to the Symbols of the Alchemists), which he gave at the Marktplatz Philatelie / Aktionstag der ArGen & Sammlergemeinschaften; Saturday, 13 November 2021 - Digital im Web). Now, if you drop the two triangles on top of each other, you get a Star of David. It is therefore plausible that the logo of the "Phosphatfabrik Hoyermann" has an alchemical background.

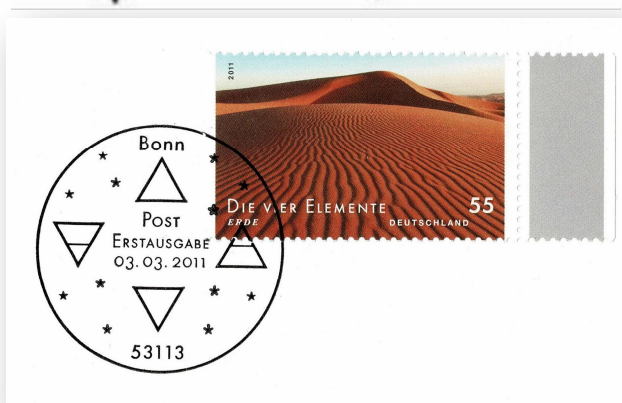
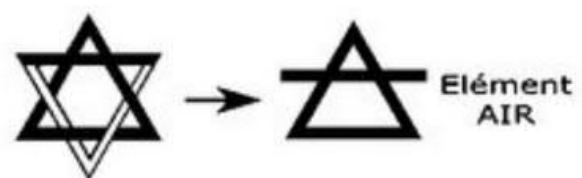
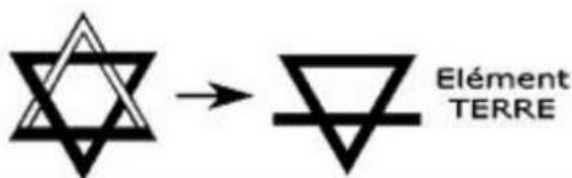


Fig. 3: Wohlfahrtsmarke 2011 - Element Earth; Special cancel with the alchemical signs for the four elements; earth, air - see above, Water - inverted triangle, Fire - triangle



Fig. 4: Wohlfahrtsmarke 2011 - Element Air; Special cancel with the alchemical signs for the four elements; earth, air - see above, Water - inverted triangle, Fire - triangle