

Printing in Maryland & Baltimore

Rev. 7-22-09

1682 to Present

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Southern Colonies –

1671 – Letter from Royal Governor of VA – to Sir William Berkeley,
the Lord Commissioner of Foreign Plantations:

“ I thank God there are no free schools nor printing – for learning has brought disobedience & heresy & sects into the world and printing has divulged them . . . God keep us from both !”

1682 – During administration of Lord Culpeper –
John Buckner – merchant in Gloucester County – brought in a press, along with a printer and set-up shop in Jamestown, VA – only the second in English America.

That printer was **William Nuthead**.

(Massachusetts being the first to operate a press.)

1683 – Lord Francis Howard – new governor of VA – in letter to Lord of Trade in England stated: “... *absolute prohibition in regards to printing in his government.*”

Lord of Trade – with the King’s approval – issued a proclamation affirming such.

7 years later proclamation modified – “*No printer’s press is to be used without the Virginia Governor’s leave first obtained.*”

1686 – First Printer in Maryland – William Nuthead.

Unable to ply his trade successfully in Jamestown, he packed up his press & fonts & moved to St. Mary's City, in Lord Baltimore's province.

He died there in 1695.

Nuthead was first printer in both Virginia . . . then Maryland to:

“Practice the art of typography south of Massachusetts.”

Nuthead was the first **Public Printer** – but with *restricted liberty of the press*.

He was licensed by the Province now under a Royal governor.

To this day we have a Public Printer – known as the GPO.

1695 – At death of Wm. Nuthead – his widow, **Dinah**, now owned the press & moved along with the provincial government to a new site on the Severn River . . . Annapolis.

Now – Dinah Nuthead is the first woman printer in the colonies.

No records exist of tenure of Dinah N. who was *illiterate* (??)

May have ceased operation or possibly re-married ?

Shop she established closed five (5) years later.

1696 – **Larger Press Comes to MD – William Bladen** – governor of MD Province 1742 - 47 – brings in **Thomas Reading** with the press + fonts from England.

Bladen was not a printer – was only entrepreneur.

All work from press bore imprint of Reading.

1700 – First BOOK printed in MD – “*Laws of MD*” done by Bladen & Reading. Only 2 copies exist:

Library of Congress + Universitats Bibliothek, Gottingen, Germany

1704 – Relationship changed + Bladen no longer connected, but Reading continued.

Works done by Bladen & Reading – and later just Reading – were:
Laws + Gov't. matters + Acts passed at each session of the
Assembly.

Reading dies in 1713.

First two (2) printers in MD did not prosper.

Nuthead dies owning one old press + a horse.

Reading dies with 2 old horses + old clothes + 12 pair shoes – Bladen owned press.

After Reading's death in 1713 – NO printer in MD.

All provincial Laws & Acts etc. were transcribed on parchment for 5 years.

Annapolis bookseller – **Evan Jones** – contracts with legislature to transcribe
@ 4 lbs. tobacco for a “side” – a side is 15 lines of 7 words each.

1718 – Evan Jones. Proposes to be allowed to **print** proceedings + Was allowed.
But no further record of *where or how* this was accomplished.

A Body of Laws adopted in 1715 & published by Evan Jones in 1718 was the
earliest body of *permanent general laws* established in the Province &
printed in MD.

Appears from examination of the type fonts + ornaments used that Jones was
sending his work to Phila. – most likely the press of Andrew Bradford.

Two Bradfords – Father was William Bradford – a printer in New York
Son was Andrew Bradford who had moved on to Phila.

1720 – John Peter Zenger.

Apprentice to William Bradford in NY. Thus, William would know his son, Andrew, was printing for the MD Assembly in Phila. *For period of 5 years.*

So most likely William suggested to Zenger to set-up shop in MD.

3 sessions of the Assembly – Zenger contracted to print Province laws.

No evidence exists of where in MD his press was located.

Later Zenger returns to NY and partners with William Bradford ...his old mentor.

1734 – John Peter Zenger – Later is tried for sedition libel in New York.

The result of that trial established in the English colonies the principle of *Freedom of the Press.*

Critical of the governor + 8 months in prison *before* trial + Found Not guilty.

Legal tenant: “The truth is an absolute defense against libel.”

1727 – William Parks – Englishman. Whether he worked first in one of the northern colonies, or came direct to MD, is not known. (ref. pg. 59)

More business-like + professional + printing assumed a dignity not formerly evident.

Started the “*Maryland Gazette*” – first MD newspaper – a weekly.

Is first newspaper south of PA + 7-th in English colonies.

1730 – Parks sets-up a second shop in Williamsburg, VA.

Finally printing is *permanently* established in Williamsburg.

1737 – Parks moves all of his MD shop to Williamsburg.

1744 – Wm. Parks establishes first paper mill south of PA in Williamsburg.

Parks dies in 1750 with no estate to speak of – but played an important role in the *public life* of VA.

Possibly only Ben Franklin in Phila. exceeded Parks in typographic excellence.

1738 – Jonas Green – Comes to Annapolis – probably from shop of Ben Franklin or Andrew Bradford in Phila.

Remains 30 years – re-establishes the “*Maryland Gazette*” – which ceased publication when Wm. Parks moved to Williamsburg in 1737.

Continues until his death is 1767.

After his death – wife + son + grandson continue “*MD Gazette*” for 93 years until 1839.

1746 – Thomas Sparrows – First Engraver in MD.

Was part of Green’s printing establishment in Annapolis.

1765 – Reverend Thomas Bacon. Compiled & edited “*Laws of MD at Large.*”

Most complete + scholarly publishing venture in MD – took 13 years in do.

Brought together in 2 volumes all the various laws in the MD province.

After the Revolution & its constitutional changes, his epic work had little value in the courts.

1760’s – Christopher Saur (also spelled Sower) – Phila. (Germantown, PA)

Printer + Paper maker + Press builder – best known for his **Type foundry.**

Now let's look at Baltimore –

Baltimore is growing – but only has about 5,000 inhabitants at this time.

1729 – Balto. City founded – Printing now established **in MD** for past **43** years
& established in **Annapolis** for the past **34** years.

But not until the decade just prior to Revolution did Balto. assume any prominence.

1765 – First press in Balto. – Nicholas Hasselbach (ref. 113)

In 1762 he had *already* established a press in Phila.

In Balto. – in 1765 – he purchased a lot next to Market House –
at corner of Gay & Balto. Streets.

Late 1769 or early 1770 Hasselbach lost at sea – on business trip to Europe.

Works here were – School books + Pamphlets + Political hand-bills – etc.
... done in German or English – sometimes even *both* languages.

Hasselbach's widow did not continue the press –
sold to William Goddard in 1773.

Only existing work with Hasselbach's imprint is a 47 page (??) pamphlet –
“*A Detection of the Conduct & Proceedings of Messr. Anman & Henderson.*”

« Dated 1765 – This is earliest known example of printing in Balto.

Only the preface has survived: is in Garrett Library of JHU.

October 31, 1772 – Appears announcement in “*MD Gazette*” for **Hodge & Shober**

Located in Gay St. below Market Street.

“*All kinds of Blanks + Hand-bills done in the neatest & most speedy manner.*”

Moved to NY – No imprint remains to attest to their being in Balto.

1774 – Enoch Story – Apprentice in Phila. Arrives in Balto.

Shop in Gay Street – near the Old Bridge (??).

Not successful + **Also** sells business to the Goddards + returned to Phila.

Later returns to Balto. + dies here after a second vain attempt at success.

Notice a pattern – printers – as a lot – have not been terribly successful !

1775 – John Dunlap – Establishes a *branch* of his Phila. shop here. (ref. p. 117)

Began publication of: “*Dunlap’s MD Gazette; or the Balto. General Advertiser.*” (an all one-word title.)

Shop in Market Street

Dunlap’s paper was – excellently edited + well printed + distinctly literary in its tone.

Cost @ 10 Schillings per annum.

Now several shops in Balto. –

William & Mary Katherine Goddard –

Publish & print – “*The MD Journal and Balto. Advertiser*”

Hodge & Shober – not much known about them.

John Dunlap –

Also publishes & prints newspapers plus various commercial work.

1778 – James Hayes, Jr. – buys Dunlap’s shop.

Hayes had been running Dunlap’s shop for 3 years.

Continued shop & newspaper but drops all reference to Dunlap.

Ceased Balto. publication in 1779 – Moves to Annapolis & publishes:
“*MD Gazette & Annapolis Advertiser*”

More about the Goddards – William & Mary Katherine

(ref. Pg. 120)

Out of chronological order here + discussed separately as they are so significant to Balto.’s history.

Bought the press of Nicholas Hasselbach in 1773.

Brother & Sister – ***both were pre-eminent in history of Balto. printing.***

William Goddard – born 1740 in New London Conn.

Parents: Father – Giles Goddard – physician & postmaster,

Mother – Sarah Updike – from prominent, old Rhode Island family.

Apprenticed at: “*Connecticut Gazette*” in New Haven.

Mother financed their printing operation.

1762 – William Goddard in 1762 is publishing & printing the “*Providence Gazette*”
in Rhode Island + It struggles + Closes in 1765

(ref. Pg. 122)

Tries *another* newspaper in Providence, but this also failed.

After repeal of the *bitterly-hated Stamp Act* – which accounted for much of the printing volume at the time – Goddard + his mother, Sarah, successfully publish + print another newspaper in New York.

1766 – Goddard now moves and sets-up shop in Phila.

Opportunity beckoned – or so it seemed – in Phila. due to the dissolution of the firm of – Franklin & Hall.

He leases one of Ben Franklin’s old presses.

Starts publishing & printing “*The Pennsylvania Chronicle.*” + Ben Franklin sending his essays from England.

1773 – *As mentioned earlier* – Goddard buys shop from widow of Nicholas Hasselbach in Balto. and advertised to publish the “*MD Journal & Balto. Advertiser.*”

Restlessness + changing fortunes keep drawing him southward to Balto.

1774 – Political dissention of the era leads to dissolution of his partnership in Phila. as creditors descended to close the shop in 1774.

1774 – William Goddard is now sick and goes back north,
Leaving sister – Mary Katherine – to run the newspaper.

1773-5 – *Significantly* – during this absence, William G. established the **Postal System.** *Opened partially in 1773*

December 30, 1773 – news of the “Boston Tea Party” was brought to the Balto. office from New York by his own riders.

1775 – Network of Offices + Routes + Riders from Mass. to Georgia opened in 1775.

Goddard's system – eventually taken over by the Continental Congress + evolved as the U. S. Postal System we use today.

Goddard *received scant praise* for his efforts.

Meanwhile – Ben Franklin held the title: **Postmaster General of the Colonies** while living in England & France for 9 years.

British system was a most *un*-satisfactory + ran parallel with Goddard's.

1776 – Goddard's system becomes the *official* system in the Colonies (ref pg. 133)

British gave up & withdrew its Riders from their postal system on Christmas Day, 1775.

Sister – Mary Katherine – in addition to running the print shop was Post-mistress in Balto. office.

Although Goddard – *the Printer* – devised the system – he was disappointed that Ben Franklin retained the title: **Postmaster General** by the new Congress.

Goddard was appointed **Surveyor** of the Postal System.

Post Revolution – William Goddard returns to managing the “*MD Journal*” with his sister.

Now one of the most vigorous of all the colonial journals.

Significant project: Almanac written & calculated by Benjamin Banneker – another famous Marylander.

William Goddard gives *new meaning* to “**Liberty of the Press.**”

Expresses his convictions with immunity from religious, or gov’t. interference
... *regardless* of the powerful censorship of *public* opinion.

Goddard – Forms new partnership with Colonel Eleazer Oswald to operate the “Job” print shop along with the Bookstore + Leaves the newspaper with sister.

This partnership also took control of the Paper Mill in Elkridge.

1792 – Final appearance of William Goddard as a publisher & printer when he sells “*MD Journal*” newspaper to James Angell.

Retires to his wife’s farm in Rhode Island – dies there 1817

Suffering from his out-spokenness – William Goddard perseveres ...

By doing so – newspapers begin to present the News + Views *regardless* of the opinion of its readers.

Understandably – Goddard had many Partnerships + many Projects + many Controversies – all running concurrently.

Mary Katherine Goddard – now running: “Job” Print shop +

Book + Stationery store

Paper Mill + did much to foster paper-making in MD

And – ran the Balto, Post Office for 14 years.

And – was an accomplished typographer.

1802 – Later years finds Mary Katherine just operating her Bookstore until 1802.

She dies in Balto. 1816.

1795 – Samuel Saur (now spelled Sower) – Grandson of Christopher Saur of Phila.
Samuel opens print shop in Baltimore 1795 until 1820 when he dies.
Also purchased a foundry (*one must assume a Type foundry*)
Printed first book in MD pertaining to – *The care & training of horses.*

Colonial MD printing – think of mainly just three (3) –

(ref. pg. 143)

Nuthead – the first in *MD* – second in the Colonies.

Hasselbach – first to operate a press in *Balto.*

Goddard – most prosperous + stable of early MD & Balto. printers –

- a) Few could run a newspaper better,
- b) Developed our Postal System,
- c) Championed “Liberty of the Press,”
- d) None viewed the Power + Responsibility + Privilege
of the newspaper press nearer to the modern conception better
than Wm. Goddard.

Shift in Industry Composition Begins –

1800 – End of the 18th century – Industry started to shift from the printer who –
Set type,
Printed the product,
Sold his *own* products,
. . . to the concept of a **Publisher** who *commissioned* projects.

William Warner & Andrew Hanna – 1798 to 1812 were example of early transition –

Firm was a print shop –
Published & Printed works themselves,
Also did work for other *publishers*, and
Jobbed out work.

Example – In 1802 they **published** the book: “*Amusement for Good Children.*”

1806 – Bigger change yet – Fielding Lucas arrives in Balto. –

Balto. manager of a Phila. publishing firm – Conrad, Lucas & Co.
Lucas was a Map-maker & Artist – No print training.
Selected + Published + Sold books – but did not print.
All their work was jobbed out.

1827 – Fielding Lucas published – “*Progressive Drawing Book*” (in 3 parts)
Printed by: John D. Toy of Balto.

1829 – Lucas published – “*Catalogue of Standard Catholic Books*”
Printed by: Joseph Robinson of Balto.

(END OF THIS SECTION)

Old Baltimore Firms –

<u>Firm</u>	<u>Year founded</u>	<u>Principals</u>
Lucas & Deavers	1820 – 30 ?	Lucas & Deavers > Kurtz > Kriegers
Renamed: John D. Lucas after founder – Lucas died 1921 + Kriegers buy. Oldest firm, but with 2 changes of ownership.		
C. W. Schneidereith Printing	1849	Karl Wilhelm > Louis > C. Wm. Sr.>Jr.
Renamed: Schneidereith & Sons Oldest with <i>continuous</i> ownership.		
Conrad & Lucas	1806 > Print added 1850	Fielding Lucas > Jessie Kaufman
Renamed: Lucas Brothers Office stationery & Job Printing		
Friedenwald Co.	1891	Nathan Billstein + Hugo Dalsheimer
Renamed: Lord Baltimore Press in 1907– largest print firm south of Phila. An employee, Levy – invented the halftone screen.		
Paul & Falconer	1904	Wm. Gildea
Renamed: Falconer Co. – evolved as a bank stationery firm.		
John H. Williams & Co.	1914	Robert Garrett (of B&O) > Edw. & Wm. Passano
Renamed: Williams & Wilkins / Waverly (W&W > Klovers & Waverly > Cadmus)		
A. Hoen Co.	early 1800's	August & Bert Hoen
Oldest lithographer – Richmond <i>then</i> Baltimore Wild Bill Cody's wild west posters + Circus posters + National Geo. Maps		
Sherwood & Co.	Listed in Balto. City Business Directory in 1853	
Sands & Mills	Listed in Balto. City Business Directory in 1853	
Young Mr. Sands – working as an apprentice at the “ <i>Balto. American</i> ” – first set the words of our National Anthem in type – in 1814.		

Major breakthrough invention in 1886 –

Ottmar Mergenthaler developed the “Linotype” machine. *Revolutionized typesetting.*

First machine in service 1886 at the New York Tribune Co. – *he was only 32.*

Firm started in Balto. – soon after moved headquarters to Brooklyn, NY

Born in Germany in 1854 + Trained as a watch maker by an uncle +
Migrated to DC in 1872 & worked in cousin’s machine shop +
Cousin moved shop to Balto. + Ottmar died 1899

August Hahl’s machine shop was 13 Mercer St. – 3 doors from S&S +
Later moved to Camden Street – Was friend of Louis Schneidereith

Linotype could set & cast type as fast as 4 hand compositors.

1894 – Original 23 Charter members of the Typothetae of Baltimore – (ref: page 2)

Typothetae – evolved into the Graphic Arts Assocn. > PIM > PGAMA

John S. Bridges & Co.	John D. Lucas Printing Co.
C. C. Bartgis & Bros.	Harry Lang
Benson & Washburn	Mentzel & Son
Evelyn Patent Tint Block Co.	Wilson H. Mules & Co.
Fleet, McGinley & Co.	Nichols, Killam & Maffett
Friedenwald Co.	Paul & Falconer
Fuld & Bass	John Ryan Foundry
Guggenheimer, Weil & Co.	E. B. Read & Sons
Hammond & Jones	Sapp Brothers
Hoffman & Co.	C. W. Schneidereith Printing
Kohn & Pollock	C. Stanley Sterling & Co.
	John H. Williams & Co.

Baltimore Fire – 1904 –

(ref. page 55)

Fire destroyed 143 of the 150 printing firms then in the City. The 7 survivors were:

Friedenwald – 1891 (Eutaw & Balto. Sts. > 1903 to Greenmount & Oliver St.)

Sun Book & Job Printing Co.

Meyer & Thalheimer

Falconer

Summers (founded 1898) > later became: Thomsen, Ellis, Hutton Co. > Garamond

Kohn & Pollok

Schneidereith & Sons (1849)

Many ceased to exist – the balance re-built and resumed business.

Seven (7) survivors banded together to assist those burned out.

Pledged to do all possible to help with completing orders + billed thru
burned out firm so they could make a profit.

Typothetae posted employees in both Phila. & Washington to process work for the
burned-out local firms.

Not one client was ‘stolen’ by the 7 survivors.

Backlash of fire – credit was freely granted to burned out firms. Result was that
much new, more modern equipment came into the city and ultimately worked
against the survivors.

Estimated value of destroyed printing equipment was \$ 125,000. --

(ref. page 55)

Scope of Industry in 1919 –

Year 1919 there were 186 printing firms in Baltimore with total
employment of 2,847 people.

Total investment of all machinery and equipment = \$ 4,198,729.

Sales for the ‘period’ were \$ 10,004,932.

Profits were \$ 946,293.

**1936 – Eleven (11) of original 23 Charter Members of Typothetae
are still in business**

(ref. page 3)

John S. Bridges Co. (now Harry S. Scott)
C. C. Bartigis Co.
Fleet, McGinley Co.
Freidenwald Co. (now Lord Balto. Press)
Hammond & Jones

John D. Lucas Co.
Mentzel & Son
E. B. Read Co.
Sapp Bros.
Schneidereith & Sons
John H. Williams Co.
(now Waverly)

1940 – Later Diminished Group –

1872 there were 40 printing establishments in Baltimore.

By year 1940 only five (5) of the original 40 are still in business.

Fire of 1904 claimed some who chose not to re-open
+ Great Depression claimed a number.

Five remaining were:

John D. Lucas – Originally Lucas & Deavers –
Lucas died 1874 > Kurtz took over & changed name
to John D. Lucas > Krieger's bought. > Mailwell
(now Cenveo)

Lucas Brothers – Orig. Phila. w/ Balto. office as
Lucas & Conrad > 1806 Fielding Lucas bought out
Conrad and changed name > Printing dept. added in
1850.

Simpson – (no prior, or subsequent records found.)

King Brothers

Schneidereith & Sons.

Historical Leadership in Printing Industry –

PERSON

COMPANY

Nathan Billstein

Friedenwald Co.

Recognized the need + Founded + Lead the first printers' association in 1894.

George K. Horn

Maryland Color Printing

Lead re-organization of Typothetae in 1912

Twice President of local printing association – total of 16 years.

Norman T. A. Munder

Munder Printing

Munder Type – a.k.a. Garamond

Supervised all printing at Enoch Pratt in retirement years.

Simon & Hugo Dalsheimer

Lord Baltimore Press

August & Bert Hoen

A. Hoen & Co.

Wm. & Edw. Passano

Williams & Wilkins (*publishing*) + Waverly (*printing*)

Wm. Gildea

Falconer Bank Stationery

Thomas Sheridan

American Bank Stationery

Other Noteworthy Printing Firms –

Fleet - McGinley Co.

Thomsen, Ellis, Hutton Co. > Garamond Press

French Bray Co.

George W. King

King Brothers

J. H. Furst Co.

Port City Press – originally the book division of Lord Baltimore Press

1937 – Assimilation of suppliers and other related groups into the Typothetae –

Lithography starts to become a major printing technique – thus, recognized need to be an all-encompassing association.

A. Hoen – a lithographer – joins the association
Bank Stationers
Paper Merchants
Typesetting firms
Photo-engravers + Stereotypers + Electrotypers
Binderies
Roller Manufacturers
Machinery suppliers
Ink manufacturing

Typesetting Firms – maximum were 25 firms – 23 union + 2 ‘open’ shops.

Monotype Composition Co. – largest south of Phila.

Maryland Composition

Modern Linotype Co.

Superior Composition

Service Composition

Bruno Woernle

Maran

Engraving Firms – all shops bought halftone engravings + zinc cuts + stereotypes outside.

Baltimore Engraving Co. – made all plates for “*Baltimore News*”

> later became Sterling Engraving Co.

Publicity Engravers (Harry Baker, + 2 sons)

Chesapeake Photo Engravers

Alpha Photo-engraving - Herb Olgier + Emerson Tyler

A. W. Harrison

Binderries –

Moore & Co.

Albrecht – William Albrecht > bought by Optic > Spun off as Advantage.

Optic bindery – Joe Kinlein

American Trade Bindery

Perfect Books

Gafco

Mervo Founded in 1923 –

Mergenthaler Vocational School founded *exclusively* as training for printing apprentices.

Industry leaders recognized a shortage of young people coming up in the industry.

Initially was to be funded by the Typhotetae . . . but realized too costly.

Started as a Baltimore City School, under supervision of Dept. of Vocational Education.

Initially with hand composition + Cylinder press + Platen press depts.

Later years school added other disciplines and *tried* to change the name.

Names proposed by “city fathers” were:

Thomas Edison School

Clara Barton School

Printers prevailed & kept the Mergenthaler name.

Now 2009 –

240 major printing firms in Baltimore + Washington metropolitan areas,

with 9,000 employees.

660 firms in entire state of Maryland with 18,000 employees.

Printing is 5th largest manufacturing industry nation-wide.

Mid-to-Late years of the 1800's –

Shops were personal, family operations. Little, if any, business acumen.

With advent of the printers' associations, the shops became more professionally structured and managed.

Many sub-sets of association were formed as specific needs were recognized:

Printers Board of Trade, 1901 – 13 Typothetae members seeking to regulate pricing and increase profits. (*No Anti-trust laws then !*)

Master Printers – for smaller shops

Union Printers – to negotiate collectively

Craftsmen's Club – for shop employees – supervisors & letterpress & compositors.

Litho Club – about same as Craftsmen but geared to lithographers.

Sales Club – for sales personnel training

Depression Years –

1932 – FDR's "New Deal" started the slew of government interventions.

Now we start to see federal + state governments regulating *all* industries.

This created the impetus for especially smaller shops to band together to survive the increasing load of regulations. The "mom" and "pop" shops could not cope on their own, and they turned toward one another for mutual self-help.

Social Security followed.

Workmen's Compensation (now "Workers'" Compensation)

Unemployment funding thru payroll taxes.

Fair Labor Standards Act.

1935 – National Labor Relations Board (a.k.a. – N.L.R.B.) –

Guaranteed to employees the right to organize and form, or join, a union.

Policed the organization practices, but gave the balance of power to the unions.

Much union abuses followed.

1938 – Fair Labor Standards Act. (a.k.a. – Wage & Hours Act) –

Set maximum hours allowable without overtime.

Set minimum wages – at 40 cents / hour.

Set seven (7) holidays.

Set age minimums for children in the work force.

Federal regulations applied to shops engaged in inter-state commerce.

Later in same year most states established Wage & Hour Laws parallel to federal

World War II – more Federal regulations –

Controls on wages in firms engaged in wartime production.

Controlled availability of *manpower* – draft exemptions in certain industries.

Draft exemptions did apply to certain printing job functions where production was needed for war effort.

Many experienced craftsmen were called-up for duty. Havoc fulfilling non-war printing contracts.

Availability of raw materials limited – Copper & Brass + Oil + Rubber + Machinery – even Paper

Public Printer came to Baltimore to ask local shops to assist and pick-up excess war-oriented printing needs which the GPO could not handle.

Most larger shops complied.

(continued)

S&S did so at the actual “cost of production” as requested. No profit – zero !
Produced “*Impact*” – 16 pg. + cover and rapidly grew to 80 pages.
Monthly for three (3) years.

More later when covering S&S specifically.

1947 – Labor - Management Relations Act (a.k.a. Taft-Hartley Act) –

Re-defined and *expanded* the 1935 National Labor Relations Act.

Sought to correct certain abuses of power.

But left the balance of power clearly with the unions’ organizing attempts.

Vast majority of Baltimore printers were unionized.

Could be either a nationally recognized union – or a “*company*” union.

Could be “*closed*” shop – or “*open*” shop – depending on the contract.

Highly acrimonious times – especially with the typesetters unions + Newspapers.

Trade Association to the Rescue !

All of the afore-mentioned Federal & State regulations were striking fear and confusion into the lives of most smaller shops.

But banded together – into a Trade Association – with professional leadership they persevered.

Managing the myriad of laws was – *and still is* – one of the top priorities of the Trade Association.

In late 40’s and early 50’s, union negotiations on an industry-wide basis was consuming a great portion of the Association director’s time.

Militant & Adversarial Labor Relations –

The most adversarial union – post WW II – was the International Typographic Union.

Lost their ‘clout’ in the 60’s + 70’s as they would not agree to adapt and retrain for photo-composition + computer composition at reasonable & competitive wages as the process became less technical & more easily accomplished.

Hand composition was an “art form” with a 3-year apprenticeship training.

Operating a Linotype machine was also highly skilled process with a 3-year apprenticeship.

Computer comp. – one only needed to know the keyboard. (an over-simplification, but easier.)

Sept. 23, 1947 – A significant Baltimore first –

(ref. page 48)

The Graphic Arts Association of Baltimore sued the International Typographical Union for unfair labor practices under the Taft-Hartley Act . . . *AND WON !*

This was the first case in the USA whereby a union was charged with unfair labor practices.

Education was a major thrust of the printing industry association –

For *management* personnel there was – General Accounting
Cost finding
Selling techniques
Human Relations

For *shop* personnel there was – Foreman training – *primarily how to manage people.*

(END OF THIS SECTION)

Schneidereith & Sons story

1849 – Karl Wilhelm Schneidereith comes to Baltimore and sets up shop with a used, “Washington 13-Star” Hand Press – mfg’d. by Hoe Co. in 1827.
(now at BMI)

1450 – Gutenberg used a wooden press with a wooden screw device for pressure – derived from – most likely – a wine press in the region.

400 years later my great-grandfather is using a press and the only technological advancement is that now it is made of iron instead of wood – and the pressure device is a “buckle or toggle” joint instead of a screw.

Karl Wilhelm – born in Elbing East Prussia – where he learned the trade, and then set out as a “journeyman” at age 19 to further his career in
Leipzig > Antwerp > Amsterdam > Rotterdam > Baltimore.

While in Antwerp he worked at the famous shop of Christophe Plantin.

Three (3) sons – Louis + Alfred + Bernard – all became the “& Sons” in name.
Alfred was the last to depart this world in 1929.

Louis had one son: (C. William – my father) and one daughter.

“**Book & Job**” printer was a common designation of the era.

Early years *all composition* was hand-set in German or Hebrew or English.

Example: 700 page Bible now at BMI – 1/2 in German + the other 1/2 in Hebrew – for: Har Sinai + Oheb Shalom.

Could only do one or two forms before the type ran out – usually the ‘e’ or ‘a’ or ‘o’ first.

Had to stop and distribute type in order to set more copy.

Repeated use would wear those individual letters which were used most often.

Different papers would wear the type differently.

Early range of products –

Packaging labels + Directions > Sharpe & Dohme.

Cigar wrappers – cigar wrappers were big local industry.

Gail & Ax + Marburg Bros. + F. W. Felgner

Circulars

Catalogs – James Walker marine hardware – 400 pages.

Insurance contracts & Rate books.

Program booklets for – Operas + Plays + Lectures –

No TV yet – Theatre + Plays + Singing societies +

Balls, etc were the entertainment of the era.

Letterheads + Business cards + *items small firms needed.*

Hallmark – Excellence in typography & Fine press work –

Hundreds & hundreds of display fonts + Ornaments.

Plus very careful make-readies on press.

With the advent of **mechanical power** in the shop – presses were powered via a steam engine in the back yard with one or two drive shafts running overhead, the length of the press room. Each press connected with a belt for power.

Presses were – Hand-fed cylinder presses + Hand-fed Platen presses.

Later, automatic feeders came along.

Original location – No. 19 Mercer Street + Mergenthaler & cousin's shop was # 13 just three (3) doors away.

Not long thereafter, S&S moved to Sharp St. and Mergenthaler with his own machine shop now moved to Camden St. – just around the corner.

Friendship between Ottmar and my grandfather, Louis.

What Ottmar learned about printing, he learned in our shop.

S&S proofed his early “linotype” slugs.

« *The Linotype machine truly revolutionized the printing industry, starting with newspapers.*
Copy could be set much faster and the compositor never ran out of characters.

Mid-1800's –

Early was publication of a weekly newspaper the Balto. “*Herald.*”
This was short lived.

Next, a controversial daily, the “*Wecker,*” – politically slanted leading up to the Civil War.

(“*Wecker*” literally means – Alarm + Wake up !)

Later – after several other moves – in 1872 moved to 208 & 210 South Sharp St.

1922 built a new building around existing – few years later added # 206 into a contiguous structure.

During 1940's we acquired three buildings across street 211 + 213 + 215 for paper storage.

Depression years –

Down to 6 people. Could not borrow money – banks were either broke or just refused to lend to anyone.

A South Baltimore boyhood friend of my father's was then advertising manager at Mass Mutual Life Insurance Co. in Springfield, MA.
Mass Mutual's agents had the *impossible* job of selling life insurance when the average person could not put food on their table.

S&S was summonsed to Springfield and we produced a big, national, direct mail campaign for their agents. Direct Mail was a new concept in selling life insurance then.

(continued)

Millions of pieces were shipped over the span of the campaign to their 88 branch offices.

Was highly successful and most likely saved S&S from closing up shop.

Some months later Wilbur VanSant – whose prized account was Chesapeake Cadillac Co. – was hospitalized for a lengthy illness. He asked S&S to handle all the Chesapeake's advertising until his return. Which we did and then bowed out.

At the time we had a copy-writer and art capabilities on our staff.

WW II War years we were *TOLD* we would print the magazine "*Impact*" for the Air Force.

And – by the way – you must do it "at cost" as a patriotic gesture . . . which we did !

Highly classified – every scrap of printed paper + plates, etc. had to be accounted for + destroyed.

Started as 16 pages + quickly went to 80 pages + Monthly for 3 years.

Personnel were investigated + Clearance cards + Needed 24-hour security.

Worked around the clock when on press with cots for sleeping in the annex loading dock.

Subject to frequent security checks.

(*Tell story of photo-engraving of airplanes being loaded on carrier in San Francisco harbor.*)

Also produced the Army / Navy "E" awards for war-time "Effort" for War Department + Received commendation from General H. H. Arnold of the Army Air force.

Following the war –

Five (5) key people were offered ownership with my father's % diluted.
Prior to this – firm was a proprietorship – now became a partnership.
1957 partnership was dissolved and a corporation formed with same percentage of ownership.

1961 – Offset lithography at S&S –

Partners were all getting up in years. Not interested in re-investing back into new equipment.

Lithography was now *rapidly* becoming the production technique of the future.

Partners bought a used 17x22 Harris and proceeded to really frustrate ourselves trying to make lithographers from old-time letterpress men.

Gradually did – now we were a combination shop + But S&S was the last of the major firms to make the conversion into offset-lithography.

Production in this era was mainly one and 2-color work with an *occasional* process cover.

Prior to 1950's – most 4-color process, general commercial work was done letterpress – one color at a time – with photo-engraved, copper halftone plates.

As offset lithography came into prominence, the majority of presses were just *one-color . . . but rapidly 2-color* + finally 4-color presses became available to the *average* printing firm willing to bite off some debt.

Then the use of full color exploded.

First general commercial 4-color offset press was installed in Balto. *about* the year 1969 - 70.

There were other 4-color presses in operation at specialty plants like:

A. Hoen + Lord Balto. Press + other specialty packaging & label firms.

Offset presents dilemma in Typography –

Many type faces did *not* transition to offset lithography well – whereas others did.

Offset was too precise – *too Sharp & Exacting !*

The type faces of – Linotype + Intertype + Monotype + ATF were all “cut” on the old, time-honored principle of *letterpress* production.

As offset became the dominant technique, these faces were gradually modified.

Example – **Caslon** + **Garamond** used in offset did not carry the same weight & readability that they so elegantly did in letterpress.

They appeared too weak + thin.

Those faces were designed & cast to be impressed – *firmly* with generous ink on soft, vellum or antique paper + Yielded a wonderfully rich appearance.

Faces which *did* convert well were – **Baskerville** + **Goudy** + **Times New Roman**.

Migrating old letterpress jobs to offset did present its unique – *esthetic* – problems in that era.

Clients then were –

- All local banks + Savings & Loans
- USF&G
- Glenn L. Martin Co.
- Eastern Stainless Steel
- Black & Decker
- McCormick
- Stieff Silver
- Fetting Jewelry Co.
- VanSant, Dugdale Advertising
- Hamilton Paper Co.
- Mohawk Paper Co.
- U. S. Envelope Co.

I came on the scene in 1962 – fresh from the artillery ranges of Ft. Sill, OK.

Major job of retiring and buying ownership of the aging partners one-by-one as they retired (or died) – which prevented the use of those funds to purchase new offset presses.

This was a huge hurdle for us.

Finally – Bought a one-color 35” press in 1966
Bought a 2-color 35” perfecter in 1968

Gradually we started – once again – to make headway.

1972 – Convention Center planned –

All six (6) of our Sharp St. buildings – taken by “eminent domain”

Acquired parcel of land on south Eutaw St. + State to build Camden Yards Stadium.

Found building Bendix was vacating after Vietnam War was winding down.

Moved to present location at 2905 Whittington Ave. in 1972.

Grew and installed new 2-color + 4-color + 5-color (all 38”) over next 10 years.

Then started to convert to the newer – higher-speed – 40-inch presses and eventually ended up with two 6-colors + 4-color + 2-color (all 40”)

Unusual Projects Over the Years –

Early Army/Navy football game tickets – *supposedly first “pictorial or souvenir” ticket.*

“Impact”

Army / Navy “E” Awards

Martin Mars book – *(Tell story of the error & correcting it.)*

Hamilton Paper Co. – swatch book

Company history books

(continued)

Mass Mutual campaign

Carliner book “Bach Simphonias” – music in 4 spot colors – *Proofread on a piano.*

“A Bank & Its Times” – Bodine photos – all letterpress in 1956.

Memorial & Tribute books – genuine leather + Illuminations – 1 copy.

T & E

In Closing –

Interesting + exciting – but a little sad – to watch the large, multi-national suppliers control the destiny of our industry.

Firms like: Kodak

Polychrome

Agfa

Adobe

Quark

InDesign

All Press manufacturers

Hewlett Packard

Scitex

... *just to name a few.* There are many others.

They took the craftsmanship out of the industry to a great degree & it became more of an applied science.

Certainly the industry became stronger + the product much more predictable ... but for the old-timers in the generation before me, it is sad to see their craft + their years of apprenticeships relegated to the “*hell*” box.

But we do – and will continue – to built upon the shoulders of those who have gone before.

(END)

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