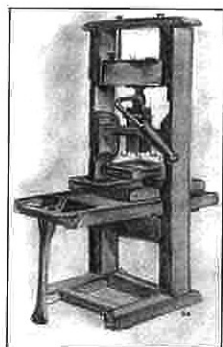


Printers of the Streets and Lanes of Melbourne

DON HAUSER

Printers of the Streets and Lanes of Melbourne

(1837 - 1975)



JOHN PASCOE FAWKNER'S
PRINTING PRESS

TO THE PIONEER PRINTERS AND RISK TAKERS WHO SET UP
THEIR BUSINESSES UNDER
ALMOST IMPOSSIBLE CLIMATIC CONDITIONS WITH
HEAT, COLD, DUST, LACK OF PROPER EQUIPMENT,
MATERIALS, WORN TYPE . . .
AND TO THE TENS OF THOUSANDS OF COMPOSITORS,
PROOFREADERS, PRINTERS, BOOKBINDERS AND OTHER CRAFTSMEN AND
WOMEN WHO WORKED IN THESE POOR
CONDITIONS . . . MANY OF WHOM VENTURED FROM ENGLAND AND
EUROPE TO A NEW LIFE IN AUSTRALIA.

Printers of the Streets and Lanes of Melbourne

(1837 - 1975)



DON HAUSER

THE NONDESCRIPT PRESS
MELBOURNE, AUSTRALIA

Published by
The Nondescript Press
Melbourne, Australia

Website: www.nondescriptpress.com

ISBN 0-9758424-0-4



Designed and typeset by the author.

Printed and bound by Brown Prior Anderson (BPA Print Group), Burwood, Victoria.

Text: 150gsm Impress Silk Art by Australian Paper supplied by Spicers Paper.

Dust cover printed by Spectra Litho, Knoxfield, Victoria.

Copyright © Don Hauser, Melbourne, Australia 2006.

Apart from any fair dealing for the purpose of private study, research, criticism or review, as permitted under the Copyright Act, no part may be reproduced by any process without written permission.

The author wishes to advise that he has in no way set out to discredit, defame or offend any person mentioned in this book. Every effort has been taken to avoid controversy.

Except where permission has been sought and granted, most images have been reproduced from files (not now available as original photographs), public and private collections.

The initials E&OE once appeared on many printed commercial documents for example publications, purchase orders, invoices and statements.

As a general rule, errors and omissions within this book are excepted.

Please contact the author at: nondescript@eftel.net.au

Endpapers: From a supplement to *The Illustrated Melbourne News* - April 1882 printed by Sands & McDougall. A. C. Cooke, engraver. By permission of the State Library of Victoria.

Cover Illustration: 1899 calendar for Jas. Arbuckle & Co.

(Jas. Arbuckle, W. H. Waddell, R. W. Fawcner). By courtesy of John Halliday.

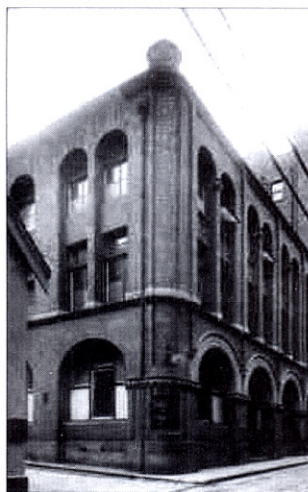
HOUGH & CO. or HOUGH, HEATH & CO. 174 Elizabeth Street. George Henry Hough, George Heath and William Henry Williams were all employed at the *Herald* until 1852 when they decided to join up and purchase the two year old firm of Connebee & Mould. Hough was registered as the printer and publisher of the *Diggers' Advocate* on 28 October, 1853. The partnership was short-lived because the next year Heath left to join Henry Cordell to form Heath & Cordell in Geelong and Williams left to set up on his own behalf. The metamorphosis continued in 1854 when Hough & Co. was purchased by Goodhugh & Trembath with George Hough staying on as an employee. In 1855 Charles Boyd, overseer at Goodhugh & Trembath, and William Moore, a compositor at the *Herald* left to join Walker, May & Co. to become Walker, Boyd and Co.

MASSINA & CO., A. H. 72 Little Collins Street, later 350 Swanston Street and 121 Cardigan Street, Carlton. 🌟 Alfred Henry Massina first appeared in the *Victorian Printers' Register* on 1 September, 1865 (Reg. No. 156). 🌟 Like many of his peers, Massina was a native of England. He was born in London in 1834 and was apprenticed at age sixteen to printer Sydney Hedley Waterlow, 66 London Wall in 1850. Twenty years old, practically penniless, and with a new baby, Alfred and his wife boarded the *George Marshall*, and arrived in Port Phillip on 5 April, 1855, none the worse for wear, surprisingly, after a stormy, uncomfortable 99 day voyage. 🌟 Little is recorded of Alfred Massina's first years in Melbourne except his unsuccessful attempt to find a living on the goldfields while Frances worked in Melbourne to support herself and her child. 🌟 Although Massina had not completed his apprenticeship in London, he was an excellent machinist and found work with W. H. Williams, an early printer of the *Advocate* at 94 Bourke Street. One of his fellow employees was S. V. Winter, a young man with whom he formed a lifelong association, later cemented when Winter became manager and editor of the *Herald*. 🌟 In 1859 four work friends namely, Gibbs, Clarson, Shallard and Alfred Massina, pooled resources and purchased the failed business Slater, Williams and Hodgson. Trading as Clarson, Shallard & Co., the four partners saw opportunities for a printing business in Sydney. Gibbs was elected in 1862 to open up there trading as Gibbs Shallard & Co. later Gibbs Cryer & Co. When the business separated, the Melbourne part became Clarson, Massina & Co. in 1865 at premises at 72 Little Collins Street. 🌟 In September that year, an event occurred which was to have a profound influence on the future of the firm. This was the publication of the *Australian Journal*. Although the journal was an Australian magazine, published and printed in Melbourne, it was written along the lines of fashionable English magazines of that era; to appease the "new chums" (and the old chums) with articles about life back in Britain. In spite of early difficulties, the *Australian Journal* and its publishers became a magnet for Melbourne's literati, Marcus Clarke, Adam Lindsay Gordon and Henry Kendall to name a few (the number of books and publications printed and published by Clarson, Massina & Co. would fill a catalogue). During the early 1880s the company's name was changed to A. H. Massina & Co. 🌟 Massina installed a Mergenthaler linotype machine in 1894 and the *Australian Journal* was the first Melbourne publication to be set on this machine. In those days, the machine and its operator were encased in a glass screen, not so much to protect them from sabotage from angry compositors whose jobs had been put in jeopardy but to protect these delicate machines from dust and grit. As linotypes became common, the glass partitions disappeared. 🌟 Alfred Massina joined his friend S.V. Winter on the board of directors of the *Herald* and helped steer the newspaper through the land boom collapse and bank failures of the 1890s to re-establish a firm foundation. Massina became chairman of the board of the *Herald* in 1895. During 1908-09 Massina retired from the printing business leaving his son Harry and his grandsons Alfred and Stanley Massina in control. He retained his seat on the board of the *Herald* until his death in 1917 age 83 when he was given a front page obituary noting he had done much to lift the newspaper from a struggling sheet to an evening paper of importance. 🌟 Massinas traded through the great depression, WW2 and the post war boom years. Technological change and expanding competition encouraged the quest for new markets. With the introduction of magnetic ink character recognition (MICR) technology came the opportunity to partner Mason Firth & McCutcheon and later Sands & McDougall to form Cheque Printers & Encoders to pursue the profitable cheque printing market. Three friendly competitors pooled their resources to combine in a successful business employing 990 persons over 13 sites. 🌟 Noel Daniels, composing room foreman, later estimator and production manager, recalls his years at Massinas in the 1960s and the regular "putting to bed" of the *Dun & Bradstreet* weekly journal. 🌟 The company was acquired by Frank Daniels during the 1970s and continued to trade as A. H. Massina & Co. for some years.

SEE ALSO: GIBBS SHALLARD & CO., THE HERALD.



ALFRED HENRY MASSINA



MASON FIRTH & MCCUTCHEON
11 BANK PLACE



A. H. MASSINA & CO. OCCUPIED THIS
ADDRESS AT 26 COLLINS STREET EAST
FOR TEN YEARS 1879-1889.



350-352 SWANSTON STREET
WAS HOME TO A. H. MASSINA & CO.
FROM 1908.

PRINTERS OF THE STREETS AND LANES OF MELBOURNE

SLATER, WILLIAMS and HODGSON. 94 Bourke Street East. Listed in *Melbourne Directory*, 1856. 🌸 When the business failed in 1859, four friends namely, Gibbs, Clarson, Shallard and Massina purchased it and traded as Clarson, Shallard & Co. In 1862 the four partners saw opportunities for a business in Sydney and Gibbs was elected to open a business trading as Gibbs Shallard & Co., later Gibbs Cryer & Co. 🌸 The partnership separated, half remaining in Sydney and the other half became the forerunner of long standing family business A. H. Massina & Co. in Melbourne.

129

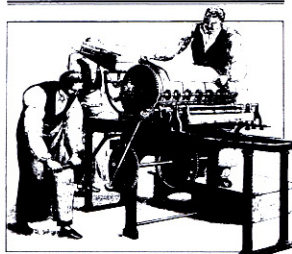
SEE ALSO: A. H. MASSINA & CO., GIBBS, SHALLARD & CO.

WILLIAMS, W. H. 94 Bourke Street East. Printers of the *Advocate*. Listed in *Melbourne Directory*, 1857.

147

1882  **1982**

A Hundred Years Service to the Printing Industry in Victoria



mostly set up to produce retail and direct mail catalogue work, much of which originated from Sydney retailers. Keating was required to bring work from Sydney including catalogues for Anthony Hordern, a retail firm. A colleague at Varley's was James P. Beveridge another traveller, who resigned his position to join John Sands in Sydney and later became managing director of McLaren & Co. in Melbourne. 🌸 Varleys went into voluntary liquidation in 1925 and the machinery was bought by Sidney Cooke & Sons and promptly disposed of. The remaining assets were bought by Sands & McDougall.

VENUS HARTUNG & CO. 383 Flinders Lane, now at Church Street, Richmond. Tickets, labels, tapes and tags originally for the Flinders Lane clothing trade.

VERONA PRESS. Rear 26 Flinders Street (1966).

VICTORIAN MASTER PRINTERS' ASSOCIATION.

The inaugural meeting of the Master Printers' and Wholesale Stationers' Society of Victoria, (later renamed the Victorian Master Printers' Association), was held on 17 June, 1882. Present were R. G. McCutcheon, J. McCarron, H. Puttmann, A. Stewart and J. Walker. McCutcheon and Stewart were elected President and Secretary respectively. 🌸 The association was formed as a result of the rapid growth of the printing trade between 1880 and 1883 when the number of recognised printing offices reached 124. By 1890 that number had grown to 237. An earlier office address was 25 McKillop Street, John R. Walker was then Hon. Secretary in the 1930s. The association later became the Printing and Allied Trades Employers' Association (later Printing and Allied Trades Employers' Federation of Australia) operating from Jolimont Road, Jolimont. Keith Gillespie, Fred Humphreys, Laurie Newman, Geoffrey Code, Graham Luke, Rick Deering and Tony Duncan were successive state managers from 1953. In the 1990s PATEFA became the Printing Industries Association of Australia operating from 585 Burwood Road, Hawthorn.

VICTORIAN PRINTING WORKS. 441 Little Bourke Street, later 17 Wills Street. Letterpress and lithographic printers. VMPA 1934.

VICTORY PUBLICITY. Bill McKechnie began screen-printing theatrical posters in the "flies" above the stage of the Victory Theatre (now the National Theatre) in St. Kilda in 1924. The company was formed in Swanston Street then moved to 262 Queen Street, later 186 Lygon Street, Carlton (a converted cinema). Screenprinters, lithographers and general commercial printers. 🌸 Victory became well known for printing hand-drawn 24 sheet and other posters printed from stone and later printed on two huge 60" x 40"

PRINTING & ALLIED TRADES EMPLOYERS' ASSOCIATION OF AUSTRALIA PAST PRESIDENTS

R. G. McCUTCHEON	1882-83	R. W. McKELLAR	1938-39
R. G. McCUTCHEON	1883-84	A. R. STEWART	1939-40
W. H. WILLIAMS	1885-86	L. T. McCUTCHEON	1940-41
J. W. GODDARD	1886-87	W. G. ANDERSON	1941-42
W. MARSHALL	1887-88	K. D. MACDOUGALL	1942-43
J. F. McCARRON	1888-89	K. D. MACDOUGALL	1943-44
S. V. WINTER	1889-90	J. B. FRAME	1944-45
A. McKINLEY	1890-91	J. B. FRAME	1945-46
C. EDGERTON	1891-92	T. M. COSH	1946-47
H. W. PUTTMANN	1892-93	T. M. COSH	1947-48
R. G. McCUTCHEON	1893-94	V. C. SEEGER	1948-49
G. N. ARNALL	1894-95	A. W. RAMSAY	1949-50
J. F. McCARRON	1895-96	A. T. TROEDEL	1950-51
J. F. McCARRON	1896-97	H. D. STEWART	1951-52
D. W. PATERSON	1897-98	J. B. FRAME	1952-53
C. EDGERTON	1898-99	J. P. BEVERIDGE	1953-54
A. STEWART	1899-1900	K. W. NORMAN	1954-55
A. JACK	1900-1901	W. G. ANDERSON	1955-56
G. N. ARNALL	1901-02	V. C. SEEGER	1956-57
D. W. PATERSON	1902-03	J. P. BEVERIDGE	1957-58
C. EDGERTON	1903-04	R. W. McKELLAR	1958-59
T. W. RASHLEIGH	1904-05	O. H. McCUTCHEON	1959-60
J. C. STEPHENS	1905-06	J. R. WRIGHT	1960-61
J. C. STEPHENS	1906-07	I. B. MACDOUGALL	1961-62
D. R. DAVIES	1907-08	C. OWEN	1962-63
J. B. WALKER	1908-09	J. R. HEATHCOTE	1963-64
J. B. WALKER	1909-10	G. N. INGHAM	1964-65
A. STEWART	1910-11	H. W. PATERSON	1965-66
H. NORMAN	1911-12	H. W. PATERSON	1966-67
H. NORMAN	1912-13	G. N. INGHAM	1967-68
D. MACDOUGALL	1913-14	P. E. COOPER	1968-69
G. A. OSBOLDSTONE	1914-15	L. G. KEATING	1969-70
D. W. PATERSON	1915-16	P. E. COOPER	1970-71
A. R. STEWART	1916-17	L. R. DAWBORN	1972-73
W. A. TROEDEL	1917-18	T. B. FRAME	1973-
F. A. BROWN	1918-19	S. M. MORPHET	1974-
H. NORMAN	1919-20	S. G. GRAHAM SMITH	1975-76
D. MACDOUGALL	1920-21	B. M. McKAY	1976-77
G. ANDERSON	1921-22	G. A. LUKE	1978-80
G. ANDERSON	1922-23	B. M. PONTIFEX	1981-82
G. A. OSBOLDSTONE	1923-24	C. O. KING	1983-84
G. ANDERSON	1924-25	R. G. PERKINS	1985-86
L. T. McCUTCHEON	1925-26	K. A. O'BRIEN	1986-87
A. R. STEWART	1926-27	M. R. SINNOTT	1988-89
E. H. JENKIN	1927-28	Mrs. M. J. DANIELS	1990-91
E. H. JENKIN	1928-29	T. S. HONE	1992-94
E. E. COOPER	1929-30	J. A. FLYNN	1995-97
D. MACDOUGALL	1930-31	R. D. ALDRICH	1998-99
G. ANDERSON	1931-32	P. G. BARKER	2000-01
H. NORMAN	1932-33	JENNIFER L. BAILE	2002-03
A. R. STEWART	1933-34	T. R. DYSON	2003-04
J. P. BEVERIDGE	1934-35	R. J. PATTERSON	2004-
W. G. ANDERSON	1935-36	R. D. ALDRICH	2004-05
W. A. WRIGHT	1936-37	R. KEEN	2006-
A. W. RAMSAY	1937-38		