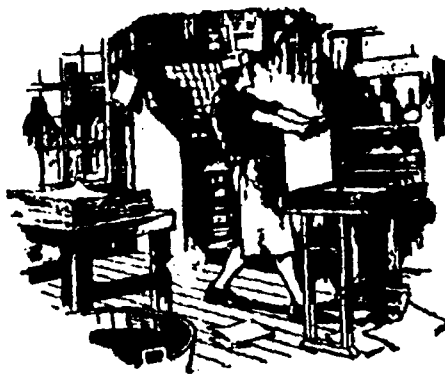


THE FIRST DECADE OF PRINTING

IN
READING, PENNSYLVANIA



PUBLISHED AND DISTRIBUTED BY
READING NATIONAL BANK AND
TRUST COMPANY
READING, PENNSYLVANIA

The First Decade of Printing

in

READING, PENNSYLVANIA



By J. BENNETT NOLAN, ESQ.

of the Berks County Bar

PUBLISHED AND DISTRIBUTED BY
READING NATIONAL BANK AND TRUST COMPANY

1930

“GOTTLOB JUNGSMANN, Jacob Schneider,
George Gerrish and Francis Ritter!
Though their forms are locked in the
embrace of death, their memory will
always be cherished by their fellow-
craftsmen.”

Toast of Jacob Knabb
Banquet of Printers of Reading
Benjamin Franklin
Birthday Commemoration
January 17th, 1859

Diesen beyden Ehegatten, als Johannes Schlatt und seiner ehelichen Haus-
 Frau: Maria Christina Angehehrne, Jünglerin ist ein Sohn zur Welt
 geboren, als Joh. Adam ist zur Welt geboren im Jahr unsers Herrn Jesu 1790
 den 14. Tag Octobr. um 3 Uhr im Zeichen de

1790 der Welt, ist ein Sohn zur Welt geboren, im Jahr unsers Herrn Jesu 1790
 den 14. Tag Octobr. um 3 Uhr im Zeichen de

Die Taufsprachen waren Adam Frauenfelder u. sein Frau Maria Jungmann
 Dieser Johann Adam ist geboren u. getauft in America, im Staat Pennsylv.
 in der County in Barren. Township

Wird an demselben Ort, wo er geboren ist, als er taufte, so ist er ein Sohn der Welt, im Jahr unsers Herrn Jesu 1790
 den 14. Tag Octobr. um 3 Uhr im Zeichen de

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THE FIRST DECADE OF PRINTING IN READING, PENNSYLVANIA



FOREWORD

THE PRODUCTION of a bibliography embracing the known imprints which emanated from the early presses of the town of Reading in the State of Pennsylvania has for many years been contemplated by those who seek to revive and perpetuate the local tradition. This little volume represents the fulfillment of a long cherished aspiration.

Bibliographies as a class are seldom inspiring but, with the use of plates illustrating the imprints listed, it is my hope that the pamphlet may not prove too tedious.

These plates, however, are costly and it is not likely that the plan for an effective illustrated bibliography would have been realized without the generous assistance of a local banking institution, the Reading National Bank and Trust Company. There is, to be sure, an element of advertising entering into the publication, but this

is negligible compared with the outlay involved, so that the work must be regarded as a benefaction rather than as an investment.

The time of the definite commencement of printing in this vicinity is probably the year 1788, although as will hereafter be suggested, there is sound reason for believing that a press was set up in Reading at a much earlier date.

The productions of our Reading press in the first decade of its existence, or from 1788 to 1800, are few. So far as we know they consist of four newspapers, fifteen books, sundry taufscheins, or baptismal certificates, one magazine, one play bill, and three almanacs. I have not the assurance to say that the list thus given is a complete one, for newly discovered publications may turn up at any time from sources or collections of which I am ignorant; nor is it possible to know of all the Reading imprints which may lie undiscovered in public libraries or private collections. An element of uncertainty must always exist. Professor Seidenstecker, for instance, in his exhaustive work *The First Century of German Printing in America* cites only eight Reading imprints in the first decade, and yet his work is regarded as authoritative.

The first printed matter in the district now erected as Berks County was the output of the presses of Philadelphia and Germantown. *Brad-*

.....

ford's American Weekly Mercury, established in 1719, the original newspaper of the Middle Colonies, circulated in Reading, although, being in the English tongue, it never attained an extensive subscription amongst the German people who constituted the bulk of our population. Franklin dismisses it rather summarily as, "*A paltry thing, wretchedly managed, and in no way entertaining.*" But then the Sage was not always impartial in discussing rival publications.

The first Pennsylvania German newspaper, the *Philadelphische Zeitung* of 1732 found a readier welcome in Berks, as did Mr. Sauer's German *Berichte* of a somewhat later period. The presses of these several periodicals did job printing as a side issue and it is from these that the printed forms issued in the first courts of Berks County emanated. Indeed, legal forms containing the printed appellations "Berks" and "Reading" appeared contemporaneously with the foundation of our county, having evidently been prepared in advance, although there is no record or tradition of local printing at this early period. Some of these forms are from the press, and carry the insignia of Franklin and Hall, others of James Humphreys of Philadelphia, and others of Sauer of Germantown. Still others were printed in Lancaster.

It is quite within the realm of possibility that some enterprising citizen set up a press in Reading at the period of the foundation of the village, but there is no historical proof in support of this conjecture, nor does there exist a trade mark of a Reading printer upon any book or document prior to the year 1788, generally accepted as the beginning of typography in Berks County.

There remains, however, one episode in the early history of our county so strongly suggestive of the establishment of a Reading printery during the Revolution that I feel that I should give the details as fully as may be, leaving it to the reader's judgment to determine whether or not there is sufficient evidence to warrant the assumption that printing was carried on in Reading during the War for Independence.

About the time when the great Surveyor General, Nicholas Scull, was running the boundaries of the new town of Reading on the Schuylkill, there arrived in Philadelphia a young Scotch printer named David Hall. He had learned his trade in Edinburgh and had been an apprentice of the celebrated Strahan, a friend of Dr. Franklin's, and the man to whom the Philosopher afterwards addressed his much quoted letter,

"Look upon your hands. They are red with the blood of your relations," etc.

Strahan gave the young Caledonian letters of introduction to Franklin and other provincial dignitaries, and we find him presently established as a partner of the firm of Franklin and Hall. Franklin went to England and apparently lost his connection with the enterprise so that when David Hall died in 1772 the business was carried on by his son William and by one Sellers under the title of Hall and Sellers. This William Hall was a stout Whig and printed the script or paper money with which a credulous and impoverished Congress vainly imagined they could settle their obligations.

In the fateful year of 1777, after the disasters on the Brandywine, it became obvious to the patriotic printer that the entry of Cornwallis into Philadelphia was unavoidable, in which event he would inevitably be hung and his property confiscated. In this dilemma Mr. Hall hastily packed his presses upon bullock carts and made his way up the Schuylkill Valley in search of a refuge, which he finally found in the town of Reading. He purchased from Attorney Edward Biddle the fine lot, No. 16, at the Southeast corner of Penn and Callowhill Streets, afterwards occupied by the Mansion House. Mr. Hall took title to this lot on March 15th, 1777, paying there-

for £1800, a large sum for the period. He sold it again to Mark Bird, the iron master, in October of 1778.

Now I can discover no imprint of Hall and Sellers emanating from Reading, nor have I seen in the mass of Continental paper money issued in this trying period any bill marked as printed in Reading. But it is hard to believe that there was a complete cessation of the printing of money at this critical time, and if the script was produced at all, it could only have been by Hall in Reading. It is regrettable that in the absence of more reliable evidence, this interesting query must remain in the realm of conjecture.

Passing now to the authenticated records, I find that the earliest date for any publication printed in Berks County is 1788, in which year a pair of enterprising printers who styled themselves "B. Johnson and T. Barton" established a printing office on the north side of Penn Square almost midway between Fifth and Sixth streets. In 1790, appears a new partner, the celebrated Gottlob Jungmann, and the printery was removed to a location on the north side of Penn Street between Fourth and Fifth streets.

The Christian names of these two men were long unknown, but have lately been ascertained from the tax lists to be Benjamin and Thomas, respectively. Of these pioneers very little is

known. Johnson may have come from Germantown where Christopher Sauer had an apprentice of this name in his printing establishment, but there is no definite proof of the connection. Johnson seems to have been primarily a vendor of hardware, and his business was carried on in the same building which housed the printery. Perhaps he found the returns from the printing business at this early date too precarious to rely upon them entirely for his livelihood. Having in mind the adage of our great Master Printer and Philosopher, "*Keep thy shop and thy shop will keep thee,*" he prudently clung to a business whose emoluments were certain. So late as 1800 we find Johnson removed to Philadelphia, but still advertising his stock of hardware in the Reading journals. He apparently never relinquished his literary predilections, for as the last item in a list of utilitarian objects he timidly inserts "*An assortment of books newly received and for sale.*"

About Barton still less is known but his connection with the printing business in Reading seems only to have endured for a period of five years, or until 1793, after which his name no longer appears.

Sometime in the year 1789 Gottlob Jungmann, Reading's first postmaster, became associated with the printery. This was a man of energy and ability, who soon dominated the firm. John-

son dropped first out of the co-partnership, probably in 1790, to be followed in 1793 by Barton, leaving Mr. Jungmann in possession of the business. At that time he was associated with one John Gruber, a printer who came from Germantown, but later Gruber also retired and Mr. Jungmann conducted the business alone.

Mr. Jungmann and his newspaper, the *Readinger Zeitung*, occupied the local field without competition for seven years, or until May, 1796, when Jacob Schneider founded his printing establishment. This firm was first known as Schneider and Gerrish, being composed of Jacob Schneider and George D. Gerrish.

Of Gerrish (sometimes spelt Gerrisch), little is known. He was the subject of a savage attack in the copy of the Advertiser issued October 16th, 1798, in which an anonymous correspondent writes: "*Are you not the acquaintance of George Gerrish on whose head a reward of \$100 was offered for Horse Stealing in Maryland.*"

Mr. Gerrish soon retired but Mr. Schneider with his *Reading Adler* kept on. Naturally enough, the two printing offices were opposed to each other in politics, Mr. Jungmann being a Federalist and Mr. Schneider a Democrat, and considerable bitterness developed as evidenced by

the acrimonious correspondence which occupied the columns of the *Zeitung* and the *Adler* respectively.

The only products of the press of Barton and Johnson in the year 1788, or at least the only ones which have survived to us, are two quaint volumes entitled, respectively, *A General Description of the Thirteen United States of America* and *Advice to the Fair Sex in a Series of Letters to a Sister*. So far as I know there exist two copies of the *Description of North America*, one in the possession of that renowned bibliographer Dr. A. S. W. Rosenbach of Philadelphia, and the other in the collection of the late Dr. George Hetrich, of Birdsboro. Of the *Advice to Young Ladies*, possibly the only copy in existence is in the collection of our assiduous local collector, Louis J. Heizmann. Dr. Rosenbach's copy of the *Description of North America* was formerly the property of Governor Samuel W. Pennypacker, who regarded it as the first book printed in Reading. Dr. Rosenbach being the present fortunate possessor of the volume has not unpardonably adopted this view. Inasmuch, however, as both volumes appeared in the same year, and as neither one has any identification as to day or month of issue, the same claim might be made for Mr. Heizmann's book. The first advertise-

ment of either book appears in the *Readinger Zeitung* of April 5th, 1798, in which both books are mentioned contemporaneously.

The four newspapers produced in the first decade, namely, the *Neue Unpartheyische Readinger Zeitung*, *The Weekly Advertiser*, *The Readinger Adler*, and *The Impartial Reading Herald* are hereinafter discussed separately. Their perusal in the files of our local Historical Society will interest and reward the antiquarian and the historian.

The printing of almanacs begun in 1798 has continued to the present day. The only surviving play bill of the period is illustrated in this volume.

A brave attempt was made in the closing years of the century to establish a magazine for circulation in Berks County. This forlorn hope was led by the optimistic Jacob Schneider but it does not appear that more than one number was ever issued. The *Adler* of January 1st, 1799, contains a prospectus of the proposed magazine, stating that it is to be for the advancement of history, geography, and economics and that the good folk of Reading and Berks County are invited to subscribe. By the 8th of January, 1799, the fond publishers announce that the magazine was almost ready, "*beynahe zur Presse fertig.*" On the 1st of February, 1799, this *Readinger Magazine* appeared in all its glory. It embodied an article upon the Con-

stitution of America, a formula for the making of bread from potatoes, and much poesie upon the destruction of the Bastille. The first number was probably the last, as no further reference is made to the ill-starred venture. No copy survives, but if one did, it would be worth its weight in gold, for the *Reader Magazine* has vanished as completely as the famed lost books of Livy.

This completes the list of known printed matter of the period with the exceptions of the *taufscheins*, or illuminated baptismal certificates so dear to the hearts of our German forefathers. These are best to be studied in the admirable and comprehensive collection of C. W. Unger, of Pottsville, who tells us that Reading was the second American place of German printing to print *taufscheins*; earlier printed ones being produced only from the Ephrata press.

The Reading *taufscheins* to 1800 are all of one type. The main text, with blank spaces to be filled out with names, dates and other data, is printed within a large central heart-shaped type border, flanked by two smaller hearts, one at each lower corner. The text was somewhat abridged and the size of the printed portion made smaller in 1797, but the arrangement remained substantially the same.

The decorations are of three general types. First, hand illuminations, as specifically described

under the various items, by Friederich Krebs of Reading; this is the commonest style. Secondly, hand illumination of the Friederich Speyer style, of which only one piece is at hand. Thirdly, rarely found, decorations made with crude wood cuts, in black, probably hand stamped and afterwards illuminated in colors by an unknown individual.

This Friederich Krebs, presumably the distributor and illuminator, worked with a peculiar shade of light green, a red sometimes coming close to a salmon, a dull orange, and, rarely, a dull purple. It is regrettable that the expense of the undertaking precludes the reproduction of these *taufscheins* in the pristine coloring which is their particular charm.

Something might be said about the format of these earlier Reading publications. The books were all diminutive, as may be noted from the illustrations, and were generally bound in an ornamental stiff paper ludicrously suggestive of the wall paper of our own time. Some, however, were bound in buckram and on the rare occasions when leather was used, it was of a superior quality. A bookbinder, Johannes Walter, plied his trade in Reading as early as 1797 and advertised that he might be found in a shop on North Callowhill Street, now Fifth Street, just above the jail. Our first Reading printers used linen paper of such

excellent quality that it seems likely to outlast the inferior paper of our own decadent age.

No description survives of the original press employed by Gottlob Jungmann, but we have a contemporary account of the crude instrument used by Jacob Schneider and George Gerrish. It was constructed mainly of wood, and the iron parts had been hammered out in a blacksmith shop near Oley Line. Francis Ritter, who married Barbara Schneider, sister of Jacob Schneider, to become the ancestor of a long line of Reading printers, is credited with the construction of this first press. One of the early machines from which the Adler was printed is still to be seen in Kutztown.

The paucity of the list as hereinafter given suggests that there may be omissions, for it seems absurd that two presses should have been operating for a decade with such meager results, yet such was the case. Some Reading publications have undoubtedly disappeared leaving no trace, but in the writer's opinion these omissions are few, and the bibliography as herewith given is substantially complete. One great argument in support of the correctness of the list is that no other publications are advertised in the local newspapers. Books with various titles are announced as for sale, but they are clearly stated to have been printed elsewhere.

BIBLIOGRAPHY OF
THE FIRST DECADE OF PRINTING
IN READING, PENNSYLVANIA



BIBLIOGRAPHY OF
THE FIRST DECADE OF PRINTING
IN READING, PENNSYLVANIA

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1788

A General Description of the Thirteen United States of America. B. Johnson and T. Barton.

One copy in the collection of Dr. A. S. W. Rosenbach, of Philadelphia.

One copy in the collection of the late Dr. George Hetrich, of Birdsboro, Pa.

* Advice to the Fair Sex. B. Johnson and T. Barton.

One copy in the collection of Louis J. Heizmann, of Reading, Pa.

1789

* Die Neue Unpartheyische Readinger Zeitung, 1789-1802. (The New Impartial Reading Newspaper). A weekly newspaper in the German language. Johnson, Barton and Jungmann, February 18th, 1789 to August 18th, 1790. Barton and Jungmann, August 18th, 1790 to June

* Illustrated and described.

25th, 1793. Jungmann and Gruber, June 25th, 1793, to December 31st, 1794. Gottlob Jungmann and Company, January 17th, 1795 to January 29th, 1800. Jungmann and Bruckmann, August 11th, 1802.

Historical Society of Berks County has February 18th, 1789 to August 11th, 1802.

C. W. Unger, of Pottsville, Pa., has February 18th, 1789 to December 25th, 1795.

Library of Congress has January 2nd, 1799 to December 31st, 1800.

Harvard University has March 22nd, November 15th, 1797.

New York Historical Society has May 1st, 1799.

American Antiquarian Society has January 1st, 22nd, 29th, June 4th, 1794.

* The Ready Reckoner (Published in English and in German). Benjamin Johnson.

One English copy in the collection of J. Bennett Nolan, of Reading, Pa.

One German and one English copy in the collection of the American Antiquarian Society, Worcester, Mass.

One German copy in the collection of C. W. Unger, of Pottsville, Pa.

One German and one English copy in the collection of Louis J. Heizmann, of Reading, Pa.

One German copy in the Cassel collection, Historical Society of Pennsylvania.

One English copy in the Pennsylvania State Library.

* Illustrated and described.

1790

Ein Gespräch zwischen dem kleinen Gorgel, einem armen Mann; und einem gewissen vornehmen Herrn, dem der Name Periander beygeleget worden. Reading. Barton & Jungmann, 1790. (A Dialogue between Little Gorgel, a Poor Man, and a Certain Distinguished Gentleman who has been Given the Name of Periander.)

In this rather tedious production a precocious brat named Gorgel and an old man and a mystical character named Periander wander through thirty-three pages of polemical debate without coming to any definite conclusion in the end. Our Berks County ancestors seem never to have had a satiety of religious discussion.

One copy in the collection of C. W. Unger, of Pottsville, Pa.

One copy in the collection of the John Carter Brown Library, of Providence, R. I.

Das Leben und die Begebenheiten von einem Neger Joseph Mountain. (The Life and Adventures of a Negro, Joseph Mountain.) Barton & Jungmann.

'This doleful narrative embodies certain episodes in the life of a negro who was hanged at New Haven on October 20th, 1790, for rape. Advertised in the *Zeitung* of November 24th, 1790. No copy extant.

1791

Die Geschichte des Isaac Childs. (The History of Isaac Childs.) Barton & Jungmann.

No known copy of this work survives, but it is cited by Seidenstecker and is advertised in the *Zeitung*.

1793

Beyspiele Merkwürdigen Bekehrungen in der Geschichte des Baron von Dyherrn und der Johanna Cische. (Examples of Curious Conversions in the History of Baron von Dyherrn and Johanna Cische.)

Merkwürdige Nachrichte von der Wunderbaren Bekehrung eines Grossen Naturalisten an dem Exempel des George Carl, Baron von Dyherrn. (The Curious History of the Mysterious Conversion of a Great Naturalist after the Example of George Carl, Baron von Dyherrn.) Jungmann & Gruber. Cited by Seidenstecker.

These essays are bound together and seem to have been issued contemporaneously. They embody a pious discourse spoken in his dying hours by a certain Lieutenant General von Dyherrn of the Royal French Service, killed at the battle of Bergen, near Frankfort, on April 13th, 1789.

One copy in Cassei collection, Historical Society of Pennsylvania.

One copy in the Schwenkfelder Historical Library at Pennsburg, Pa.

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Weihnachts-Lieder, Gebäter, etc., für die Kinder in der Stadt und auf dem Lande. (Christmas Hymns, Prayers for the Children in the City and in the Country.) Jungmann & Gruber.

One copy in the collection of J. Bennett Nolan, of Reading, Pa.

One copy in the collection of C. W. Unger, of Pottsville, Pa.

Der Durch Europa und America Aufmerksame Reisende, In Absicht zu suchen Wahre Kinder Gottes, Johann Leonard Friedrich Richter, Buchbinder in Altona, 1777 Und zum Drittenmale Gedruckt, auf Kosten der Liebhaber. Reading, gedruckt im Jahr 1793. (The Attentive Traveler to Europe and America with the Intention to Find True Children of God. Johann Leonard Friedrich Richter, bookbinder in Altona, 1777. For the third time printed at the expense of book lovers. Reading, printed in the year 1793.) Barton & Jungmann.

This volume is evidently the composition of an itinerant preacher who probably belonged to no regular sect. It was first produced in Germany in 1777, in the town of Altona, a suburb of Hamburg.

One copy in the collection of C. W. Unger, of Pottsville, Pa.

1794

Aerzney Buchlein fur Menschen und Vieh.
(Medicine Book for Human Beings and Animals.)
Jungmann & Gruber.

One copy in the collection of the Historical Society of
Berks County.

Eine Predigt, uber 1. Joh. Cap. 2, V. 28 zum
Abschied, Gehalten in Bern Taunschip den 6ten
October, 1793. (A Sermon of 1 Joh. Chap. 2, V.
28, the Farewell Sermon Delivered in Bern Town-
ship, October 6th, 1793.) Jungmann & Gruber.

This is a farewell sermon probably preached
in the historic Bern Church in 1793, by some de-
parting pastor whose name is unfortunately omit-
ted, but whose efforts had made such an impression
upon the members of his admiring congregation
that they procured his notes and put the sermon
into print.

One copy in the collection of C. W. Unger, of Potts-
ville, Pa.

1796

* The Weekly Advertiser, 1796-1816.

An English weekly. Established May 7th,
1796, by Gottlob Jungmann, with the title of *The
Weekly Advertiser, of Reading, in the County of
Berks*. With the issue of February 1st, 1800, Carl

* Illustrated and described.

A. Bruckmann was taken into partnership under the firm name of Jungmann & Bruckmann. With the issue of August 23rd, 1806, the partnership was dissolved and Gottlob Jungmann became sole publisher. On August 3rd, 1811, a new series was started, with new volume numbering, published by Gottlob Jungmann, and Company. With the issue of June 4th, 1814, the title was changed to *The Weekly Advertiser of Reading, for Berks and Schuylkill County*. With the issue of December 31st, 1814, the publishers became Gottlob & John E. Jungmann. With the issue of September 2nd, 1815, the title was changed to *The Reading Weekly Advertiser for the Counties of Berks & Schuylkill*. The paper was discontinued with the issue of April 27th, 1816, No. 246.

Historical Society of Berks County has May 7th, 1796; April 25th, August 1st, 1807; January 9th, 1808; December 29th, 1810; August 3rd, 1811; April 27th, 1816.

New York Historical Society has May 7th, 1796; December 15th, 1798.

Historical Society of Pennsylvania has October 6th, 1798; December 21st, 1799.

Harvard University has November 11th, 1797; August 29th, 1801.

Library of Congress has November 22nd, 1800.

* Impartial Reading Herald, 1796-1797.

An English weekly. Established July 22nd, 1796, by Jacob Schneider and Company with the

* Illustrated and described.

title of *The Impartial Reading Herald*. There was also a preliminary issue of June 22nd, 1796. With the issue of October 14th, 1796, George Gerrish was admitted to partnership, under the firm name of J. Schneider and G. Gerrish. The paper was discontinued with the issue of January 13th, 1797, Vol. 1, No. 26.

Historical Society of Berks County has June 22nd, July 22nd, 1796; January 3rd, 1797.

1797

* Readinger Adler, 1796-1913.

(Reading Eagle.)

A German weekly. Established January 3rd, 1797, by Jacob Schneider and George Gerrish, with the title of *Der Unpartheyische Reading Adler*. There was also a preliminary sample issue of November 29th, 1796, numbered No. 1. With the issue of January 17th, 1797, the title was altered to *Der Unpartheyische Readinger Adler*, and the publishing firm became Jacob Schneider and Company. With the issue of January 6th, 1801, the title was altered to *Der Readinger Adler*. With the issue of June 29th, 1802, John Ritter was admitted to partnership under the firm name of Schneider and Ritter. With the issue of March 27th, 1804, this partnership was dissolved and the paper was published

* Illustrated and described.

by John Ritter and Company (Charles A. Kessler). With the issue of September 11th, 1810, the title was shortened to *Reader Adler*. The paper was so continued until after 1820. Most of the volumes had general title-pages after 1798.

Historical Society of Berks County has January 3rd, 1797 to December 26th, 1820.

Pennsylvania State Library has September 15th, 1801.

* *Die Geschichte Florentins von Fahlendorn.*
(The History of Florentins von Fahlendorn.)
Jacob Schneider and Company.

One copy in the collection of J. Bennett Nolan, of Reading, Pa.

One copy in the collection of C. W. Unger, of Pottsville, Pa.

One copy in the Cassel collection, Historical Society of Pennsylvania.

One copy in the collection of the Historical Society of Berks County.

One copy in the collection of the American Antiquarian Society, Worcester, Mass.

One copy in the Pennsylvania State Library.

* *Die Blut-Fahne ausgestecket zur Warnung politischer Wegweiser in America.* (The Blood Red Flag Displayed as Warning to Political Leaders in America.) Gottlob Jungmann and Company.

* Illustrated and described.

One copy in the collection of J. Bennett Nolan, of Reading, Pa.

One copy in the collection of C. W. Unger, of Pottsville, Pa.

One copy in the collection of the Historical Society of Berks County. (Imperfect.)

One copy in the collection of the American Antiquarian Society, Worcester, Mass.

One copy in the Pennsylvania State Library.

Ein Wahrhafter und besonderer Bericht von dem Zustand des Richard Merrels. (A Fine and Special Report of the Condition of Richard Merrels.) Gottlob Jungmann and Company. Advertised in the *Zeitung* December 27th, 1797. No copy extant.

* Play bill. Jacob Schneider.

Performance of the M'Grath troupe at Reading Theatre.

One copy in the collection of J. Bennett Nolan, of Reading, Pa.

1798

Neuer Hauswirthschafts Calender. (The New Domestic Calendar.) Gottlob Jungmann and Company.

One copy in the collection of the American Antiquarian Society, at Worcester, Mass.

One copy in the Pennsylvania State Library.

* Illustrated and described.

1799

Last Words of Martin McLaughlin. Gottlob Jungmann and Company. Advertised in the *Zeitung*. No copy extant.

Neuer Hauswirthschafts Calender. (The New Domestic Calendar.) Gottlob Jungmann and Company.

One copy in the Cassel collection, Historical Society of Pennsylvania.

One copy in the collection of the Historical Society of Berks County.

One copy in the collection of the American Antiquarian Society, Worcester, Mass.

One copy in the Pennsylvania State Library.

Ein Trauer Gedict uber eine Grausame Mordthat. (A Dirge Over a Cruel Murder.) J. G. Schneider.

Two copies in the collection of Schwenkfelder Historical Library at Pennsburg, Pa.

1800

Neuer Hauswirthschafts Calender. (The New Domestic Calendar.) Gottlob Jungmann and Company.

One copy in the Cassel collection, Historical Society of Pennsylvania.

One copy in the collection of C. W. Unger, of Pottsville, Pa.

THE FIRST DECADE OF PRINTING

One copy in the Library of Congress, Washington,
D. C.

One copy in the collection of the American Antiquarian
Society, Worcester, Mass.

One copy in the Pennsylvania State Library.

The Reader Magazine. Jacob Schneider
and Company. Advertised in the Adler, January,
1800. No copy extant.



**EXEMPLARS
OF
EARLY READING PRINTING**

A
GENERAL DESCRIPTION
OF THE THIRTEEN
UNITED STATES
OF
AMERICA.

CONTAINING,

**Their Situation, Boundaries, Soil and
Produce, Rivers, Capitals, Constitu-
tion, Religious Test and Number
of Inhabitants.**

READING.

Printed and sold by
B. Johnson and T. Barton.
MDCCCLXXXVIII

THE THIRTEEN UNITED STATES

This booklet, reputed to be the pioneer of Reading publications, is a quaint and curious volume, and gives a general description of each of the thirteen colonies, or "provinces," as the writer terms them. Since the boundaries of these several districts were not too clearly defined at the period, it is not surprising that a certain vagueness is reflected in the description. For instance, when the writer essays to bound Pennsylvania he says,

"On the North by New York and the Iroquois, on the West by Lake Erie and the Indian Country."

"Ten new states" he tells us *"are clamoring for admission to the Confederation."* These states are to be named Sylvania, Michigania, Rock State, Metropotamia, Illinoia, Saratoga, Polypatamia, Pelissia, and Washington. In addition, three counties in North Carolina have formed the State of Franklin, and a new State is to be erected about the intersection of Vermont, New Hampshire, and Massachusetts. Our Reading author anticipated by half a century the view of John C. Calhoun and Jefferson Davis as to state-rights. *"Each state,"* he explicitly narrates, *"retains its own sovereignty and independence; supreme power is lodged in a Congress of Delegates."*

ADVICE
TO THE
FAIR SEX,

In a Series of Letters
to a SISTER,

*Shewing the Folly of assuming
Characters;*

*The Seriousness of Marriages;
A Description of different Suit-
ors, to be shunned by prudent
Females;*

*The Necessity of appearing de-
cent;*

*Portraits of a Miser and Spend-
thrift;*

Reflections on Jealousy, &c.

READING: Printed and sold by
B. JOHNSON and T. BARNARD
MDCCLXXXVIII

ADVICE TO THE FAIR SEX

This edifying volume is written in an admonitory vein which would probably evoke only the ridicule of an irreverent generation. The very names of the characters savor of prudery. The males are christened Love-well, Sir Robert Goodman, and Probus; the ladies are termed Flip-panta, Prudilla, and Flirtina.

The keynote of the volume is well struck in a stanza which adorns one of the earlier pages,

*"Immodest words admit of no defense
For want of decency is want of sense."*

And the scoffing matrons of our own day might well imitate the manner of the tactful wife who, when sadly ruffled by her spouse's bad temper, meekly, retorts,

"Very well my dear, I shall make the tea for you."

A homely strain of censure is suggested in the discreet advice of the eighteenth century mother,

"And now Maria let me advise you that whatever disappointments or disquietudes you may meet with in the nuptial state, never to declare to the world your sufferings."

While we may well doubt whether any of the emancipated daughters of the present day will take the time to read this quaint emanation of the Reading press of one hundred and twenty-five years ago, it is nevertheless certain that they might profit by the perusal.

1802.]

Neue Unpartheische

[Num. 682.

Readinger Zeitung,

und Anzeigs - Nachrichten.

1 Thaler, Jährlich.

Mittwoch, den 10 März.

3 Cent, Einzeln.

Diese Zeitung wird alle Mittwoch herausgegeben von Jungmann und Bachmann, in der Deutsch und Englischen Buchdruckerey, für einen Thaler des Jahres; woselbst aller Arten Deutsch und Englische Buchdrucker-Arbeit, sauber, aufs geschwindeste, und um die billigsten Preise, verfertigt werden.

Wir sind alle Republicaner — Wir sind alle Liberalisten.

Für die Unpartheische Readinger Zeitung.

[Nachfolgende Mittheilung empfehlen wir der Aufmerksamkeit der Leser und getreuen Überlegung unserer geliebten Kunden, und den Lesern dieser Zeitung überhaupt.]

Blicktliche Betrachtungen, der gegenwärtigen Lage des öffentlichen Affären.

Wenn noch zu welchem 3 it große Verwirrung langen in der öffentlichen Handlung ein Staats vorgenommen werden, so vermuthet ein blickender Zuschauer, daß das Land von dem Staat des öffentlichen Affären, in diesem

bracht werden, ohne erst eine ganze Neue Ordnung der Dinge einzuführen, und alle die Hemmer von Gewalt und Misseth, mit ihren Creaturen aufzufassen. So gar die Unwahrscheinlichkeit eines solchen Vornehmens half die Revolution anzubringen.

Nachdem wir diese traurigen Wünsche in der Zeitung genommen, welche so eben auf dem Schrey der Europa zu Ende gebracht worden, werden das Gemüthe umwerfen die größte, allgemeine, ja denkwürdigen in der Geschichte der Menschheit, welche neuerlich in diesen Vereinigten Staaten ihren Anfang genommen haben, und noch immer fortwähren, ohne sich zu allerhöchsteren und traurigsten Verwirrung zu machen. Es ist in gewis und wohlbedachte, in unserm Vaterland, daß sich nicht als ein Land glücklich ablebe, sondern als ein Land, welches

stark und stark haben, so notwendig sie selbst sind, nach welchem diese Misseth in ihre Gewalt gekommen hat; wenn sie nicht werden die große Misseth auf jeden, jeden und jeden, so notwendig, weil diese Misseth auf alle Klassen von Menschen, insbesondere aber auf die Armen schwer fallen, so notwendig sie, auf die vorgedachte zu richten, die Misseth auf die Misseth richten des Unglücks, und auf die Misseth richten — so kann in der öffentlichen Welt, und bezeichnen alle Misseth, und die Misseth zum Glück, mit einem segensreichen Wunsch für die Frage zum Glück, und wenn ihnen durch ihre Misseth im Land, und ihren Glück können zu Gemüthe gebracht wird, daß diese Misseth und die Misseth Christi des Unglücks, die Misseth der Misseth der Misseth, und in einem Misseth, und das Misseth ihrer Misseth.

DIE NEUE UNPARTHEYISCHE READINGER ZEITUNG

The month of February in the year 1789 was a memorable one in the history of mankind. Mr. James Wilson, the erstwhile Reading lawyer, secured a ratification for his Federal Constitution at Philadelphia; the Three Estates, in convocation at Versailles, presented to a perplexed Bourbon monarch a memorial containing the strange new suggestion of inherent rights of mankind; and Gottlob Jungmann issued the first newspaper in Berks County.

Mr. Jungmann, never backward in vaunting his own good qualities and those of his productions, occupies much of the first page of the first number with a panegyric upon the venture. First, and somewhat superfluously, he reviews the history of printing from the days of Gutenberg. He then flatters the civic pride of his auditors by extolling their public and private virtues and assuring them that their industry and enterprise have made Berks County a Garden of the Lord (*ein Garten Gottes*). Having thus engendered a feeling of complacency amongst his prospective subscribers, he details the benefits to accrue from the establishment of a journal. Land is to increase in value; new and improved methods of agriculture are to be introduced; old superstitions are to vanish; the schools

are to amplify and prosper; the churches will become more influential. All this for a modest outlay of one dollar, fifty cents in advance.

Mr. Jungmann's fond hopes were only partially realized. When he removed from Reading in 1816 he devoted considerable space in the *Advertiser* to a melancholy review of his career in Reading and of the lack of appreciation in the community which he had sought to serve. Comparatively few, he declares, had shown enterprise enough to subscribe for his paper and many of those subscribers had neglected the formality of payment. The postmastership had been given to him when it could only be conducted at a loss; when emolument began to accrue, the office was bestowed elsewhere.

In the writer's possession is a letter written in 1799 by Pastor Friederich Schmidt of St. Michael's Lutheran Congregation in Philadelphia, to his son, a member of the Reading Bar.

"Mr. Jungmann has not yet paid me for the calendar calculation he got last year."

The reverend gentleman was an astronomer of a sort and had made calculations for Mr. Jungmann's calendars which Jungmann could not, or did not see fit to pay. Ready cash was apparently a rare item in the equipment of this first Reading printery.

Finally, in April, 1816, the disillusioned editor announces that he is "bent to leave these

parts for a new and distant country, if God pleases."

This "distant country," Kentucky, was remote indeed, for at that period it was as far from Reading as Liverpool is in our day.

Gottlob Jungmann's epilogue is written in the issue of the *Readinger Adler* for June 25th, 1833.

"Died at Louisville, Kentucky after a few hours' illness, Gottlob Jungmann, in the 67th year of his age. Many years ago the publisher of the Reading Weekly Advertiser. Also on the following day, Mrs. Catharine Jungmann, consort of the former, in the 67th year of her age."

Appropriately enough, his wife, the partaker of all his tribulations in Reading, who shared in the perilous emigration to the Ohio, went with him on the last journey, from which there is no return.

Poor Gottlob Jungmann! His was the usual fate of pioneers of culture in a community as yet unregenerated from the primitive. One wonders whether in his Western home he ever regretted the pleasant German village on the Schuylkill, or whether he harbored resentment towards an unimaginative and close-fisted community which begrudged the outlay of one dollar a year for the securing of their news from a printed sheet rather than by the traditional method of the gossip of the street.

WEEKLY ADVERTISER,

OF READING, IN THE COUNTY OF BERKS.

Printed by JUNGMAHN & BRUCKMANN, Price One Dollar per Annum, payable half-yearly, in Advance.

SATURDAY EVENING, 19 OCTOBER.

OFFICIAL RETURNS from the General Election Districts of Berks County:

GOVERNORS

Thomas McKean,
Simon Schneider,

NEW ASSEMBLY

Daniel Ruff,
John Hoff,
Valentin Beck,
Bliss Hedger,
Jacob Schaefer,
Peter Meyer,

OLD ASSEMBLY

Jacob Egger,
Jose Adams,
Adam Wiman,
Luttre,
Knads,

SHERIFF

Conrad Feger,
George Marx,
Daniel Kasper,
Peter Klein,
Henry Betz,
Peter Amundt,
Nicholas Seizinger,
John Meyer,
Philip Klein,
Anthony Schneider,

CORONER

Henry Richter,
Freeman Leichter,
Daniel Cylar,
George Goumar,
Peter Nagle, Junr.,
Daniel Levan,
Christopher Steiner,
Henry Dietl,
William Wiman,

COMMISSIONERS

Henry Fahn,
Henry Feyer,
Conrad Feyer,
Victorick Maurer.

Residence	Kennett	Unionville	Manassas	Frederick	Winchester	Parrell	White Horse	Mt. Airy	Shiloh	North	Valley Forge	TOTAL
1304	375	14	250	120	252	246	126	304	443	57	77	3718
522	234	290	170	19	221	137	145	103	07	63	30	2007
1252	367	141	271	125	320	251	126	376	443	55	77	2604
1242	352	136	250	125	242	243	125	371	241	55	77	2512
1110	336	109	200	125	271	240	125	370	410	54	77	2317
1217	302	127	271	124	373	243	127	370	443	54	77	2644
1217	329	110	250	124	220	235	126	374	437	15	77	2554
98	10	41	33	4	200	12	0	0	84	3	2	401
524	246	203	177	14	215	128	143	92	63	64	30	2000
526	245	177	14	223	120	143	92	75	64	3	2010	
542	246	303	181	14	223	144	143	91	75	61	20	2058
522	243	300	177	14	221	133	143	92	70	64	20	2010
530	246	303	177	14	217	130	144	91	75	64	20	2025
798	244	150	286	38	428	242	122	108	24	9	5	2568
692	147	201	121	7	106	25	70	111	50	12	2	1779
346	107	02	30	9	75	69	30	161	10	0	27	1043
160	300	88	114	29	115	30	50	145	222	23	05	1315
72	4	4	28	0	18	27	07	0	4	10	0	224
263	57	77	55	13	10	13	10	0	30	4	13	703
347	22	47	105	92	66	15	51	36	4	13	2	801
227	27	30	0	3	39	28	36	0	0	4	0	302
20	60	59	8	0	5	0	0	0	0	14	0	210
75	0	0	0	0	0	0	0	0	0	0	0	75
406	163	134	110	40	141	63	83	110	58	50	22	1461
312	98	75	82	22	112	102	55	84	27	0	40	1062
310	90	70	112	20	123	106	00	81	67	0	12	1102
324	124	116	140	28	100	80	55	02	26	4	12	1259
350	10	91	122	26	87	26	63	103	113	26	42	1210
244	142	56	82	42	65	70	7	67	57	24	21	1000
402	208	120	111	29	107	80	45	02	75	24	0	1275
262	105	60	37	10	15	36	10	112	53	0	1	941
174	82	45	53	15	15	54	12	27	51	12	7	548
166	253	146	66	16	151	92	110	215	213	22	5	2244
200	12	32	171	22	124	253	120	171	10	7	0	1134
200	120	22	174	26	124	253	120	171	10	7	0	1134
36	51	50	34	0	27	18	20	16	15	7	3	248

THE WEEKLY ADVERTISER

In spite of Mr. Jungmann's constant complaint about the tardiness of his subscribers in the matter of payment, he seems to have been encouraged enough after seven years of experiment in the journalistic field to start an English newspaper and on May 7th, 1796, the *Reading Advertiser* made its bow to the English speaking public of Berks and adjoining counties. The *Advertiser* appears to have enjoyed a fair measure of the public patronage and endured until the issue of April 27th, 1816, considerably above the average of longevity for a newspaper of the period.



Ex. No. 1.

IMPARTIAL

READING GILBERT

For such consideration of Thee and Thy work, is one of the great joys of life.

FRIDAY, September 16th, 1966.

This Paper will be published every Friday Morning by JACOBS STEINWARTZ and Co. at the new Printing Office in London, at the Sign of the Dolphin per Anson, whereof half a Dollar is to be paid at Advertising, and half a Dollar spare gratis.

Dollars per Annum, shared half : Dollar is to be paid as hereinafter set forth, with a Dollar per year per year.

**SCHUYLKILL
BRIDGE LOTTERY**

[illegible]**Dollars.**

1	Rate of 10,000 Dollars	10,000
2	do. of 10,000 do.	10,000
3	do. of 1,000 do.	1,000
4	do. of 5,000 do.	5,000
5	do. of 1,000 do.	1,000
6	do. of 500 do.	500
7	do. of 100 do.	100
8	do. of 50 do.	50
9	do. of 10 do.	10
10	do. of 1 do.	1
11	do. of 1/2 do.	1/2
12	do. of 1/4 do.	1/4
13	do. of 1/8 do.	1/8
14	do. of 1/16 do.	1/16
15	do. of 1/32 do.	1/32
16	do. of 1/64 do.	1/64
17	do. of 1/128 do.	1/128
18	do. of 1/256 do.	1/256
19	do. of 1/512 do.	1/512
20	do. of 1/1024 do.	1/1024
21	do. of 1/2048 do.	1/2048
22	do. of 1/4096 do.	1/4096
23	do. of 1/8192 do.	1/8192
24	do. of 1/16384 do.	1/16384
25	do. of 1/32768 do.	1/32768
26	do. of 1/65536 do.	1/65536
27	do. of 1/131072 do.	1/131072
28	do. of 1/262144 do.	1/262144
29	do. of 1/524288 do.	1/524288
30	do. of 1/1048576 do.	1/1048576
31	do. of 1/2097152 do.	1/2097152
32	do. of 1/4194304 do.	1/4194304
33	do. of 1/8388608 do.	1/8388608
34	do. of 1/16777216 do.	1/16777216
35	do. of 1/33554432 do.	1/33554432
36	do. of 1/67108864 do.	1/67108864
37	do. of 1/134217728 do.	1/134217728
38	do. of 1/268435456 do.	1/268435456
39	do. of 1/536870912 do.	1/536870912
40	do. of 1/1073741824 do.	1/1073741824
41	do. of 1/2147483648 do.	1/2147483648
42	do. of 1/4294967296 do.	1/4294967296
43	do. of 1/8589934592 do.	1/8589934592
44	do. of 1/17179869184 do.	1/17179869184
45	do. of 1/34359738368 do.	1/34359738368
46	do. of 1/68719476736 do.	1/68719476736
47	do. of 1/137438953472 do.	1/137438953472
48	do. of 1/274877906944 do.	1/274877906944
49	do. of 1/549755813888 do.	1/549755813888
50	do. of 1/1099511627776 do.	1/1099511627776
51	do. of 1/2199023255552 do.	1/2199023255552
52	do. of 1/4398046511104 do.	1/4398046511104
53	do. of 1/8796093022208 do.	1/8796093022208
54	do. of 1/17592186044416 do.	1/17592186044416
55	do. of 1/35184372088832 do.	1/35184372088832
56	do. of 1/70368744177664 do.	1/70368744177664
57	do. of 1/140737488355328 do.	1/140737488355328
58	do. of 1/281474976710656 do.	1/281474976710656
59	do. of 1/562949953421312 do.	1/562949953421312
60	do. of 1/1125899906842624 do.	1/1125899906842624
61	do. of 1/2251799813685248 do.	1/2251799813685248
62	do. of 1/4503599627370496 do.	1/4503599627370496
63	do. of 1/9007199254740992 do.	1/9007199254740992
64	do. of 1/18014398509481984 do.	1/18014398509481984
65	do. of 1/36028797018963968 do.	1/36028797018963968
66	do. of 1/72057594037927936 do.	1/72057594037927936
67	do. of 1/144115188075855872 do.	1/144115188075855872
68	do. of 1/288230376151711744 do.	1/288230376151711744
69	do. of 1/576460752303423488 do.	1/576460752303423488
70	do. of 1/1152921504606846976 do.	1/1152921504606846976
71	do. of 1/2305843009213693952 do.	1/2305843009213693952
72	do. of 1/4611686018427387904 do.	1/4611686018427387904
73	do. of 1/9223372036854775808 do.	1/9223372036854775808
74	do. of 1/18446744073709551616 do.	1/18446744073709551616
75	do. of 1/36893488147419103232 do.	1/36893488147419103232
7		

**BENJAMIN WITMAN,
Clock and Watch-maker,**

HAS just opened his
store in Cumberland, North-
Carolina, and supplies
from the Court-house, and supplies
the public offices, in this through out
the County of Anson,
and County of Anson,
and County of Anson.

Now available in paperback

Witch & HALLS
HALLS and KITE,

which he will not attempt to
a very inadequate price.

✓ All perform incli-

ing to lawyer Sam With Spitz consulting to his friends of business, will be personally attended to.

July 10th 1905, (S.F.)
CORRECTION.

Stop.

JOHN KIDD

important the Public in general, and
 the "strong and vigorous" in partic-
 ular, may be put to sleep in our
 by 22 1864

COPIES WITHIN BUSINESS
In his editorial introduction, Mr. Allen

2210 North Lake of Peoria Street, St. Louis, Mo.

foreign & building the new
number of FTILAS & diversify di-

...and a variety of other (off-
the-line) items from his long

supply all that was placed in it.

of Cippori, many of the best quality!

...and my morning routine, and on the good, reasonable criteria. Vitamins from

[illegible]

the field or the above any? For old
topper, knob, peeler, lead, &c.

Advertisement.

was a very different matter. The first thing that struck me was the fact that the people of the country were not only ignorant of the principles of the constitution, but they were also ignorant of the principles of the government. The people of the country were not only ignorant of the principles of the constitution, but they were also ignorant of the principles of the government. The people of the country were not only ignorant of the principles of the constitution, but they were also ignorant of the principles of the government.

THE IMPARTIAL READING HERALD

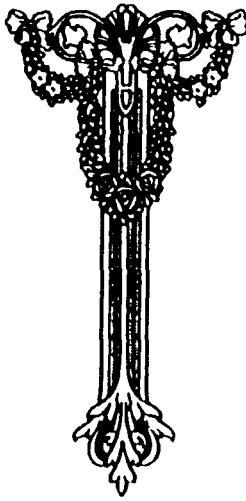
It has been claimed that the *Reading Herald* was the original newspaper in the English language to appear in Berks County, but as the first number is dated June 22nd, 1796, and that of the *Advertiser* May 7th, 1796, it would appear that the claim of the *Advertiser* to be the pioneer English newspaper is well-grounded.

Up to this time Gottlob Jungmann occupied the field alone, but now a rival appears in the person of Jacob Schneider, who came from Exeter Township, in Berks County. Mr. Schneider entered actively into the printing business, founded a newspaper, issued books, and in general made all the competition and trouble that he could for Gottlob Jungmann. He was associated in the beginning with George Gerrish. Schneider, like Jungmann, followed the approved journalistic

tradition of dabbling in politics and was seldom out of office. He held successively the offices of Register, Recorder, member of the Legislature, and Associate Judge. He brought himself and the town of Reading into the limelight in the year 1799, during the uprising against the federal tax on house windows, which has come down to us under the name of the Fries Rebellion. At this time Mr. Schneider's editorials were found so objectionable by the militia officers who were then garrisoned at Reading, that they took him forcibly from his office and horsewhipped him in Penn Square.

The Impartial Reading Herald struck a new note in Berks County journalism, being edited in a lighter vein than the ponderous, semi-religious publications which preceded it. Some of the poetry which it printed is decidedly broad and would scarcely pass the censorship even of our own more liberal age. In spite of this modernity,

or perhaps because of it, the paper had a brief career, being discontinued with the issue of January 13th, 1797.



DER READINGER ADLER

The Readinger Adler, by far the most celebrated and influential paper ever published in Berks County, was started in 1796 by Jacob Schneider and George D. Gerrish. Its long and honorable career which terminated in 1913 merits a more extended discussion than can be given in this brief treatise. *The Adler* in its time was acknowledged as one of the leaders in the German press of America. It changed its format many times, but always maintained the symbol of the eagle as given in the early exemplar herewith reproduced.



**T H E
READY RECKONER,
O R T H E**

TRADER'S SURE GUIDE,
Adapted to the use of all who deal by
WHOLESALE OR RETAIL:

EXHIBITING AT ONE VIEW,
The Amount or Value of any number or
quantity of **GOODS** or **MERCHAN-**
DIZE, from 1 up to 10,000,
At the various prices, from 1 Farthing to
1 Pound.

TO WHICH ARE PREFIXED,
Tables of Interest at 5, 6, and 7 per Cent.
A Table shewing the weight and value
of **GOLD** and **SILVER**, as they now
pass in Pennsylvania and New-York.

A L S O

A Table shewing the value of *Continental*
Money, as fixed by an Act of the
General Assemblies of Penn-
sylvania and Maryland.

AN AMERICAN EDITION.

Corrected & compared with several Editions.

R E A D I N G :

Printed and Sold by Benjamin Johnson :
M,DCC,LXXXIX.

THE READY RECKONER

It is not probable that any of the issues of our Reading press was a brilliant success from a financial point of view. Numerically small as the publications appear to us now, they had an exasperating habit of remaining upon the producers' shelves. Sometimes the same item is advertised over a course of years, and the disappointed editors openly express their resentment over the lack of appreciation in the community.

But if any of the primitive productions paid for itself, it was probably the *Ready Reckoner*, produced in English and German in 1789. The success of this venture lay in its practical utility, for it filled a real need amongst our people.

At the time of its production, in 1789, the Confederation was laboring under the burden of an elastic and uncertain currency. Each State issued its own pounds, shilling, and pence. There was no parity and a very elusive standard of value. Barter between citizens of different States was invariably attended by perplexity and debate. A "Reckoner," therefore, which gave the comparative values for Pennsylvania and her bordering States of New York and Maryland, was a necessity to all tradesmen. Under these circumstances, the price of the volume, "Three shillings with allowance," does not appear excessive.

READING THEATRE,

(UNDER THE DIRECTION OF MR. M'GRATH.)

On Thursday Evening, February 7, will be acted,

THE MORAL AND HISTORICAL PLAY OF GEORGE BARNWELL,

OR,

THE LONDON MERCHANT.

"Be warn'd, ye youths, who see my sad despair,
"Avoid lewd Women, false as they are fair,
"By my example learn to shun my fate,
"How wretched is the Man that's wife too late;
"Ere innocence and fame and life be lost,
"Here purchase wisdom cheaply at my cost."

Preceding the Play, will be spoken, A HUMOROUS PROLOGUE, in Character of
AN AMERICAN TAR.

After the Play, BROTHER M'GRATH will have the honor of delivering

A MASONIC ADDRESS,

IN HIS CHARACTER OF

A MASTER MASON.

Sung---by Mrs. M'GRATH:---"I'd rather be excus'd!"

To which will be added, the AMERICAN FARCE OF

THE TRUE BORN YANKEE,

OR,

A TRIP TO NEW-YORK;

With SONGS incidental to the PIECE.

The whole to conclude with "BUCKS HAVE AT YE ALL!"

By Mr. MORTON.

Characters, in Play and Farce, by MR. M'GRATH, MR. MORTON, MR. ORMSBY,
MR. M'GRATH, &c.

The Curtain to be raised at half past Six o'Clock.

TICKETS, at half a dollar each, to be had of Mr. BART, of Mr. M'Grath, and
at Mr. Schneider's Printing-Office. No money to be taken by the Door-keeper.

In order to accommodate families, CHILDREN UNDER TEN YEARS
OF AGE will be admitted on Half-Tickets in half-price.

PLAY BILL OF THE READING THEATRE

This quaint play bill was presumably printed at Jacob Schneider's printing office, since the announcement is made that tickets to the performance may be procured there. The performance was given in the old Reading Theatre, which has passed so completely that no one can with any certainty say where it actually stood. There is a tradition that it was in the neighborhood of Seventh and Chestnut Streets, near the southwest corner, where stood the old Reading Academy. There is, however, no definite historical knowledge upon this point.

"Brother M'Grath" who gave the performance was the pioneer of the itinerant theatrical managers who introduced the drama to rural Pennsylvania. Some writers have referred to him as the Tait Wilkinson of the United States. Seil-

hamer in his history of the American stage pays a tribute to his versatility, terming him "Poet, singer, actor, dramatist, and manager."

Christopher Charles M'Grath made his American debut in 1786 at Charleston and seems to have led a starveling existence, wandering about with his troupe through Maryland and Pennsylvania with the sheriff always close upon his heels. He appeared in York in November, 1791, and announced that he proposed to give in the Pennsylvania inland towns

"Dramatic entertainments properly regulated to convey not only rational and elegant amusement, but productive of real utility in polishing the tastes, improving the manners and cultivating the genius of the rising generation."

But, a hard-headed and unappreciative public obstinately refused to take enough tickets at half a dollar apiece to make Mr. M'Grath's venture a successful one from the financial standpoint.

In York an honest countryman had to buy cakes for the leading lady so that she might sufficiently recruit her strength to continue the performance.

M'Grath died in Reading, February 23rd, 1799.

The play bill is undated but the performance was probably given in 1798.



Die
Geschichte
Florentins v. Fahlendorf.

Eine lehrreiche
und
Anmuthige Begebenheit.

Von
Heinrich Stilling.

In drey Theil.



Erster Theil.

Reading:

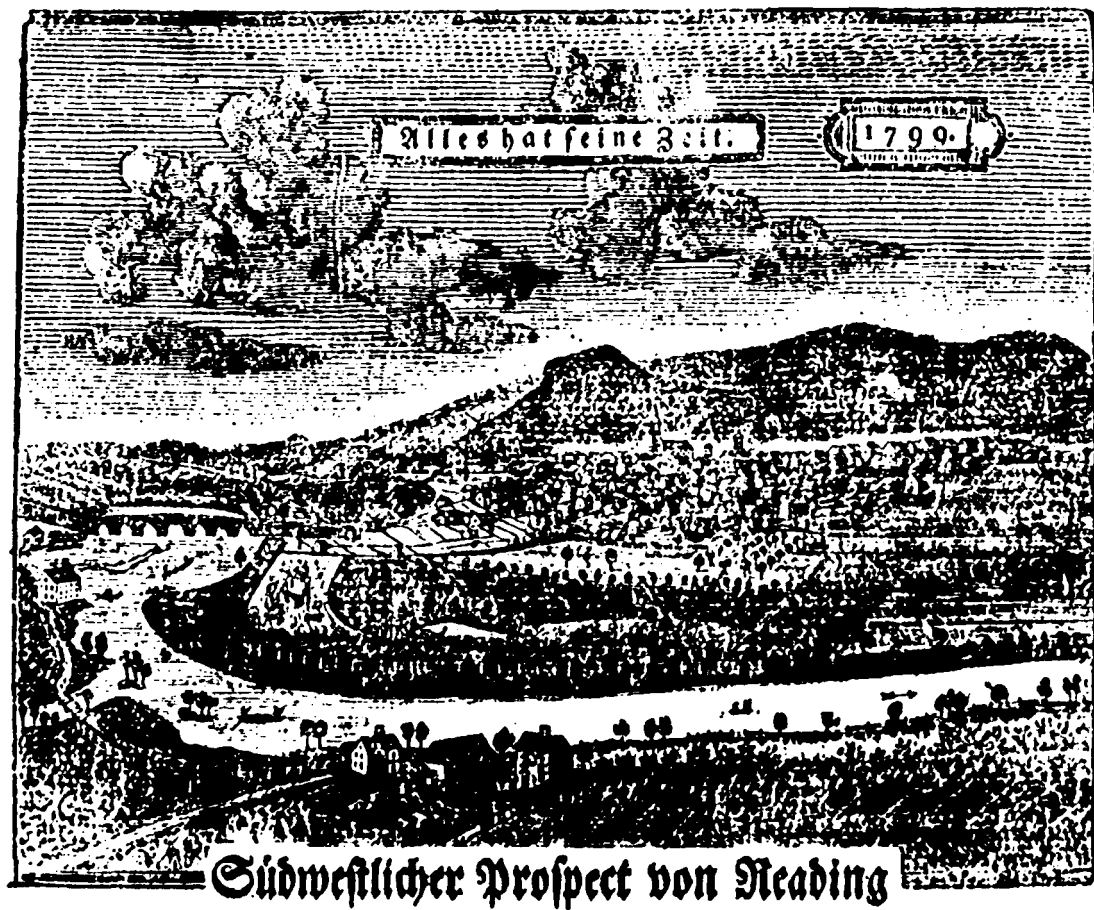
Gedruckt, bey Jacob Schneider und Comp.
Im Jahr 1797.

DIE GESCHICHTE FLORENTINS VON FAHLENDORN

The last decade of the Eighteenth century was essentially a period of romanticism. In Great Britain the anonymous Wizard of the North was issuing the rapid and brilliant succession of the Waverly novels. In Germany Goethe at the height of his powers set the standard in prose and poetry for his country-men.

It is not surprising, therefore, that this rising flood of sentimentalism should extend to the remote county of Berks, and that our local printers should pause in their monotonous task of producing newspapers and religious articles to reflect somewhat of the current cult.

An evidence of this is found in the novel of Florentins von Fahlendorn, produced in Reading in 1797 from the press of Jacob Schneider. In this tale the hero passes through a career of love episodes and hairbreadth escapes, ending in an orthodox and happy marriage. The scene was laid in Germany but the hero wandered as far as Philadelphia. The story may have pleased our Berks County ancestors, but with the perspective of one hundred and forty years, it appears singularly insipid. Such as it is, it was widely advertised and seems to have attained a fair measure of success.



Südwestlicher Prospect von Meading

The Cover of the Jungmann Calendar

CALENDAR 1798-1800

The Calendar like the Reckoner had an important place in the life of a people whose newspapers had a very limited circulation. The Calendar was constantly referred to for information upon the seasons, the changes of the moon, the sitting of the courts, and all other matters essential to the routine of a primitive community.

The wood-cut upon the cover constitutes the earliest pictorial representation of Reading, although drawn nearly sixty years after the foundation of the town. In the Calendar of 1798 an optimistic and imaginary stone-arched bridge is shown spanning the river. In the later issues the bridge disappears. The first bridge that actually spanned the Schuylkill was a wooden covered structure erected in 1816, but a lottery was sold and a bridge projected in 1797. The picture on this early Calendar reflects the elusive hopes of the first bridge planners.

Die Blut = Fahne

ausgesteckt zur Warnung politischer
Wegweiser in America,

oder

Eine getreue Erzählung
einer großen Anzahl Handlungen der abscheulichsten
Grausamkeiten, solche als nie ein Auge gesehen, nie
eine Zunge ausgesprochen, oder die Einbildungskraft
gedacht, ehe die
Französische Revolution
ihren Anfang genommen hat.

Welchem
Ein unterrichtender Versuch
der diesen schrecklichen Thatfachen bis auf ihren wahren
Ursprung nachforschet, beygefügt ist.

Ausgezieret mit vier treffenden Kupferstichen.

Von Peter Porcupine.

„ Ihr werdet euer Vaterland in den Abgrund eines immer-
„ fortdauernden Gräuels und Schande stürzen und die Ge-
„ schichtsbücher eurer so hochgerühmten Revolution, werden
„ zu einer Blut = Fahne dienen, die Nationen des Erds-
„ kreises zu warnen, sich vor einem so schrecklichen Verder-
„ ben zu hüten. ”

(Aus des Abt Maury's Rede vor der National-Assemblée.)

Reading,
Gedruckt bey Gottlob Zungmann und Comp.

DIE BLUT-FAHNE

This is a semi-political treatise depicting certain episodes in the French Revolution. It was produced in Reading in the interest of the Federalist party, as opposed to those anti-Federalists who affected to condone the Jacobins because they saw in them an expression of the same struggle for liberty which our own country had maintained in 1776.

The production is of peculiar interest because it marks the advent into Berks County in the closing years of the century of that stormy political petrel, William Cobbett, of Ireland, better known as "Peter Porcupine."

"Porcupine" was the Pennsylvania Junius, a master of biting invective, restrained by no scruple of sentiment or decency if the annihilation of a political opponent were to be achieved. His great rival was Benjamin Franklin Bache, editor of the *Aurora*, the organ of the anti-Federalists in Pennsylvania. Bache, in one number of the *Aurora* made a bitter attack upon President Adams, terming him the "Duke of Braintree" and in an unlucky moment alluded to his own illustrious ancestor, Benjamin Franklin. "Porcupine," perceiving his opportunity, rushed delightedly into the fray. After one hundred and twenty-five years his savage satire is still trenchant and apposite.

"Everyone will, I hope, have the goodness to believe that my grandfather was no philosopher. He never made a lightning rod, nor bottled a single quart of sunshine in his life. He was no almanac maker, no quack, no chimney doctor, no ambassador, and no printer's devil. Neither was he a Deist, and all his children were born in wedlock."

Why "Porcupine" came to Berks County for a medium of publication remains a mystery. But as Gottlob Jungmann was a political appointee and owed his postmastership to a Federal President, he could not well refuse a publication in the interest of his party.



CONCLUSION

This brings my task to a close. The assembly and perusal of these worn yellow relics of a by-gone age has been a source of pleasure to me, and I trust that the result will be of value for further research in this interesting field.

The bibliography and descriptions are as complete as they can be made after diligent study of the probable available sources. The examples selected for illustration give a fair idea of the early typography employed in our county.

It is to be regretted that the scope of this treatise does not permit of a more amplified treatment of the interesting personality of our early printers. Some of them, indeed, survive only in their names. Enough material, however, might be gathered for an interesting monograph upon Gottlob Jungmann and Jacob Schneider and it is my hope that this production may spur our local typographical association to erect some memorial to these illustrious pioneers. With the passing years, their memory has been allowed to lapse almost into oblivion, but a belated recognition is still feasible and such a movement would most fittingly be sponsored by the members of that printing profession which these primitive craftsmen founded in our community nearly a century and a half ago.

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