

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

See instructions in How to Complete National Register Forms
Type all entries—complete applicable sections

For NPS use only

received

date entered

1. Name

historic Hasker & Marcuse Factory

(VHLC 127-299)

and/or common American Can Company

2. Location

street & number 2401-2413 Venable Street

N/A not for publication

city, town Richmond

N/A vicinity of

~~congressional district~~

state Virginia

code 51

county (In City)

code 760

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input checked="" type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input checked="" type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name *Winn Development Co.*
Douglas O. Tice, Jr., Trustee Hyman Meyers, S. Sydney Meyers,
Nathaniel Krumbain, Trustees

street & number 1203 E. Main St. (23219)

211 S. Wilton St. (23226)

city, town Richmond

N/A vicinity of

state Virginia

5. Location of Legal Description

courthouse, registry of deeds, etc. Richmond City Hall

street & number 900 East Broad Street

city, town Richmond

state Virginia

6. Representation in Existing Surveys

title Church Hill Survey has this property been determined eligible? yes no

date September 1977 federal state county local

depository for survey records Virginia Historic Landmarks Commission, 221 Governor Street

city, town Richmond

state Virginia

7. Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>N/A</u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

SUMMARY DESCRIPTION

The Hasker & Marcuse Factory is a 4-to 5-story brick masonry building constructed between 1893 and about 1915 in the Union Hill section of the City of Richmond, Virginia. Situated on a city block at the western edge of Union Hill, a residential section of modest, 19th-century dwellings of distinguished architectural styling developed between about 1850 and 1885, the factory contrasts with neighboring structures in use, overall character, and scale. It was built to house the Hasker & Marcuse Manufacturing Company, manufacturers of printed, polychromatic tin boxes and tin tags (labels) for plugs of chewing tobacco. The factory has a distinct industrial character, typical of the late 19th century, characterized by the exterior, running-bond brickwork, the heavy massing of the structure, and the rhythmic patterning of the segmental-arched, six-over-six, double-hung wood sash windows with rough-faced stone sills. The integrity of materials, workmanship, setting, location, and feeling of the building is intact. While a degree of integrity of association has been lost due to the removal of the machinery in 1951, the structure itself sufficiently conveys the associative values. The exterior retains all of its original features with the exception of some replacement and repointing of the brickwork along the uppermost story of the Venable Street elevation towards Pink Street and some bricking in of original window openings.

ARCHITECTURAL DESCRIPTION

The long, continuous facade of the building facing on Venable Street is actually comprised of part of the original, L-plan factory built in 1893, a second section built about 1900, and a third section constructed between 1912 and 1915. The last addition, with its long axis along Russell Street, forms a perpendicular wing to the continuous wall along Venable Street. A courtyard exists in what was originally the back side of the factory between the 1893 wing and the 1912-15 addition. A second area in the corner of the "L" of the original portion of the factory was originally an open area but is now filled in with two subsidiary wings, one and two stories, at the corner of the lot at Pink and Burton streets.

The construction of the factory is heavy timber columns and beams, wooden joists and flooring, and load-bearing masonry. In the original portion of the factory, the columns are asymmetrically arranged to accommodate the long-since removed, complex printing machinery. A significant feature is the shallow-stepped parapets at the rooflines of the two 5-story portions of the Venable Street elevation. These also appear at the ends of the wings. The simple, two-course brick cornice projects only slightly.

(see Continuation Sheet #2)

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1893-1915 Builder/Architect Unknown

Statement of Significance (in one paragraph)

STATEMENT OF SIGNIFICANCE

The Hasker & Marcuse Factory is significant under Criterion A in industrial history for its association with the early development of the process for manufacturing polychromatic, printed tobacco tins. Shipped nationwide, the Hasker & Marcuse Manufacturing Company's tobacco tins were a primary means of advertising and marketing the products of the newly consolidated, large tobacco companies formed in Richmond during the 1890s. Integral to this manufacturing process was the development and application of the technology of tin-printing processes which resulted in the invention and widespread use of offset lithography. As a major producer of tobacco shipping products along the east coast, the Hasker & Marcuse Factory uniquely represents the theme of the nascent consumer product packaging industry as the huge tobacco conglomerates developed marketing techniques based on the identification of a brand name with the company's product. In addition, the Hasker & Marcuse Manufacturing Company is important as one of the earliest tin-printing establishments in the country to use offset lithography to print colored tags for plugs of chewing tobacco and polychromatic, decorated tin boxes for chewing and smoking tobacco. As such, it is significant in the historical development of the paper printing industry because the offset lithography process--invented originally for tin-printing--became the primary process used throughout the paper printing industry.

HISTORICAL BACKGROUND

The Hasker & Marcuse Factory was constructed in 1893 to house the Hasker & Marcuse Manufacturing Company, formed in 1891 as a stock company soon after Charles H. Hasker entered into a partnership with Jonas Marcuse and his sons. A prominent Union Hill citizen, Hasker was born a Londoner in 1831, immigrated to the United States while in his teens, and joined the U.S. Navy. During the Civil War, however, he served in the Confederate Navy on the CSS Virginia (the Merrimac) and was credited with saving the ship during its epochal battle at Hampton Roads. Following his recuperation at the end of the war from an injury sustained during torpedo boat experiments, Hasker began his industrial career. In the 1870s he started an enterprise for the manufacture of small paper boxes, succeeded in the business, and then sold it to a Major N. V. Randolph.¹

(see Continuation Sheet #2)

9. Major Bibliographical References

See Continuation Sheet #1.

10. Geographical Data

Acreeage of nominated property less than 1 acre

Quadrangle name Richmond, Va.

Quadrangle scale 1:24,000

UMT References

A	<u>10</u>	<u>236680</u>	<u>41571010</u>	B			
	Zone	Easting	Northing		Zone	Easting	Northing
C				D			
E				F			
G				H			

Verbal boundary description and justification (see Continuation Sheet #1)

The property is comprised of the entire city block bounded on the north by the southern curb edge of Venable Street, on the east by the western curb edge of Russell Street, on the south by the northern curb edge of Burton Street, and on

List all states and counties for properties overlapping state or county boundaries N/A

state	code	county	code
state	code	county	code

11. Form Prepared By

name/title Emma Jane Saxe

organization Historic Preservation Consultant date February 1983

street & number 7714 Thor Drive telephone 703/573-3642

city or town Annandale state Virginia, 22003

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

H. Bryan Mitchell

H. Bryan Mitchell, Executive Director
title Virginia Historic Landmarks Commission

date APR 19 1983

For NPS use only

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest

date

Chief of Registration

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

HASKER & MARGUSE FACTORY, Richmond (city), Va.

For NPS use only

received

date entered

Continuation sheet #1

Item number 9,10

Page 1, 1

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Advertisement: The Tobacco Leaf, Vol. 37, No. 1 (Jan. 17, 1900), p. 67.

Browne, Warren C. Offset Lithography. New York: National Lithographer Publishing Company, 1927.

"Charles H. Hasker, Death Yesterday Morning of this Well-known Citizen."
The Richmond Dispatch, July 9, 1898.

Davis, Alec. Package and Print: The Development of Container and Label Design. New York: Clarkson N. Potter, Inc., 1967.

Moran, James, ed. Printing in the 20th Century, A Penrose Anthology.
New York: Hastings House Publishers, 1974.

Morrison, Andrew, ed. The City on the James: Richmond, Virginia.
Richmond: G. W. Engelhardt, 1893.

Richmond City Directories, 1890-1920.

Robert, Joseph C. The Story of Tobacco in America. Chapel Hill: University of N.C. Press, 1949, 1967.

Sanford, James K. A Century of Commerce: 1867-1967. Richmond: Chamber of Commerce, 1967.

Scott, Mary Wingfield. Old Richmond Neighborhoods. Richmond, Virginia, 1950.

Strauss, Victor, ed. The Lithographers Manual: A Compendium of Lithography.
New York: Waltwin Publishing Company, 1958.

"Union Hill's Friendly Neighbors Reach Another Milestone." The Richmond News-Leader,
March 4, 1952.

Werner, Carl. A Textbook on Tobacco. New York: The Tobacco Leaf Publishing Company, 1909.

_____. TobaccoLand. New York: The Tobacco Leaf Publishing Company, 1922.

10. VERBAL BOUNDARY DESCRIPTION: the west by the eastern curb edge of Pink Street, with dimensions of approximately 276 feet by 144 feet.

BOUNDARY JUSTIFICATION: The bounds have been drawn to coincide with the above-described block, which is precisely the same as the limits of the property upon completion of the building circa 1915 and includes no additional acreage.

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

HASKER & MARCUSE FACTORY, Richmond (city), Va.

For NPS use only

received

date entered

Continuation sheet #2

Item number 7,8

Page 2

7. DESCRIPTION: The fenestration is in mostly original condition and, though deteriorated, will be retained and repaired in the rehabilitation work. The design of the latest wing (constructed by 1915), whose long axis runs along Russell Street, varies from that of the remaining portions in its use of double instead of single windows and its expression of the elevator and stair towers.

The interior is also in virtually original condition with some minor alterations such as the addition of wallboard for some partitioning of the first floor. The exposed brick walls have been painted many times over the years.

8. SIGNIFICANCE: Hasker next launched an operation to manufacture paper tags for tobacco plugs. Swamped with demand for his product, but needing more capital, he attracted several Richmond investors and businessmen. In 1891 the Hasker & Marcuse Manufacturing Company was formed and continued production of the paper tags from a small 2-story brick building (no longer existing) in Union Hill. As a result of the contribution of Milton Marcuse, the company added a new product—a lithographed tin tag which could be applied more quickly to the pieces (or plugs) of tobacco.² By 1893 the company needed the larger quarters of the present building to produce "Plain and Decorated TIN BOXES, Tin and Paper Tags, Weatherproof Showcards."³ The company employed 175 people among whom were "designers, lithographers, engravers on stone, wood and steel, and die and toolmakers."⁴

The Hasker & Marcuse Manufacturing Company's initial success was related to its proximity to the prominent tobacco products manufacturers located in Richmond, the largest of which in the 1870s and 1880s were Thomas and Patterson (Lucky Strike plug tobacco), Allen & Ginter (who undertook the aggressive marketing of cigarettes), and the Camerons. The state of Virginia had been the country's top producer in tobacco manufacturing through 1880 and, though losing first place to Missouri by 1890, remained near the top throughout the 1890s.² In actuality, the Hasker & Marcuse Manufacturing Company marketed their products from New York to North Carolina and probably to St. Louis.

Another reason for the company's success in the early 1890s is related to the intense competition in the tobacco industry that culminated in the late 1880s. The tobacco products manufacturers promoted recognition of brand names by using such innovative techniques of merchandising as displaying the brand name and name of the manufacturer on the tin and paper tags fixed to the chewing plugs and pasting highly colored, lithographed "head labels" (top labels) on the wooden boxes of chewing tobacco. The decade from 1890 to 1900 saw the formation of the huge tobacco conglomerates—the American Tobacco Company, which controlled 90 per cent of the country's cigarette manufacture, and the Continental Tobacco Company which handled plug tobacco.

(see Continuation Sheet #3)

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

HASKER & MARCUSE FACTORY, Richmond (city), Va.
Continuation sheet #3 Item number 8

For NPS use only

received

date entered

Page 3

8. SIGNIFICANCE: By 1900 the merchandising value of consumer product packaging was established for tobacco products as well as for other consumer goods. Indeed, the Hasker & Marcuse Manufacturing Company was one of about 100 independent container manufacturers (not exclusively tin) that were consolidated in 1901 to form the American Can Company which rapidly became a leader in the packaging industry. The American Can Company continued the production of flat cigarette tins and large tobacco tins in the Hasker & Marcuse Factory until the end of 1951 when the machinery was moved to one of the company's factories in the west.⁶

continued on Page 4

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

HASKER & MARCUSE FACTORY, Richmond (city), Va.

For NPS use only

received

date entered

Continuation sheet #4

Item number 8

Page 4

8. SIGNIFICANCE: Alec Davis in Package and Print: The Development of Container and Label Design (1967) traces the history of the development between the 1850s and 1900 of the tinfoil printing process. Tin boxes were important for long storage, difficult transport, and, in the case of tobacco products, moisture-free storage. Early metal boxes were decorated with paper labels but these were too vulnerable. Direct printing on the metal itself proved to be unsatisfactory because the tinfoil does not absorb ink as paper or board does. Transfer printing, in use from about 1873 to 1893, consisted of printing designs on thin transfer paper which was then applied to the tinfoil in a way similar to the process of enamelling. The method that eventually solved the problem was a process whereby the design from the lithographic stone was printed on a glazed cardboard (later rubber) blanket first and then was immediately "offset" from the blanket on to the metal sheets.

Methods and machinery were developed and patented both in England and in the United States from about 1875 to about 1890 which established offset lithography as a workable, practical process. Davis attributes invention of "direct" tin-printing (offset is actually indirect) to Robert Barclay, a conclusion supported by other sources which explain the development of printing technology in the late 19th century. He says "thus was invented the process still used for tin-printing and now used even more widely in paper printing—a staple means of production for popular magazines, mail-order catalogues and other multi-coloured mass media. In its origins offset-litho was primarily a package-printing and wholly a tin-printing process."⁷

Davis also notes the dearth of tin-printers in the United States in 1888 (only three listed in the Lithographers' Directory). Thus the Hasker & Marcuse Manufacturing Company was in the forefront of the tin-printing industry in 1893.

Over the course of about fifteen years, the printing industry was able to transfer the technology of offset lithography from tinfoil printing to paper printing. In Britain George Mann built the first offset lithography press for printing on paper in 1906, after having built in 1904 the first rotary tin-printing machine. By 1910 rotary lithographic machines went to the "offset" principle.⁸ In the United States development of an offset lithographic press is attributed to the Harris Automatic Press Company in 1904-05. By 1912, 560 offset presses were in operation, and two years later they were being used for printing newspaper supplements. In 1927 the author of Offset Lithography (National Lithographer Publishing Company) noted that while in 1917 the offset press was a novelty, now it "has fairly revolutionized lithography."⁹ Adoption of the offset principle made possible modern long run lithography from photo-mechanical plates, yielding cleaner prints and use of a wide variety of paper and metal surfaces.

(see Continuation Sheet #5)

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

date entered

HASKER & MARCUSE FACTORY, Richmond (city), Va.

Continuation sheet 5

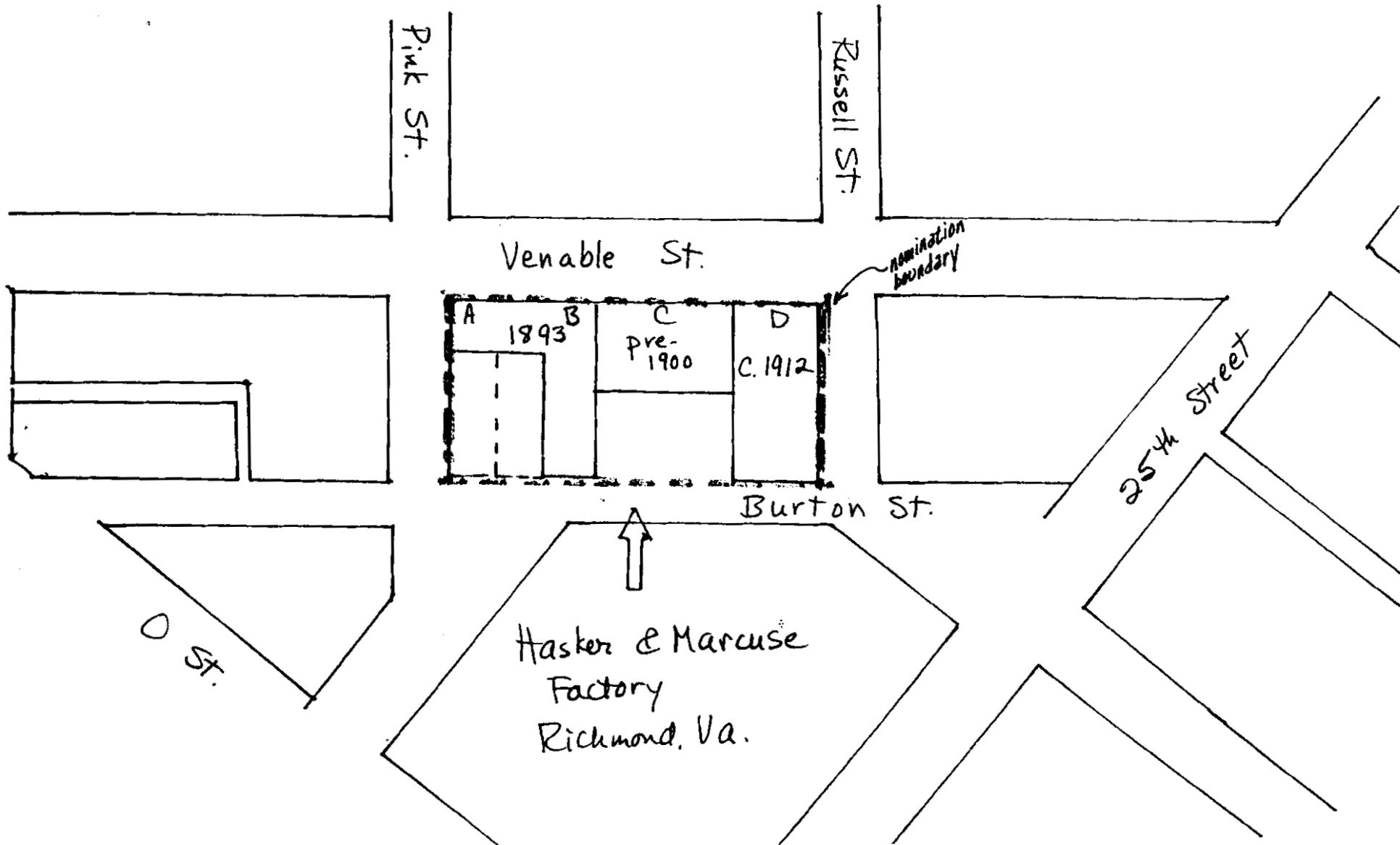
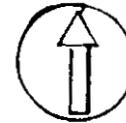
Item number 8

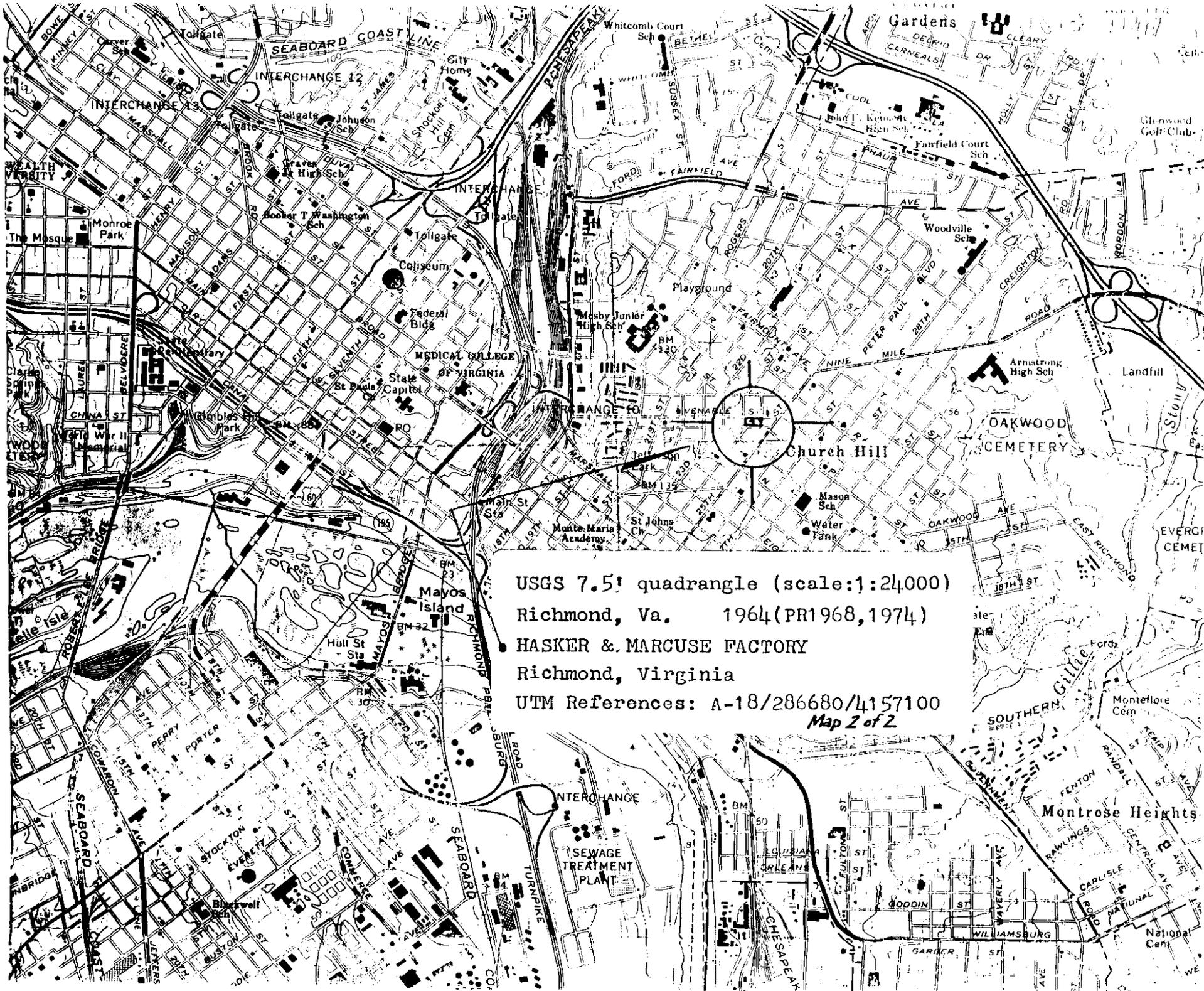
Page 5

8. SIGNIFICANCE: In terms of broad patterns of historical development, New York, Philadelphia, and Richmond were generally considered to be the major centers on the east coast for printing establishments during the late 19th century and well into the 20th century. The Hasker & Marcuse Manufacturing Company is part of this context as one of fourteen "Printers, Publishers, Engravers" listed in an 1893 index of Richmond's commercial and industrial enterprises (Andrew Morrison). Included is one company in addition to Hasker & Marcuse that also printed tobacco tags and labels. However, the Hasker & Marcuse Manufacturing Company was the only tin-printing establishment and was unique in Richmond in the manufacture of tin boxes on such a large scale.

1. "Charles H. Hasker" (Obituary) The Richmond Dispatch, July 9, 1898.
2. "Union Hill's Friendly Neighbors Reach Another Milestone." The Richmond News Leader, March 4, 1952.
3. Advertisement in The Tobacco Leaf, Vol. 37, No. 1 (Jan. 17, 1900), p. 67.
4. Andrew Morrison, ed., The City on the James: Richmond, Virginia (Richmond: G.W. Engelhardt, 1893), p. 204.
5. Joseph C. Robert, The Story of Tobacco in America (Chapel Hill: University of N.C. Press, 1949, 1967), p. 132.
6. "Union Hill's Friendly Neighbors Reach Another Milestone." The Richmond News Leader, March 4, 1952.
7. Alec Davis, Package and Print: The Development of Container and Label Design (New York: Clarkson N. Potter, Inc., 1967), pp. 73-74.
8. James Moran, ed., Printing in the 20th Century, A Penrose Anthology (New York: Hastings House Publishers, 1974), pp. 79-80.
9. Warren C. Browne, Offset Lithography (New York: National Lithographer Publishing Company, 1927), Foreword.

HASKER & MARCUSE FACTORY
Richmond (city), Virginia
SITE PLAN
Credit: Emma Jane Saxe
1983
Not to Scale
Map 1 of 2





USGS 7.5' quadrangle (scale:1:24000)
Richmond, Va. 1964 (PR1968, 1974)
HASKER & MARCUSE FACTORY
Richmond, Virginia
UTM References: A-18/286680/4157100
Map 2 of 2