

Chapter 10: The Industrial Revolution

The Industrial Revolution was a period of major change in the way that people worked and lived. It began in the late 1700s and continued through the mid-1800s. This period was characterized by the development of new technologies, the growth of factories, and the rise of the middle class. The Industrial Revolution led to significant improvements in the standard of living, but it also brought about new social and environmental challenges.

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## Graphic Arts Industries Statistics

The U. S. Department of Commerce issued in April, 1949, the following tabulation from the 1947 Census of Manufactures. The government reports were figured only on plants doing gross annual sales of \$5,000 or over. Thus an unstated number of "bedroom" shops are omitted.

As compared with the industry classifications discussed in this Sales Manual, these government statistics differ in their grouping. But they present totals, in sales volumes and in persons employed, that are impressive. "Newspaper Publishing" in the Census figures includes both dailies and all the weeklies doing over \$5,000 a year. Our total of about 1800 dailies plus 10,000 week-

lies (in U.S.A. and Canada combined) undoubtedly includes several hundred weeklies having less than \$5,000 annual volume.

While the Census classifies "Magazine Publishing" with 2,166 establishments, we recognize these figures as including the many organizations having no production plant. In our Linotype data we group the relatively few plants doing magazine printing exclusively among the Commercial Printers. We similarly include "Greeting Cards" which have now become big business. The Census differentiates between "Book Publishing" and "Book Printing."

Note that the dollar figures show millions.

	<i>Number of Establishments</i>		<i>Total Receipts (in millions)</i>		<i>Total Number of Employees</i>		<i>Production and Related Workers</i>	
	1947	1939	1947	1939	1947	1939	1947	1939
<b>PRINTING AND PUBLISHING:</b>								
Newspaper Publishing	8,339	7,278	\$1,917.3	\$904.9	234,012	n.a.	117,949	96,731
Commercial Printing	11,933	10,295	1,521.7	607.8	193,415	n.a.	155,987	112,389
Book Printing	156	199	86.7	36.3	10,958	n.a.	9,280	7,628
Lithographing	1,413	757	487.6	156.4	52,240	n.a.	41,247	26,358
Greeting Cards	162	109	123.9	39.7	18,053	9,983	12,650	7,522
Book Publishing	648	554	463.8	154.6	39,942	n.a.	8,092	6,158
Magazine Publishing	2,166	2,337	1,085.6	420.	68,823	n.a.	19,364	15,411
<b>TOTAL</b>	<b>24,817</b>	<b>21,529</b>	<b>\$5,686.6</b>	<b>\$2,319.7</b>	<b>617,443</b>	<b>n.a.</b>	<b>364,569</b>	<b>272,197</b>
<b>SERVICE INDUSTRIES:</b>								
Typesetting	794	641	\$75.7	\$25.1	11,475	8,100	9,301	6,244
Bookbinding	686	620	116.	44.6	22,227	n.a.	20,037	14,339
Electro and Stereotyping	237	234	59.	29.	7,713	6,333	5,552	4,412
Photoengraving	770	694	133.5	55.6	16,711	13,747	12,234	9,207
<b>TOTAL</b>	<b>2,487</b>	<b>2,189</b>	<b>\$384.2</b>	<b>\$154.3</b>	<b>58,126</b>	<b>n.a.</b>	<b>47,124</b>	<b>34,202</b>
<b>GRAND TOTAL</b>	<b>27,304</b>	<b>23,718</b>	<b>\$6,070.8</b>	<b>\$2,474.</b>	<b>672,569</b>	<b>n.a.</b>	<b>411,693</b>	<b>306,399</b>

n.a.—not available