

*Paper in Verona
between Prices and
Watermarks.
Some Examples from
the Seventeenth and
Eighteenth Centuries*

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Origins

- You never forget your first love, but it is also the one that makes you suffer
- The first records of the paper trade in Verona can be established from the late 13th century, and above all in the 14th century
- The *Domus Mercatorum* governs business and defines where the first guilds will be established, between Montorio and San Martino (east of Verona)
- First paper mill documented in 1382:
- The paper had to be good
- Delivery of the watermark to the notary of the Domus -→ *ante-litteram* request compared to what Venice would require from 1767

1405: Venetian domination

No corporate obligations

The paper trade is a business

1405 the Magister aquarum is appointed

1407: ban on exporting paper from Verona and the Verona area

16th Century

At San Martino Buon Albergo, great expansion along the Fibbio River

A mid-century inspection (1561) reveals 6 paper mills with 16 working wheels

The paper also appreciated by Venetian printers

Two important families were controlling the market: the Colossini and the Pesenti

But... too much exploitation of water resources and illicit exportation
= decline in quality and Toscolano takes advantage of it

17th Century

Archival documents record an economic crisis in the sector from 1628, which only worsened with the arrival of the plague in 1630.

Crisis in the procurement of raw materials

Request to increase the price of the product (in 1644 from 12 to 18 soldi per quintal)

Need for a guild to defend interests:

The Borocchieri

26 February 1674 Constitution of the Guild of Booksellers, Papermakers and Printers

The Guild of Booksellers, Papermakers and Printers (from 14 to 27 members)

Four chapters:

- Admission to the Guild is by a exam assessed by two paper experts
- Paper shops had to be at least 50 paces apart
- Papermakers prohibited from selling books, paper and cardboard directly to the public
- Writing paper sold in 20 reams per bale and printing paper in 8 reams etc.
- Of course, the paper had to meet the quality and size determined by the authorities

The Guild of Booksellers, Papermakers and Printers

- It met from 1686 to 1799 every one or two years almost without interruption at the Merchants' House



The Guild of Booksellers, Papermakers and Printers

- The guild was regulated by the Venetian magistracies, which had flyers printed on the subject of rags, *carnuzzo* and their trade


NOI ALVISE MOCENIGO I^o
Per la Serenissima Repubblica di Venezia ecc. Capitano, e V. Podestà di Verona, e suo Distretto.

PROCLAMA
DELL' ILLUSTRISSIMO, ED ECCELLENTISSIMO SIGNOR
INQUISITOR ALLE ARTI
IN CONFERENZA COL MAGISTRATO ECCELLENTISSIMO
DE' CINQUE SAVI ALLA MERCANZIA,
SOPRA LA RACCOLTA, E CIRCOLAZIONE DELLE STRACCIE, E CARNUZZO PER LE FABBRICHE DI CARTA.

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Antonio Perini Nodaro Cancell. Fife.

Vetter Gabriel Segner.

1794 17. Maggio In Pregadi.
OMI S I S T.
Perche' viene tolto l' oggetto dell' Alcolito loro accordato col Decreto 1791. 23. Marzo
che si vuole che tutti gli Straccie di quel Territorio, ma s' intendevano sfidura,
e di quelle provenienti dall' Ebero.

Maffarò Fontana Nodaro Decret.
per il pubblico Trambato Francesco Strakj, molti presenti, ed ascoltati, in forma ecc.
IN VERONA, PER DOMENICO CRATTORI STAMPATOR DUCALE.

18th Century: the crisis is official

Brokerage on the quantity produced and sold

Taxes (e.g. 1701 the papermakers sold a quintero at 6 soldi, but Venice asked for it to be increased to 7 in order to have more income from taxation)

Expenses for maintaining facilities

Conversions of mills

The number of those enrolled in the craft decreases (16 in 1793 to 14 in 1804)

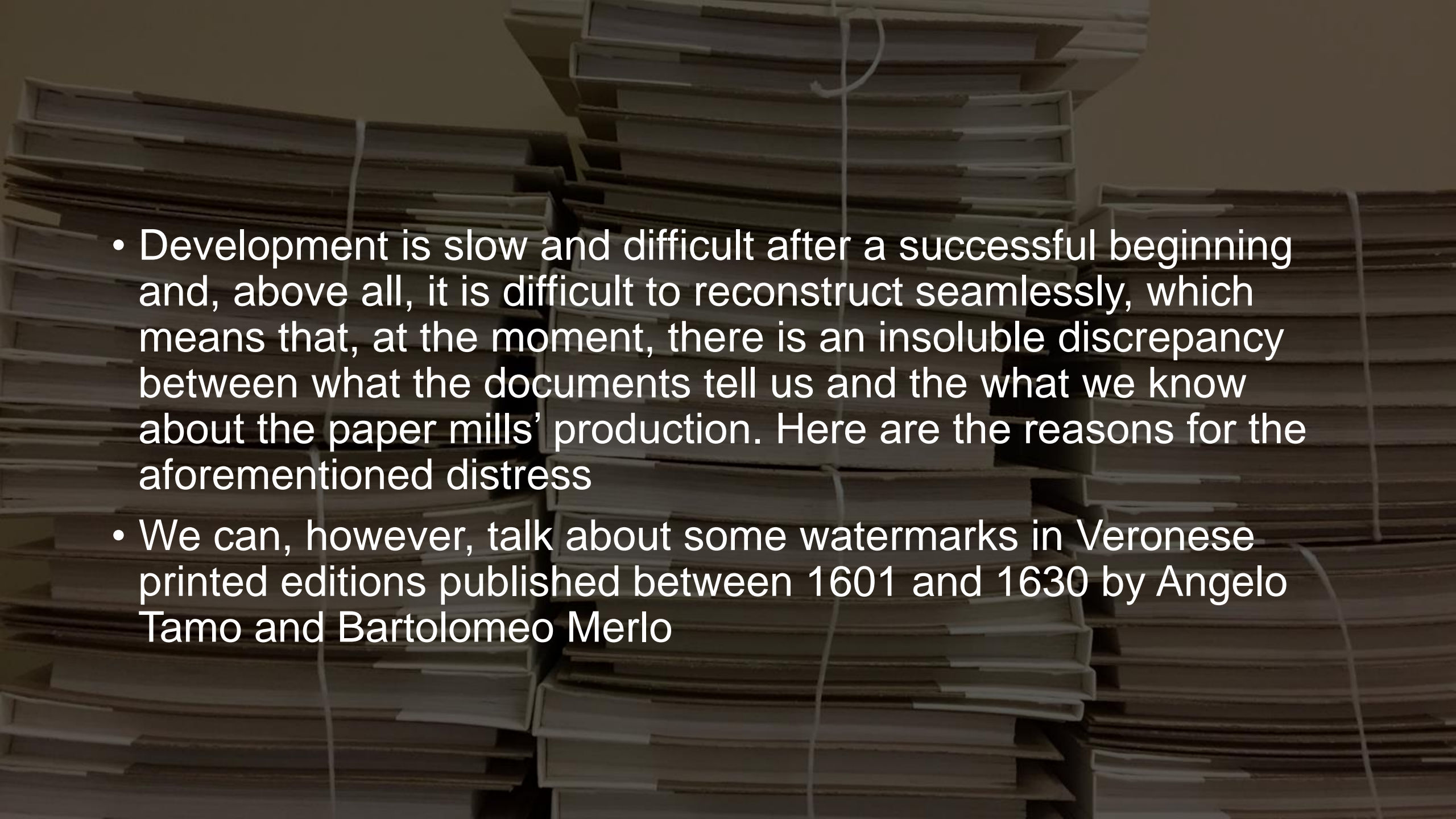
Only the Moroni family holds a monopoly

The Moroni family

- In 1726 they acquired the right to buy all the paper produced by the Veronese paper mills
- The monopoly cost Ventura Moroni the immediate payment of 700 lire + an annual bill of exchange of 100 ducats per year
- Exclusivity until 1748
- Paper mills brought further upriver = higher quality

From the second half of the 18th century

- Paper gets increasingly expensive
- The papermakers' guild is increasingly in debt and can do nothing but raise the price of rags and the price of what is produced by the paper mills of Verona and also Brescia
- Napoleon arrives and abolishes the corporations and the guild is in debt up to 7,000 Venetian Lire.

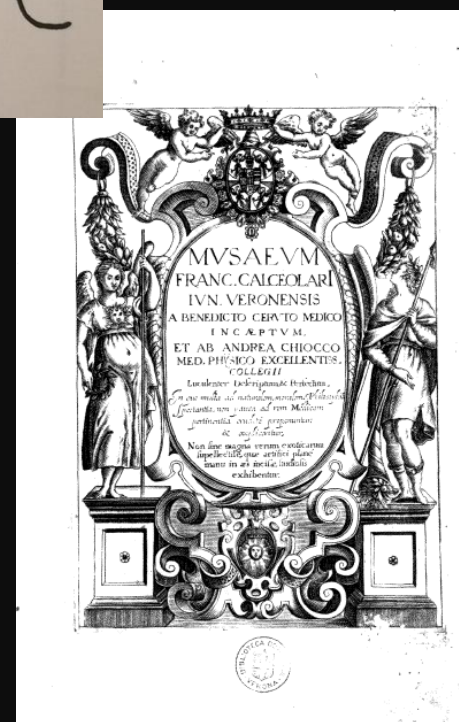
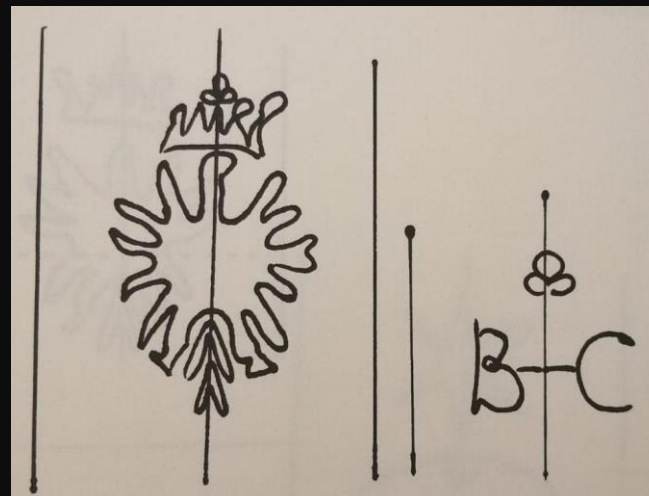
- 
- Development is slow and difficult after a successful beginning and, above all, it is difficult to reconstruct seamlessly, which means that, at the moment, there is an insoluble discrepancy between what the documents tell us and the what we know about the paper mills' production. Here are the reasons for the aforementioned distress
 - We can, however, talk about some watermarks in Veronese printed editions published between 1601 and 1630 by Angelo Tamo and Bartolomeo Merlo

Watermarks in printed books

- Bartolomeo Merlo: chamber printer who started a dynasty
- Angelo Tamo: worked in the first thirty years of the 17th century printing (mostly) books of poor quality and value

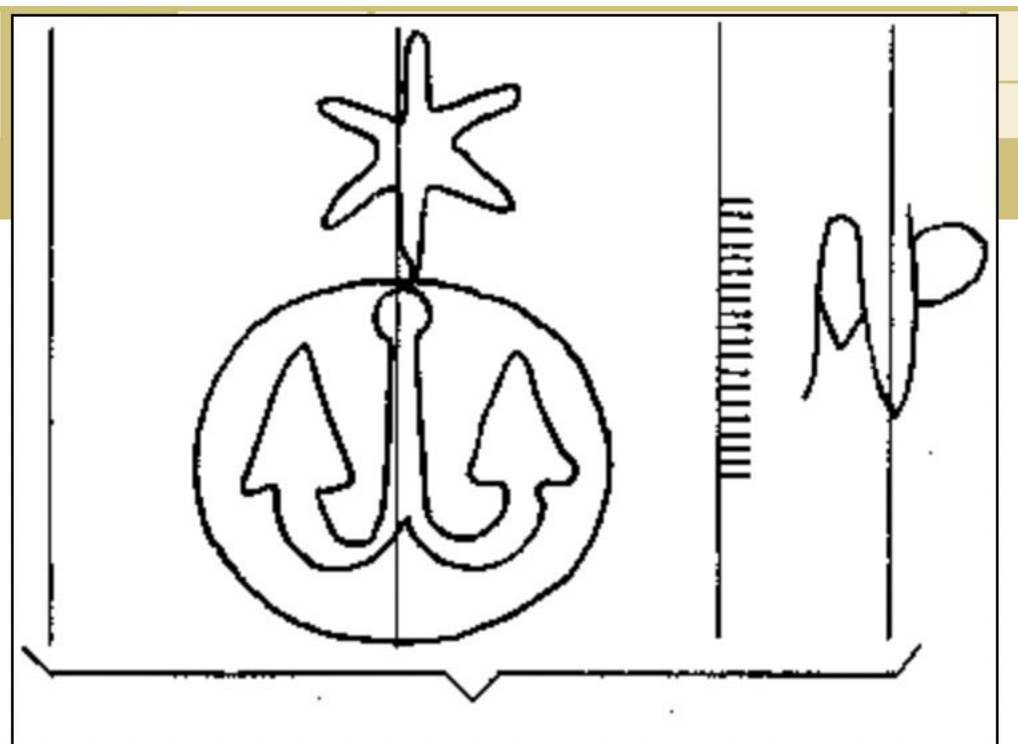
Eagle with crown: 5 Veronese titles (three published by Tamo, two by Merlo)

Musaeum Francisci Calceolari

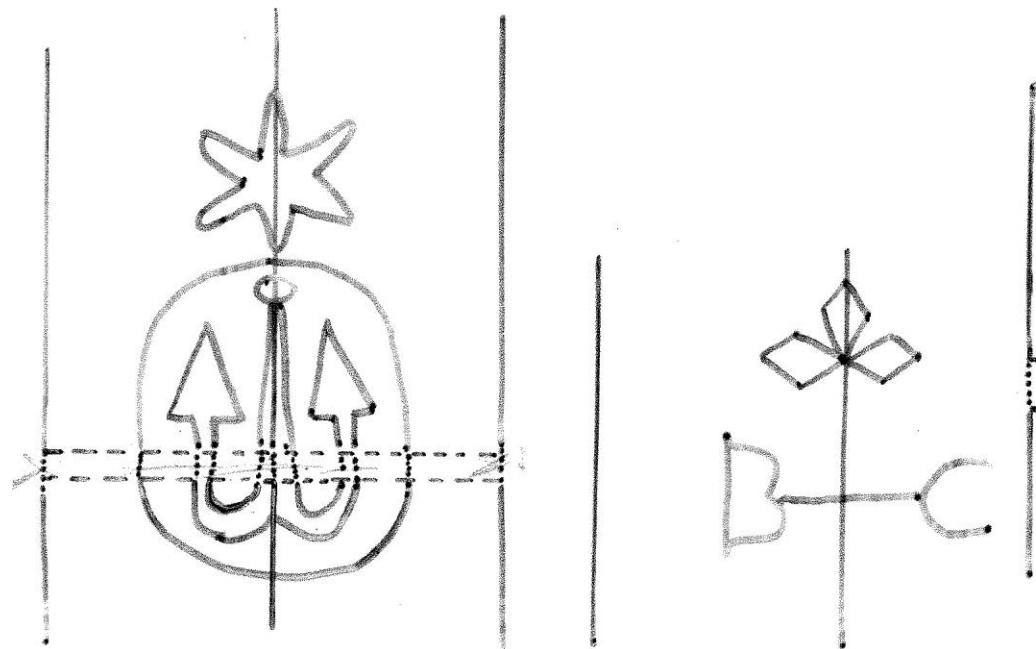


Anchor with star: recorded in database B only 12 times from 1280 to 1630 and only once in VR. Instead ...

Terminazione..., foglio volante, [Merlo]
1601

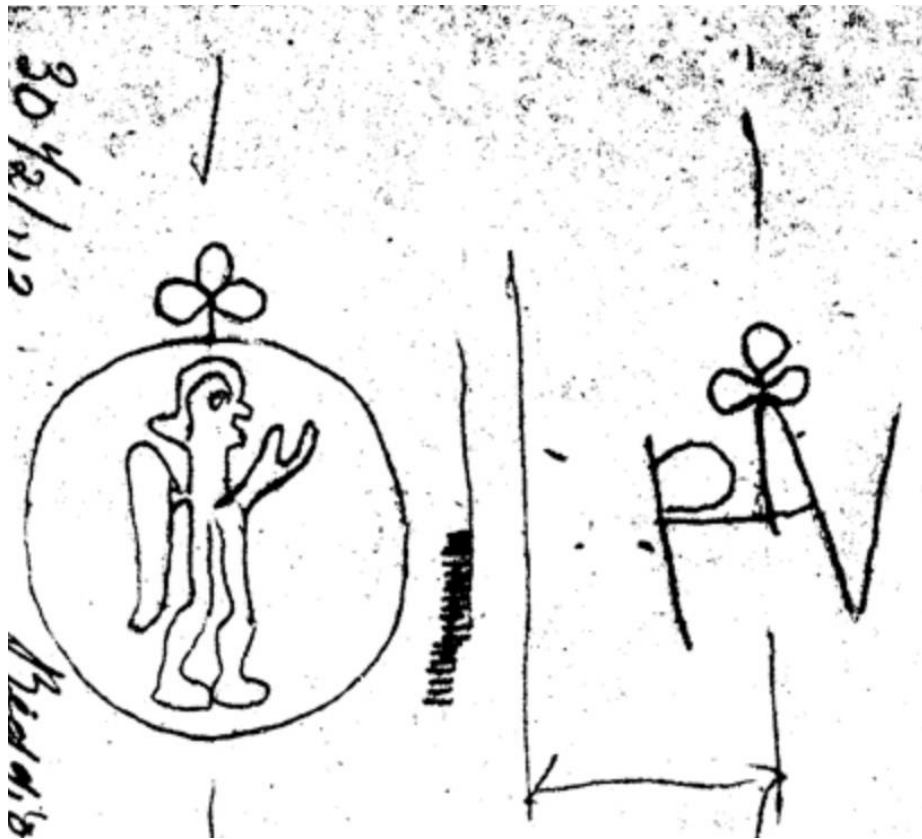


Policarpo Palermo, *De vera C. Plini [!] Secundi superioris patria atq. ea Verona libri tres*, Tamo, 1608

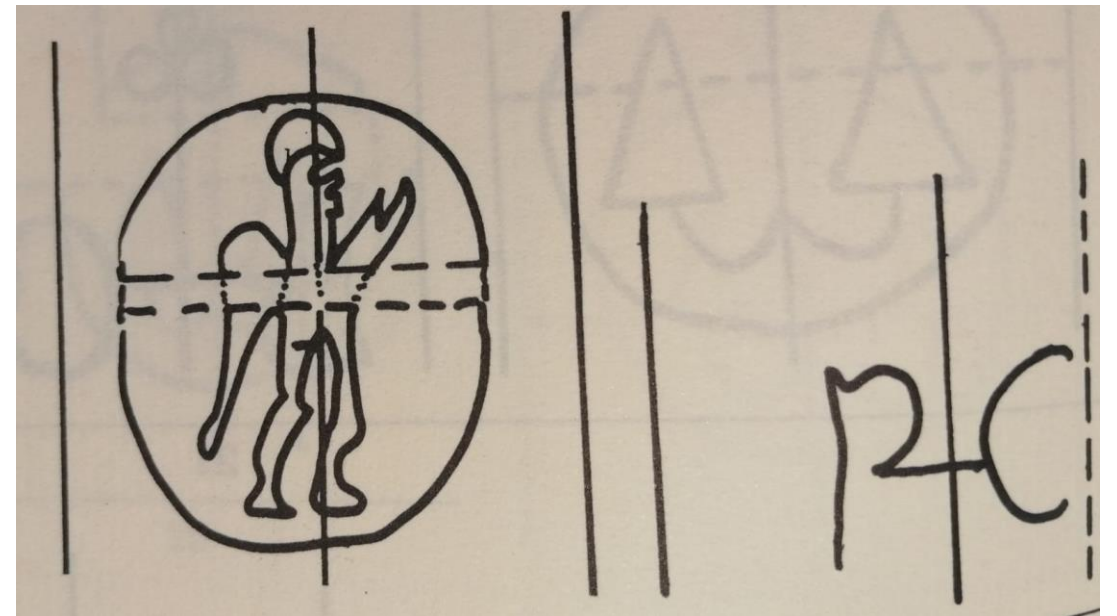


Angel

Dal GRAVELL, n. 5375 - 1602

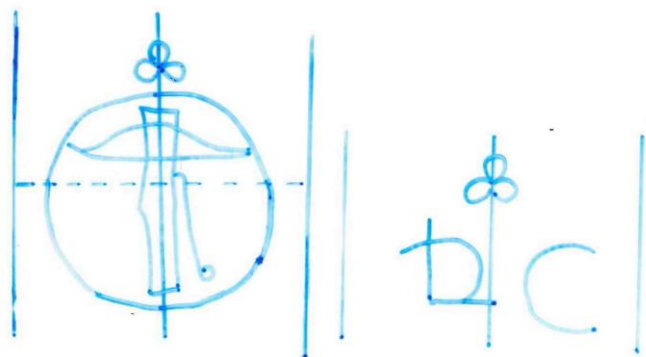


Andrea Chiocco, *Scaliger, vel de coniungendis philosophia et bonis litteris cum medicina de Galeni expressa sententia*, Tamo, 1602

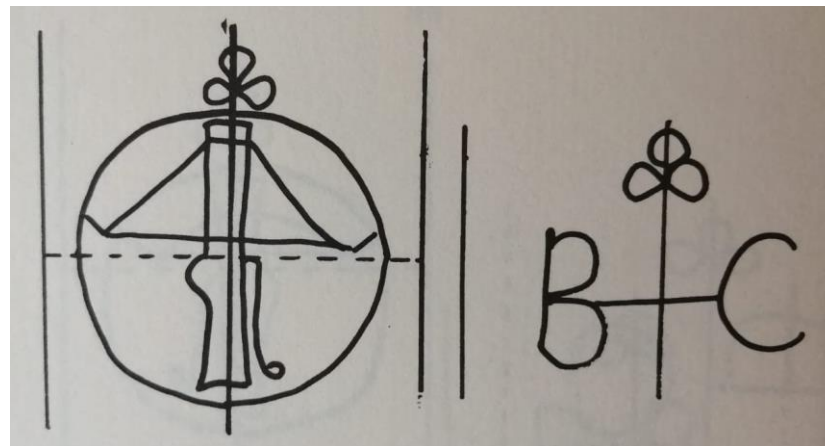


Balestra: Veronese examples

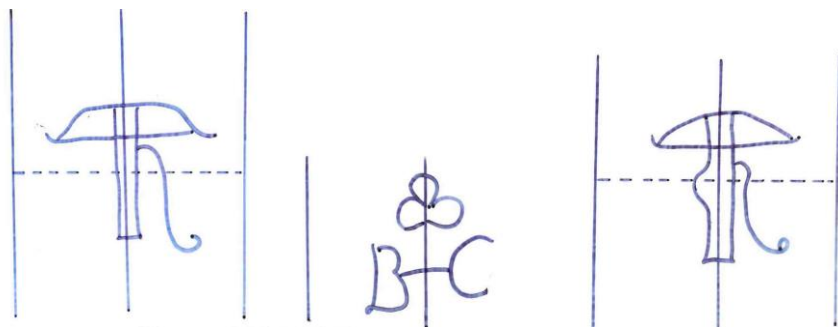
The Bernstein database returns no results for the search: Verona 1601-1630, while...



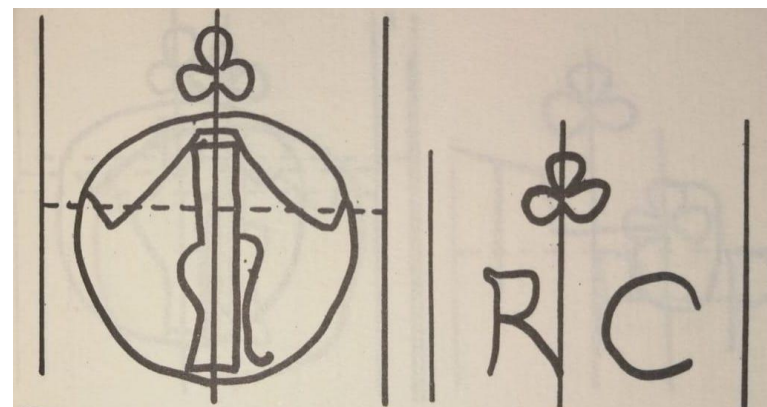
Tamo 1610



Tamo 1627



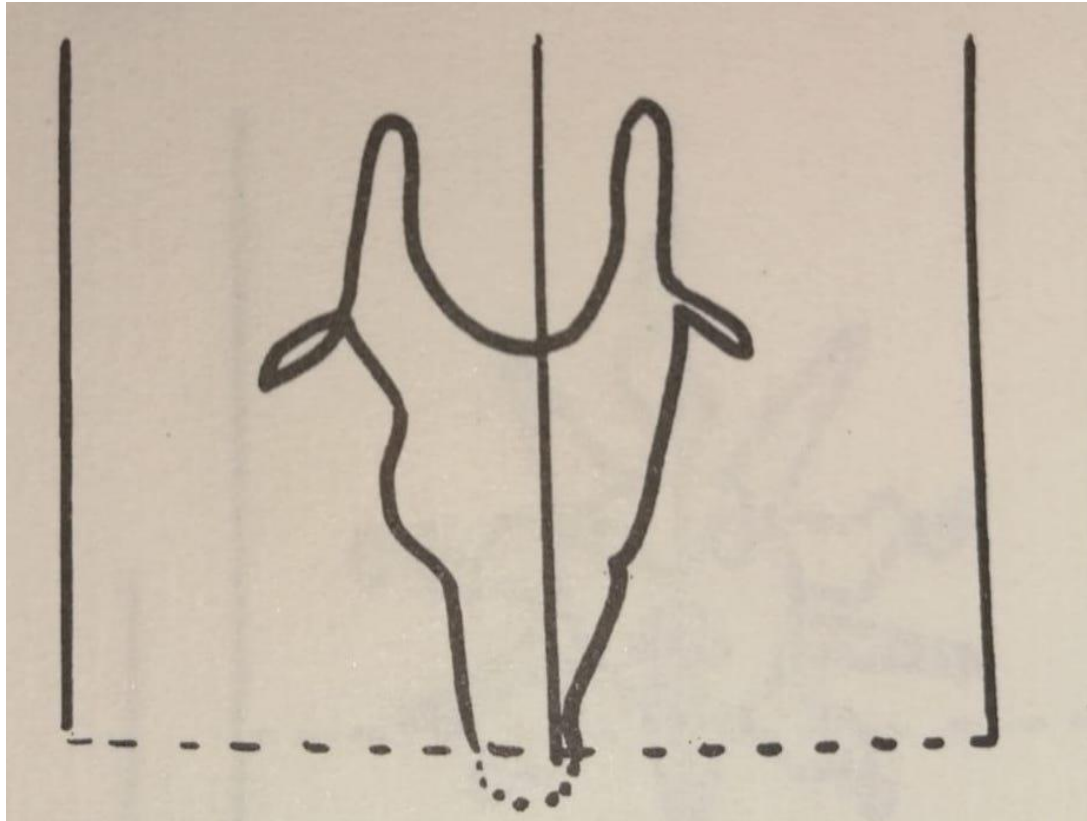
Tamo 1607



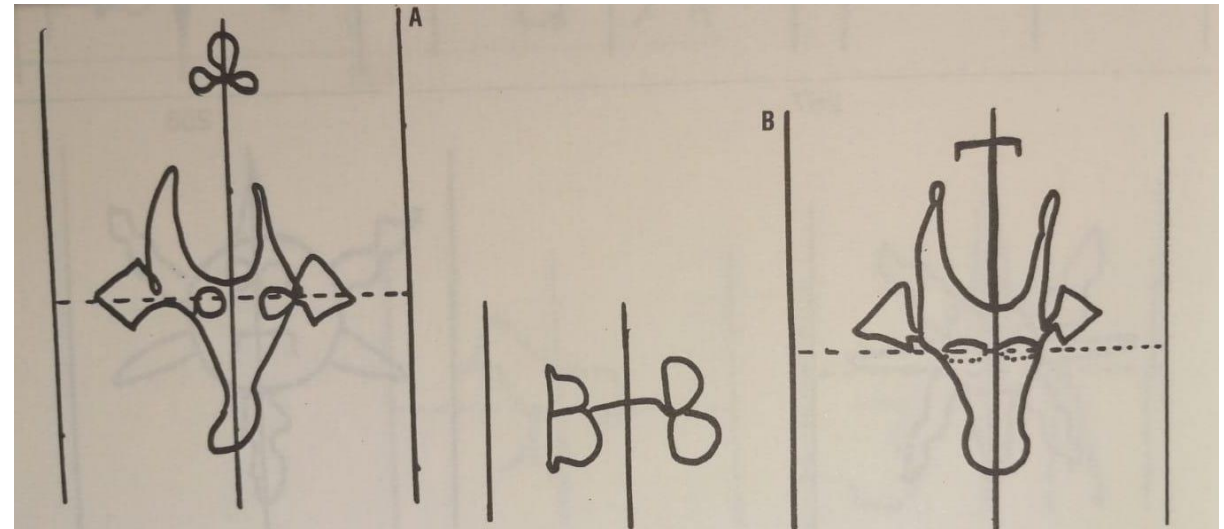
Merlo 1627

Animals

Also for the ox, the Bernstein database returns no results for the search: Verona 1601-1630, while...



Tamo 1608

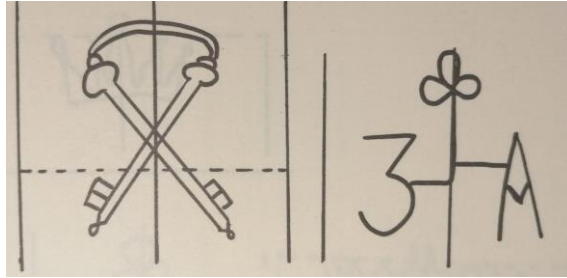


Merlo 1609

Objects

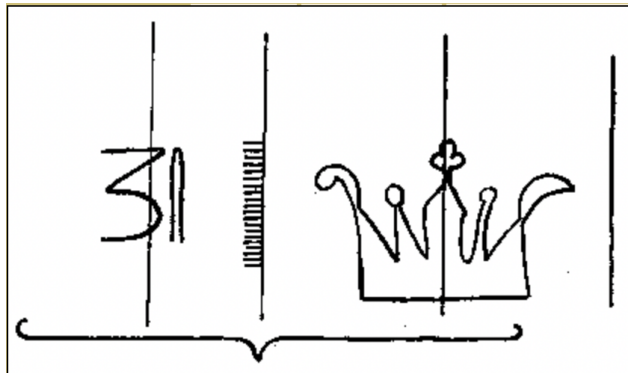
Once again, the Bernstein database returns no results for the search:
Verona 1601-1630; for example, for:

- Keys:



Tamo 1621 e Merlo 1622

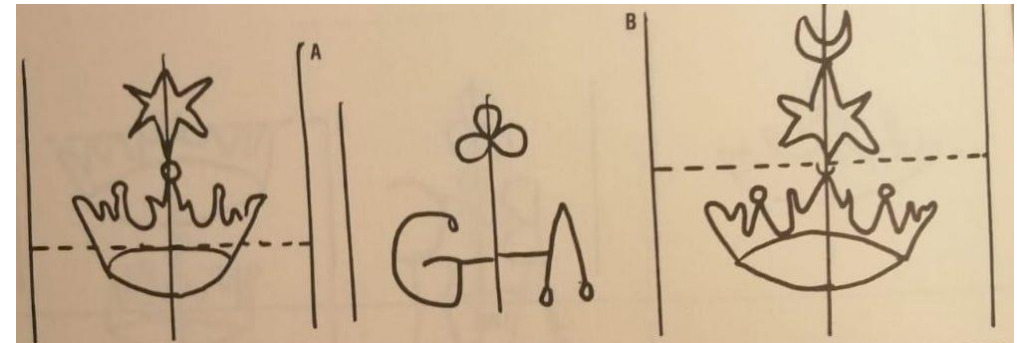
- Crown



Es. Briquet [4857](#)-
Verona 1588



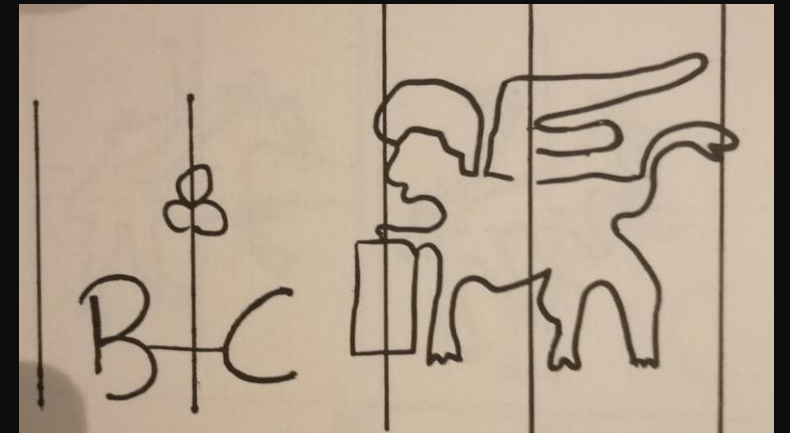
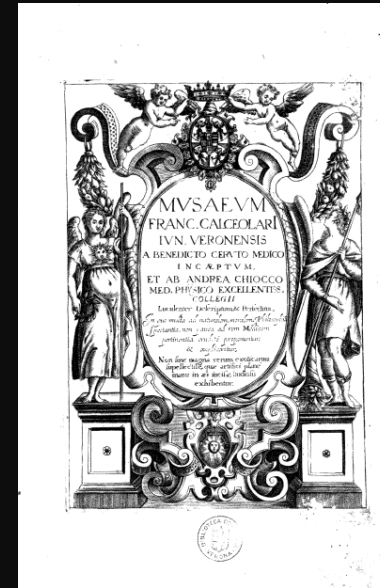
Merlo 1622

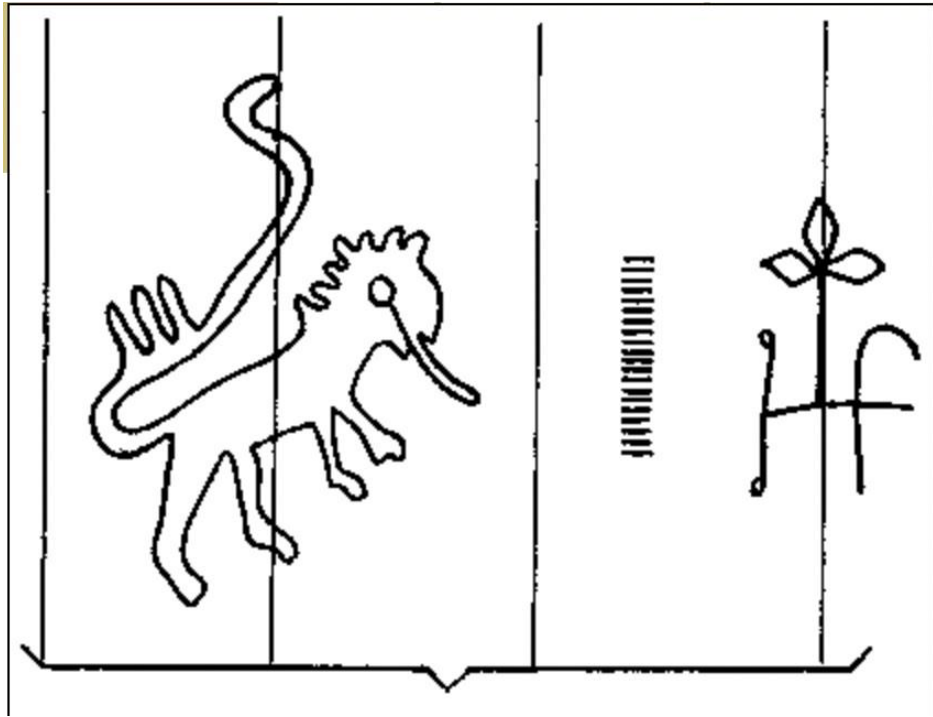


Merlo 1629

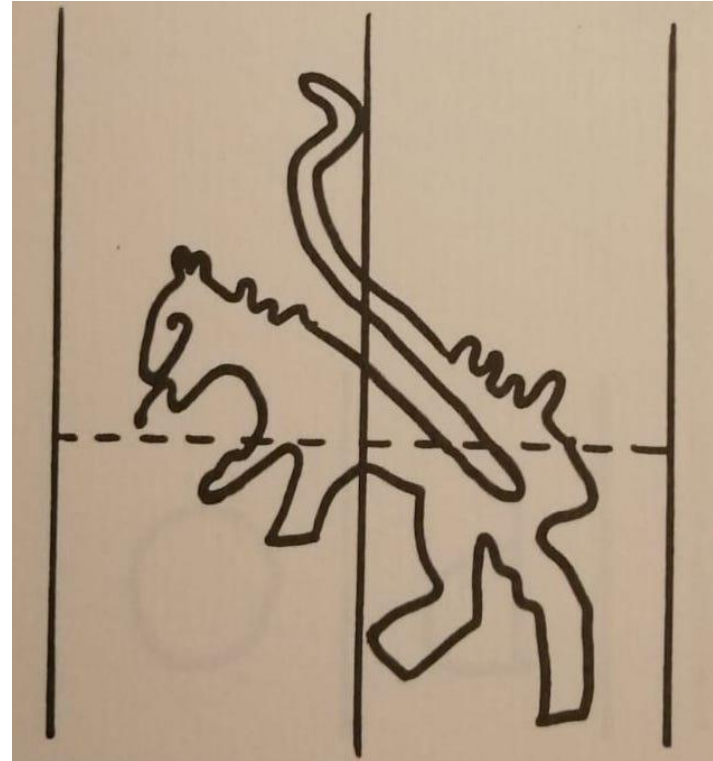
Lion

- Another subject very much present in the editions of the first thirty years of the 17th century is the Lion, often depicting that of St. Mark

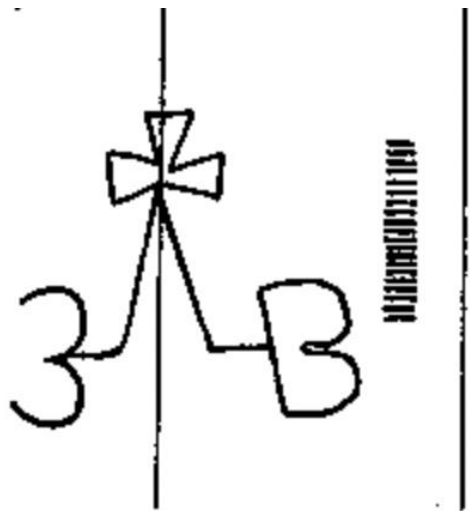




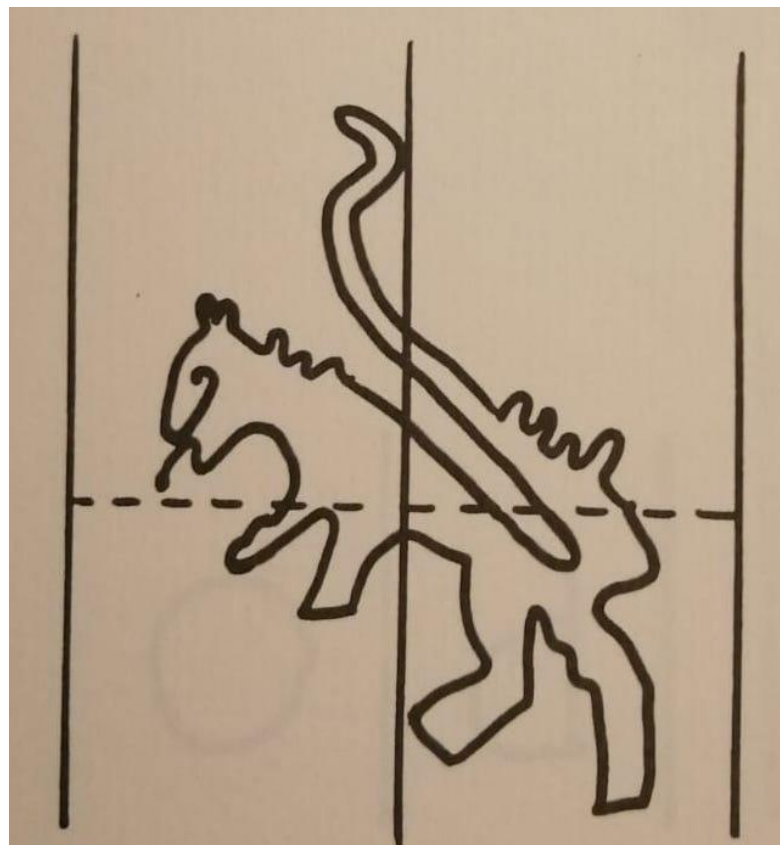
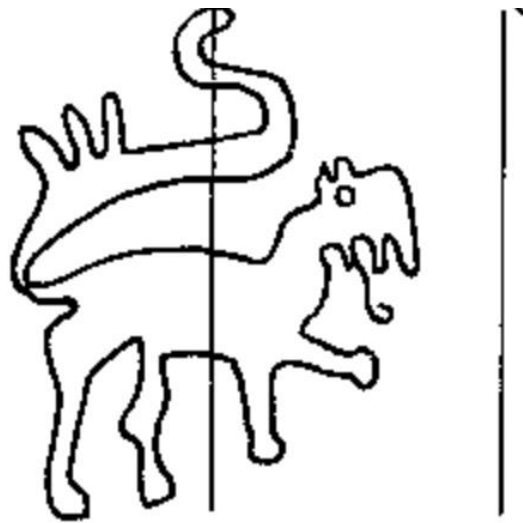
Briquet 10563



Tamo 1617



Briquet 10562



Tamo 1626