

Litho-Krome Company Records (MC 353)

Organizational Note

Litho-Krome of Columbus, Georgia was formed when James Thomas Morgan (known as J. Tom Morgan) bought Commercial Printers Incorporated (formerly Walton Printing Company), at the courthouse door at its bankruptcy auction in 1933 and renamed it Litho-Krome. He ran the company until Hallmark bought it in 1979. J. Tom Morgan died on December 30, 1999 and is buried in Parkhill Cemetery in Columbus, along with his second wife, Marietta Isabelle Morgan and his son J. Tom Morgan III. J. Tom Morgan was born in Columbus, Georgia on February 7, 1911 to James Thomas Morgan and Frances G. Harris. His first wife was Lillie Patterson born on the 4th of July, 1935 in Washington, D.C. She died in 1988. They had two children, James Thomas Morgan III (1935-1995) and Frederick P. Morgan. Morgan married his second wife, Marietta Isabelle Solimeo, in Philadelphia, Pennsylvania on December 4, 1953. After having left Columbus to pursue a career as an artist, he returned to Columbus to make a career as a commercial artist.

According to the [Columbus Ledger-Enquirer](#) story by Tony Adams of February 15, 2015, after Hallmark purchased Litho-Krome in 1979, the Columbus facility printed Hallmark greeting cards and packaging for Crayola products. In March of 2014 it halted work on reproduction of fine art and photos, while shifting portions of the greeting card production process to the Kansas facility. At one time, the Columbus company was known for producing limited-edition prints for a number of major art publishers and artists. Henry Nordhausen, Norman Rockwell and Thomas Kinkade were among those who used the company's fine art expertise. Hallmark closed the Litho-Krome printing plant in Columbus in 2015, ending its more than eight-decade run in Columbus.

Scope and Content

This collection consists of four series: Series 1 - Textual (1 box); Series 2 - Images; (2 boxes); Series 3 - Videos (2 boxes); and Series 4 - Artifacts (XX boxes).1950s-2000s XX boxes (XX l.f.)

Permission to Publish

Permission to publish material from the Litho-Krome Collection must be obtained from the Columbus State University Archives at Columbus State University. Use of the following credit line for publication or exhibit is required:

Litho-Krome Collection (MC 353) Columbus State University Archives Columbus, Georgia

Provenance

These materials were donated to the CSU Archives by Hallmark Cards, Inc. in 2015.

Note to Researchers

See also: [J. Tom Morgan Collection \(MC 360\)](#)

Box and Folder/Item List

Series 1 - Textual Organizational Files

Box 1

- Folder 1 - Advisory Board Photos
- Folder 2 - Anheuser-Busch Holiday Greeting Cards, 2001
- Folder 3 - Litho-Krome 75th Anniversary Celebration, April 24, 2008

- Folder 4 - Awards, 1947, 1950, 2001, 2004-2011 This folder and contains Litho-Krome's awards and certificates from the Direct Mail Advertising Association, American Institute of Graphic Arts, Printing Industry Association of Georgia, and the Benny awarded by the Printing Industry of America/Graphic Arts Technical Foundation. The Benny is the Benjamin Franklin Award for outstanding printing. It also contains programs for the award ceremonies, press releases and other awards related materials.
- Folder 5 - Awards, 2007-2011 This folder and contains Litho-Krome's awards and certificates from the Printing Industry Association of Georgia, and the Benny awarded by the Printing Industry of America/Graphic Arts Technical Foundation. It also contains programs for the award ceremonies, press releases and other awards related materials.
- Folder 6 - Awards/Certificate (oversized), 1993, 1995 This folder contains: Certificate of Accomplishment Topeka Production Facility Recognizes Litho-Krome's Hallmark Business Unit and Liz Williams, July 1, 1993 Printing Industry of America, The Premier Print Awards, Award of Recognition to Greenwich Workshop and Litho-Krome Co for: Beauty and the Beast, 1995 Printing Industry of America, Certificate of Merit to: Greenwich Workshop and: Litho-Krome Co for: Pavane Gold, 1995 Printing Industry of America, Certificate of Merit to: Litho-Krome Co and: Greenwich Workshop, for: A Christmas Leave, When Dreams Come True, 1995 Printing Industries of America, Certificate of Merit to: Greenwich Workshop, and: Litho-Krome Co, for: Moonlit Flight on Christmas Night, 1995
- Folder 7 - Burn Center Oval (Negatives)
- Folder 8 - Calendar (oversize) - Timken Bearings Roll the Load, 1958
- Folder 9 - Calendar (oversize) - Timken Bearings Roll the Load, 1960
- Folder 10 - CDs This folder contains: LK Tour, ppt Shows CI Tour, pps Files Doug's Farewell Coffee, January 29, 2004 Commercial Printers, Columbus, GA, April 15, 1948 WRBL Interviews Employees with George Davis David Millen 25th Luncheon New Plant Miscellaneous
- Folder
- Color Theory Class Material, Litho-Krome University This folder contains the manual used for training. It includes: Section
- Copies of all Slides Used in the class Presentation Section
- A General Overview of Color Section
- Color Gamut Section
- Beyond Color Section
- Two Papers Describing the Proper Lighting and Viewing Conditions and Standards that Should Meet when Viewing Color Critical Material Section
- The Fundamental Rules Section
- A Section Describing the Phenomenon of Dot Gain Section
- Two Papers Describing the Process of Color Management Section
- A Chart Describing Some of the Many Variables that are Encountered in the Color Printing Process Section 10 - A Glossary Section
- Color Illusions Section
- Notes
- Folder
- Conquistadores Del Cielo/1985 Fall ranch Meeting/A Bar A Ranch, Encampment, Wyoming, printed by Litho-Krome Company, 1985
- Folder
- C.P.I. Flat Copy (Negatives) Job # 984
- Folder
- "Death in the West" (Negatives) Job C-07454
- Folder
- Diet-Rite & R.C. Signs (Negatives) Photos
- Folder
- Diet-Rite Lemon Lime (Negatives)
- Folder
- Diet-Rite Cola Cartons (Negatives)
- Folder
- Drupa 2000 Industry News and Articles, 2000
- Folder
- Dun-D Citrus Box and Label (Negatives), Job #1775, December 9, 1958

- Folder 20 - Hall, Joyce C. (1891-1982) - Memorial Brochure, 1982
- Folder
- Hallmark - Business Expressions (brochures), 1999 This folder contains: Hallmark Holiday - Litho-Krome Art Reproductions (2 copies), 1999
- Folder
- Handshake Season's Greetings, catalog, 1992
- Folder
- "In Search of the Perfect Press as Described by Today's Users" by L. Lamar Powers, President, Litho-Krome Company, GATF International Congress on Printing, 1989
- Folder
- Installation of 6 - color 63" M.A.N. GSH Press (photo album), March 15, 1982
- Folder
- Job sheets for #15687, #15407 and #15305 Bama Food Products
- Folder
- Kodak - Color Control Patches & Wratten Photomechanical Filter, 1989
- Folder
- **Kiss Impressions: My Love affair with Lithography** by J. Tom Morgan, Jr., 1983
- Folder
- Ken West, Harold Rici, Dave Hughes Visit (Photos), March 12, 1982
- Folder
- "Litho-Krome Report" by Lynn Poretta and John Sandefur, June 1995 This folder contains:Section I - Basic Color TheorySection II - Basic Color SeparationSection III - Hands-On Camera SeparationSection IV - Scanner TrainingSection V - ProofingSection VI - Tone ReproductionSection VII - PlatemakingSection VIII - Tour of Mead Mahrt Coated Board MillSection IX - Printing ProcessSection X - The Lithographic Press; Section XI - Bronzer
- Folder 30 - Memos, 1969-1975
- Folder
- Memos, 1976-1985
- Folder
- Miscellaneous This folder contains:"Tom, Tom, the Printing Man Installed a Press and How they Ran!: The Story of another Letterpress Shop that Added Offset Lithography...and How" (Little Book)2 Hallmark CardsPaper Weight CalculatorProportion Scales, Paper Cost Finder, and Paper Weight CalculatorInk Guess-T-Mator; and Key Number Selector
- Folder
- Modern Electronic Controls (Photo)
- Folder
- Newspaper Clippings, 1980, 2003-2005"Tom Morgan of Litho-Krome Profiled", "Tom Morgan: the Most Colorful Man in Town" by Liza Benham in the *Chattahoochee Magazine*, May 25, 1980"Press On, Litho-Krome First Tenant to Open in Technology Park" by Tony Adams in the *Ledger-Enquirer*, June 19, 2003"Job Change in Cards for Litho-Krome Chief, Warren Heads to Kansas City; Millen to Lead Columbus Works" by Tony Adams in the *Ledger-Enquirer*, December 3, 2003"Major Local Companies, When you Care Enough to Print the Very Best, Litho-Krome Prints 900 Million Greeting Cards a Year for Hallmark" by Erin Simpson in the *Ledger-Enquirer*, June 6, 2005
- Folder
- Patents, 1997, 1999, 2000
- Folder
- Printing Samples
- Folder
- Product Examples This folder contains: Brewing Heritage, Anheuser Busch 150 Anniversary, 1852/2002; Budweiser Greeting Cards; Anticipate, Litho-Krome's Hotel Division
- Folder
- Real Estate Brochures
- Folder
- Requests for Proposals, 1998-2002
- Folder 40 - Russell Corporation Annual Report, 1994
- Folder

- Show Off your Award
- Folder
- J. Tom Morgan's Notebook (Blank)

Series 2 -- Images

Box 1 (Negatives, Slides & Photographs)

- Folder 1 - Negatives & slides, November 15, 1996
- Folder 2 - Negatives (Miscellaneous) I
- Folder 3 - Negatives (Miscellaneous) II
- Folder 4 - Negatives (Miscellaneous) III
- Folder 5 - Negatives (Miscellaneous) IV
- Folder 6 - Negatives (Miscellaneous) X
- Folder 7 - Contact sheets & Negatives (Miscellaneous) I
- Folder 8 - Contact sheets & Negatives (Miscellaneous) II
- Folder 9 - Contact sheets & Negatives (Miscellaneous) III
- Folder 10 - Large Photos (Miscellaneous) I
- Folder
- Large Photos (Miscellaneous) II
- Folder
- Large Photos (Miscellaneous) III
- Folder
- Large Photos (Miscellaneous) IV
- Folder
- Large Photos (Miscellaneous) V
- Folder
- Original Artwork (Negatives), 1980s
- Folder
- Photos from Commercial Album
- Folder
- Press Parts Room Before and After, 1/27/1982 and 2/3/1983
- Folder
- Slides (Unidentified), 1940s
- Folder
- Slides (Unidentified), 1950s
- Folder 20 - Slides (Unidentified), 1960s
- Folder
- Slides (Unidentified), 1970s
- Folder
- Slides (Unidentified), 1980s
- Folder
- Slides (Unidentified), 1990s
- Folder
- Slides (Unidentified), nd

Box 2 - Photographs

- Folder 1 - Smithsonian Litho Display, 1950s
- Folder 2 - You Can Juggle Four Colors (Brochure), nd
- Folder 3 - "Walk for Someone You Love" (Photos)
- Folder 4 - Wildlife Pictures
- Folder 5 - Wine and Cheese OVERSIZE
- Item 6 (Small Box) - Photos
- Item 7 (Small Box) - Photos

Series 3 - Videos

Box 1 - Videos

- Art Repro, 1995Hallmark: Gold Crown Card Program, August, 1988Hallmark Newsbreak, July 1988Litho-Krome Successes, 1989Zenger Miller, Moving from Conflict to Collaboration, 1996Hallmark, the Very BestLitho-Krome Annual Meeting, January 7, 1991, Tape 2 & 3663 M.A.N.Litho-Krome video, 1989Dateline - code of conduct Story with Stone Phillips Aired December 17th 1996Mill Pond Press VideoThe Gallup School of Management, "Building a Stronger Workplace", 1999Humor Risk ChangePrism, Information Technology & Industry LeadershipPrism, Information Systems ArchitectureImproving Work HabitsImproving Employee PerformanceHallmark Newsbreak, September 1988Hallmark: Newsbreak, August 1988Litho-Krome Announcement Move to Muscogee Technology Park, May 1, 2002The Four HouseIM: Concepts and Key PrinciplesDiversity ExperimentEmpowerment: Overview VideoEmpowerment: Module 113, Working Effectively with OthersThe Supervisor in TransitionTorch RunHumor, Risk and ChangeAccepting Differences: A Diversity WorkshopWorkplace violence: First Line of DefenseInsight Inventory, Understanding Yourself and Others, 1999Muppet BreakthroughGraphic Arts Musical, 1991Process Materials Control Information/Presentation Protocol, April 3, 1989Avoiding Muscle Injury, Warm-Up Exercises for Industry & the Home, Dr. Brian E. KozarADA Policy Statement, 1992Financial Engines Demonstration, December 2, 1999Substance Abuse in the Workplace Introduction, 1995Kennon, Parker, Duncan, and Key Realtors, There's Always Something to do in Columbus, GAUnited Way, Thank YouSkill Practice InstructionsUtilizing Effective Follow-Up ActionUtilizing Effective Disciplinary ActionHidden Assets, Empowering Americas WorkersManagement Support: CoachingMaintaining Improved PerformanceHazard Communication TodayDiscovering the FutureManager's Advantage, Mastering Performance Appraisals, 1989

Box 2

- 16 Minute film of Litho-Krome Audio Visual Show, July 5, 1984 This is a large format film that is on top of Box 1.

Series 4 - Artifacts

[This series is still being processed.]

Box 3 - Marketing Logos

- Colorful shape LogoLithography at its Very Best - Litho-KromeLitho-Krome B CompanyShelby Biscuit Company by Baked in Memphis Dixie Biscuit One Dozen Cartons/Shelby Biscuit Company, Memphis

Box 4

- Commercial Printers, IncLitho-Krome Balanced Process ColorsLithography at its Best / A Subsidiary of Hallmark Cards, incThe Cash Advertiser - W.M. Cosby Flour & Grain's, Whole Sale Flour and Grain, Office 1501 Avenue A, of Birmingham, ALA/Hardwood-Yancey-Rhea Co., Wholesale Grocers, Pulaski, Tennessee

Box 5 - Awards

- United Way / Gold Award 2006/2007 Presented to Litho-Krome Company for Outstanding Service to the People of Our community...The United WayUnited Way / Gold Award 2007United Way / Gold Award 2012United Way / Gold Award 2013Big Brothers Big Sisters - I Survived 2011 Bowl for Kids' Sake, Big Brothers Big Sisters of the Chattahoochee Valley Would Like to Thank Litho-Krome Company for their Generous Support of the Children in our Community and Bowl for Kids' Sake, 2011Big Brothers Big Sisters of the Chattahoochee Valley - Bowl for Kids 'Sake Viva Las Vegas - In Recognition for Your Generosity, Support and sponsorship of Bowl for Kids' Sake, 2012NAPL - Excellence in Graphic Communications - Proud Member in Good Standing 2005 NAPL.org. - Walter E. Soderstrom Founder, 1933Printing Industry Association of Georgia - 1999 Print Excellence Award - Best of Category - Litho-Krome Company - 2000 Burton Golf CatalogPrinted Industry Association of Georgia - Litho-Krome Company "Pursuit of a Dream" by Jessie BarnesHallmark Cards / Litho-Krome Company - Celebrating 50 Years of

Partnership, 25 Years of Ownership - 2004 - Presented to the Litho-Krome Company - In Honor of 25 Years as a Hallmark Subsidiary - November 8, 2004
Printing Industry Association - Litho-Krome Company "Reconnaissance at McDowell" by Bradley Schmehl
Printing Industry Association - Litho-Krome Company "Pods of Serenity" by Thomas Kinkade

Box 6 - Awards

- United Way - Gold Award - Presented to Litho-Krome Company for Outstanding Service to the People of our Community, the United Way (No Date)
- United Way - Gold Award 2004/2005 Presented to Litho-Krome, Division of Hallmark
- 2005 PIAG Best Art Reproduction Gold Award
- 2005/2006, Gold Award
- 2008 Gold Award
- 2009 Silver Award
- 2011 Gold Award
- 2007 National Gold Ink Award - Sponsored by Publishing Executive and Printing Impressions - Litho-Krome Company
- Bronze Award Posters - Look Beyond the Obvious - The Art of Camouflage

Box 7 - Plaques

- Folder 1 - Plaques Litho-Krome Company
- Folder 2 - Plaques Litho-Krome Company
- Folder 3 - Plaque: A Great Job / Created Especially for the Employees and Friends of Litho-Krome Company

Box 8 - Plaques

- Folder 1 - Plaques Created Especially for the Employees and Friends of Litho-Krome Company
- Folder 2 - Plaques: Thank You - Litho-Krome
Plaques: The Print Center of Excellence Litho-Krome Company - Honesty of Purpose - Honesty of Execution

Box 9 - Plaques

- Folder 1 - K-0175
- Folder 2 - K-K 330174
- Folder 3 - K-K3 L43 Blue

Box 10 - Plaques

- Folder 1 - Green Plaques & Metal
- Folder 2 - K. Print of Excellence
- Folder 3 - Small K

Box 11

- Man with Pipe - JR Trans & Masks - Kodak Plates (Negatives)

Box 12

- Kodak Plates (Negatives)

Box 13

- Kodak Plates (Negatives)

Box 14

- Folder 1 - Wine and Cheese, Printed in 1949-1955 Permanent Exhibition Smithsonian Institute - Premier Example of Modern Four Color Lithography

Box 15

Color Guides: H (Hallmark) K (Kansas) O (Offset) Pantone: Formula Guide Solid Uncoated

Box 16

- Pantone Pastel color Formula Guide (Commercial Pre-Press) - Pantone Pastels and Neons Coated and Uncoated, the T Series - Pantone Metallic Formula Guide/Coated - Pocket Pal a Graphic Arts Production Handbook, 1934

Artifacts List

1. 1 - Litho-Krome Company - 1999 PIAG Print Excellence Competition - Best of Columbus Award - Presented by Utica National Insurance Group
2. One Columbus Community Vision - A Diverse Community Working Together - Presented to Litho-Krome Company - with Grateful Appreciation for your Support as a Sponsor of the One Columbus - Third Annual Recognition Dinner - January 18, 2007, Columbus, GA
3. Baldwin Packing Cage / Baldwin - Gegenheimer Corp. Stamford, Conn. 06902 in a Wood Box
4. Hammer (Metal tool)
5. Camera Lens - Rodenstoch (Munchen) Apo-Ronar 1.9 f - 480mm/19 inch
6. Trowel (Tool)
7. Tool
8. Tool
9. Litho-Krome Company - 2001 PIAG Print Excellence Competition - Best Art Reproduction - Top Gold Award Presented by Printing Industry Association of Georgia
10 - Litho-Krome Company - 2003 Best Art Reproduction - Top Gold Award Presented by Komori America
10. Litho-Krome company - 2004 Best Art Reproduction - Top Gold Award Presented by Komori America
11. Litho-Krome Company - 2005 Best Art Reproduction - Top Gold Award Presented by Komori America
12. Litho-Krome Company - 2006 Best Art Reproduction - Top Gold Award Presented by Komori America
13. Litho-Krome Company - 2007 Best Art Reproduction - Top Gold Award Presented by Komori America
14. Litho-Krome Company - 2008 Best Art Reproduction - Top Gold Award Presented by Komori America
15. Litho-Krome Company - 2009 Best Art Reproduction - Top Gold Award Presented by Komori America
16. Litho-Krome Company - 2010 Best Art Reproduction - Top Gold Award Presented by Komori America Corporation
17. Litho-Krome Company - 2011 Best Art Reproduction - Top Gold Award Presented by Komori America Corporation
18. Litho-Krome Company - 2012 Best Art Reproduction - Top Gold Award Presented by Komori America Corporation
20 - Environmental Health & Safety - Litho-Krome Corporation
19. Seald ¼ More Juice Sweet - Dundee Citrus Growers Assn. Polk County, Florida (Print)
20. The Litho-Krome Creed (Frame)
21. Georgia Trend 2012 Most Influential Georgians by Penley (Frame)
22. 2007 - 25 Year Club Members - Employee's List (Frame)
23. Walk for Someone You Love - March of Dimes - Preventing Birth Defects - 1996 March of Dimes Walk America - 1st Place - Company T-Shirt - Litho-Krome
24. We're Best Known for the company we Keep - U.S. Arts "Success for Litho-Krome Art Reproduction has Always Been Measured by How Effectively we've met the Expectations of the Artists and Publishers that Depend on us"
25. "On the Green with the Rembrandt of the Back 9" (Newspaper Clipping) (Frame)
26. Printing Industry of America Inc. - Graphic Arts Technical Foundation - 2007 - The Premier Print Awards Best of Category to: Litho-Krome Company - For: Word of God - Artist: Min Situ - Publisher: Green Wich Workshop
27. Banovich (Painter) (Frame)
30 - "Great Management is No Secret" by Timothy Mescon (Masters on Motivation) - "World Class or No Class" by Michael Mescon (Masters on Motivation) - "Don't Blame the Clerk" by Michael and Timothy Mescon (Frame)

28. Georgia Trend - 2013 Most Influential Georgians, by Penley (Frame)
29. Glatfelter beyond Paper (Frame)
30. Print Say it Best - 2008 Print Excellence Competition - Gold Award, 2004/05 (Frame)
31. 1997 March of Dimes - Walk America - 1997 Company Banner - 2nd Place - Litho-Krome (Frame)
32. Wine and Cheese Poster (Frame)
33. Tom Morgan Jr. Founder - Litho-Krome Company - President, 1942/1980 (Frame)
34. United States Open Championship 2005 - Pinehurst # 2 (Frame)
35. Best of Show - Division IV - Printing Industry Association of Georgia - The 1999 xpedx Award is Proudly Presented to the People of Litho-Krome Company for the Most Outstanding Achievement in the Printing Industry Association of Georgia - "Congratulations from xpedx" (Frame)
36. New Year Wish - Glen Burnie - Town Run Creek Winchester, Virginia - January 1862 by John Paul Strain (Frame)⁴⁰ - Fear the Gator - National Champions - Football 19
37. 2006 - 2008 - Basketball 2006 - 2007 (Frame)
38. A Cowboy's Morning - Chris Owen (Frame)
39. I Know Thee Not - Liz Lemon Swindle - Greenwich Workshop - Printed by Litho-Krome Company - 2005 PIAG GATE "Benny" (Frame)⁴³ -- Indian / Poker (Frame)
40. Heidelberg (Glass) Salutes the 2006 PIA/GATF Benny Award Winner
41. United Way of the Chattahoochee Valley - Spirit Award Presented to Litho-Krome Company for Symbolizing the Spirit of an Outstanding Employee Campaign, 2007
42. Second Harvest the Valley Food Bank - 2008 Harvest of Hope Award - Litho-Krome Company in Appreciation for Being a Fellow Gatherer with our Efforts to Sustain the Hungry
43. One Columbus Community Vision - A Diverse Community Working Together - Presented to Litho-Krome Company with Grateful Appreciation for Your Support as a Sponsor of the One Columbus - Fourth Annual Recognition Dinner - January 24, 2008, Columbus, GA
44. Printing Industry of America, Inc. - Premier Print Award - 2007 Best Category Litho-Krome Company - Art Prints - Word of God - Artist: Mian Situ - Publisher: Greenwich Workshop
45. Printing Industries of America, Inc. - Premier Print Award - 2005 Best Category "I Know Thee Not" by Liz Swindle⁵⁰ - Printing Industries of America, Inc. - Premier Print Award - 2006 Best Category - "A Cowboy's Morning"
46. Paint Brush
47. Cut Paint Brush
48. Tool
49. Tool
50. Tool
51. Magnifier - PARAGON
52. Boxes of Color (2)
53. Tool (Art Department) Wilson Jones CS
54. Pre-Cut Tape in Handy Dispenser Box X-Marx60 - Pen Points - R. Esterbrook
55. Cambric - Reinforcements for Loose Leaf Sheets⁶² -- Tool in Envelope
56. Plaque 201 K
57. Magnetic Plaque with Letters