

Gröschel, Max

(1874–1955)

THE BRAZILIAN WHITE CENTER – UNASP

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Max Gröschel

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Max Gröschel, pioneer printer of the Brazilian Publishing House, was born December 4, 1874, in Pennig, Germany. He worked for a few years at the Hamburg Publishing House¹ until he immigrated to Brazil in 1910.² He married Clara Gröschel (1870-1954) who was born in Leipzig, Germany, and the couple had seven children.³ When the family arrived in Brazil, they settled down in the state of Santa Catarina. In 1913, Max started working at the Brazilian Publishing House (then referred to as Sociedade Internacional de Tratados no Brasil.)⁴ Johannes Augusto Pages, who had previously been a treasurer-editor at the Hamburg Publishing House, was now manager of the newly founded Brazilian Publishing House,⁵ and with help of the Hamburg Publishing House he got a donation of two printers and, in 1912, acquired other German equipment.⁶ As Max had already worked at the Hamburg Publishing House, he contributed to the operation of the new equipment received by the Brazilian

Publishing House and, consequently, for the expansion of its publishing capacity.

Max and his family were for many years members of the Seventh-day Adventist church in the city of Santo André, in the state of São Paulo.⁷ During the time that he worked at the Brazilian Publishing House, he ran the printing department until the Linotype machine system was implemented. At the beginning, his work was essentially manual. The method of composition was letter-by-letter, so it made book production very laborious.

The first books to be edited passed through Gröschel's hands. Besides his editorial services, in 1925 Max represented his field as a delegate to the seventh assembly of the South Brazil Union Conference of Seventh-day Adventists.⁸ After he had served the Adventist institution for more than 35 years, he retired in 1949. He passed away at the age of 81 in the city of Santo André, São Paulo state, on May 27, 1955.⁹ As a Brazilian Publishing House pioneer printer, Max contributed to the beginning of the publishing house in Brazil.

SOURCES

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NOTES

1. Schuenemann, Bernardo E., "Groeschel," *Revista Adventista*, year 50, no. 8, August 1955, 28.
2. Ibid.
3. "Groeschel," *Revista Adventista*, year 49, no. 10, October 1954, 26.
4. Schuenemann, Bernardo E., "Groeschel," *Revista Adventista*, year 50, no. 8, August 1955, 28.
5. Adilson Rodrigues de Morais, "Os passos da CPB" (Monography, IAE - now referred to as Brazil Adventist University, Engenheiro Coelho, 1991), 7.

6. Ibid. 11.

7. "Groeschel," *Revista Adventista*, year 49, no. 10, October 1954, 26.

8. Neilsen, N. P e Schofield, C. E., "Relatório da Sétima Sessão da União Sul-Brasileira dos Adventistas do Setimo Dia," *Revista Mensal*, vol 20, no. 6, June 1925, 3.

9. Schuenemann, Bernardo E., "Groeschel," *Revista Adventista*, year 50, no. 8, August 1955, 28.

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