Gustav F. Schroeder

Geboren 1861 in der Nähe von Berlin. Ausgewandert in die USA, arbeitete er dort als Stempelschneider für die *Central Type Foundry* u. a.

Aldus Italic  vor 1891 Pacific States TF
"ALDUS MANUTIUS & Italics in Venice, Italy."

Apollo 1888 Central Type Foundry
Bring Sweetest Melody

Art Gothie 1885 Central Type Foundry Linotype

**ATLANTA**
Design durch Andreas V. Haight
c.a. 1885 Central Type Foundry

Cushing Old Style 1890 Central Type Foundry

**Bare Majority 297**

DeVinne **Hair Restorers** 1890 Central Type Foundry

Empire Initials ca. 1898 Am. Type Founders

Era Condensed No. 5 1891 Barnhart Bros. & Spindler

**AUSTRALIA**
Retail Fruit Dealer
mit Nicholas J. Werner

http://www.klingspor-museum.de
EREBUS
1889  Central Type Foundry
French Old Style Extended Marder, Luse & Co.

Geometric
1881  Central Type Foundry
Geometric Italic
1881  Central Type Foundry
Geometric Condensed
1883  Central Type Foundry
Geometric Antique
1883  Central Type Foundry

Hades
1889  Central Type Foundry

Hamper
1882  Central Type Foundry
Harper

Hermes
1887  Central Type Foundry
mit Nicholas J. Werner

Hogarth
1883  Central Type Foundry

Jefferson
1890  Central Type Foundry
mit Nicholas J. Werner

Johnston Gothic
1892  Central Type Foundry
mit Nicholas J. Werner

Indiscreet
Friends Reproved
Jupiter
1888  Central Type Foundry
Highest Standard 759

Lacled Series
1897  Central Type Foundry

Much Bronze and Marble Statuary

Lafayette
1885  Central Type Foundry

McCullagh No. 2
1892  Central Type Foundry
ca. 1898  American Type Founders  Linotype
Morning Glory
1884  Central Type Foundry

Multiform No.1
1892  Central Type Foundry

HEAD LARGER
Multiform No.2
1892  Central Type Foundry

HEAD LARGER

http://www.klingspor-museum.de
<table>
<thead>
<tr>
<th>Font</th>
<th>Year</th>
<th>Foundry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiform No.3</td>
<td>1892</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td><strong>HEAD LARGER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multiform No.4</td>
<td>1892</td>
<td>Central Type Foundry</td>
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<tr>
<td><strong>HEAD LARGER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Novelty Script</td>
<td>ca. 1891</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td>Old Style Bold</td>
<td>1886</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td><strong>Peach Cobbler</strong></td>
<td></td>
<td></td>
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<tr>
<td>Old Style Script</td>
<td>1887</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td>Othello</td>
<td>1886</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td>Quaint Roman No. 2</td>
<td>1890</td>
<td>Central Type Foundry, Linotype</td>
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<tr>
<td>Royal Script</td>
<td>1887</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td>Scribner</td>
<td>1883</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td>Sierra</td>
<td>vor 1897</td>
<td>Pacific States TF</td>
</tr>
<tr>
<td>Typewriter</td>
<td>1884</td>
<td>Central Type Foundry</td>
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<tr>
<td>University</td>
<td>1889</td>
<td>Central Type Foundry</td>
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<tr>
<td><strong>VICTORIA</strong></td>
<td>1886</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td><strong>VICTORIA ITALIC</strong></td>
<td>1891</td>
<td>Central Type Foundry</td>
</tr>
<tr>
<td><strong>Washington</strong></td>
<td>1886</td>
<td>Central Type Foundry</td>
</tr>
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</table>

Literatur:

Loy, William E.: *Nineteenth-Century American Designers & Engravers of Type*, Newcastle 2009
Mullen, Robert A.: *Recasting a Craft: St. Louis Typefounders Respond to Industrialization*, Carbondale 2005

http://www.klingspor-museum.de
A FEW DETACHED THOUGHTS

I have no repugnances. Shaftesbury is not too genteel for me, nor Jonathan Wild too low. I can read anything which I call a book. There are things in that shape which I cannot allow for such. In this catalogue of books

GREAT LIBRARIES THE GROWTH OF YEARS

A great library cannot be constructed; it is the growth of ages. You may buy books at any time with money, but you cannot make a library like one that has been a century or two a-growing, though you had the whole national debt to do it with. I remember once how an extensive publisher, speaking of the rapid strides which literature had made of late years, and referring to a certain old public library, celebrated for its

A WISCONSIN COMPOSITOR

In the office of a Wisconsin journal there is a compositor who sets type so fast that the friction of his movements melts the lead in his stick, thus making all the type solid stereotype plates. To prevent this his case is submerged in water, yet the rapidity of his motions keeps the water boiling and bubbling, so that eggs have been frequently boiled in the space-box. Pipes lead from the bottom of his case to the boiler-room

ANCIENT AND MODERN BINDINGS

The old theory of a book was, that if it were good enough to print it was good enough to bind, so as to preserve it permanently to be read over and over again. But since no book is sufficiently dry, nor is the type set on the paper for this purpose, it was necessary to place it in some kind of wrapper to serve a temporary end. The most elementary covering is that paper wrap known and cursed by all purchasers of German and French books—the lightest sewing, the flimsiest cover, so that the book is in rags before it is read through. But the miraculous thing is, that Continental students not only seem willing to endure this, but, whether it is that

http://www.klingspor-museum.de
Ninety Abstract Books
Recorder of Property
Explains Theoretical Science
Modern Philosophy
Political Schemers
Secret Assemblies
Absolutely Corrupt Methods 80
Transitory Geometrical Colored Forms Portrayed
Revolutions of a Kaleidoscope 462
Romantic Experiences of Travelers
Extraordinary Incidents 369
Deepest and Strongest Streams of Learning
Often Moving in Narrow Channels

CAST BY THE CENTRAL TYPE FOUNDRY, ST. LOUIS, MO.
Elegant Atlanta

36-Point Atlanta.

$8.75

Rhine Wines

Surprisingly nonpareil of the point standard.

24-Point Atlanta.

$4.50

Mild Winter

Four-line nonpareil of the point standard.

18-Line Atlanta.

$2.20

Assemblies

Sing 25

Three-line nonpareil of the point standard.

10-Line Atlanta.

$2.34

Enchanted Dreamer

Moonshine

Long primer of the point standard.

The different sizes of the Atlanta series are cut and cast to line with each other at the top, bottom, and the centre of the face. Neither cardboard nor paper should be used in combining the series as caps and small caps. Use lead and rules.

10-Line Atlanta.

$2.24

Lecture Journey

Tourists 60

Type line nonpareil of the point standard.

8-Line Atlanta.

$2.50

Banish Madness And Famine

Famed Nations

Brevier of the point standard.

22-Line 6 A., with Ornaments.

16-Point Santa Claus.

$4.00

Three-line nonpareil of the point standard.

The Central Type Foundry, St. Louis, Mo., takes this opportunity to announce that it has lately adopted a new system of type bodies, being graded by Points or inlets of Pica. This system is fully explained in the December issue of The Printers Register, a copy of which will be sent to all who apply for it. The indications are that the Point-System of Bodies will be adopted by all American Type Founders.

16-Point Santa Claus Border.

We also put up the Santa Claus Ornaments in separate sets, which contain a larger quantity of them than is put up with the cap and lower case fonts. Price of Border fonts, $2.00.

24-Point Santa Claus initials No. 1.

Per font, $1.00.

Central

24-Point Santa Claus initials No. 2.

Per font, $1.00.

Central

These Initials No. 1 and 2 make a handsome effect when worked in colors. Use No. 1 as a background and print No. 2 over it in a darker ink.

http://www.klingspor-museum.de
Jews 2 Harps
MANDOLIN
Strand 5 Thread
CAULKERS
Ancient 3 Modern
MANUSCRIPT
Rushing 7 Jumping
URIAH GETUP
BASKET 87 HOLDER
WALNUT GROVES

PLEASANT $53 MAIDENS
PEOPLE TRAVEL

ATTENDS DAINTY 16 LUNCHEONS
COMMENDABLE QUALITIES

MAGNIFICENT BANQUET 92 ARRANGED FOR FRIDAY
PROCURE SUCCULENT EDIBLES
FINES SUPPER CARDS PRINTED QUICKLY

The Erebus and Stelas Series make a fine effect when one is printed
over the other in different colors or shades

All sizes lining together at the bottom

http://www.klingspor-museum.de
Sending 85 Medals EXCURSION

Remarkable 97 Advertising MISCONCEIVING

Rehearsing $265 Melodrama Unconsciously Absorbing Information NUMBERS COMPARED

234 Dead Nations Never Rise Again 567 Many Egyptian Ornaments Received Wednesday Champagne Excursions RENOWNED ENGLISH DICTIONARY

CAST BY MARDER, LUSE & CO. FOUNDRY, CHICAGO, ILL.

For Sale by all Foundries and Branches of the American Type Founders' Co.

http://www.klingspor-museum.de
BASKET 87 HOLDER WALNUT GROVES

PLEASANT $53 MAIDENS PEOPLE TRAVEL

ATTENDS DAINTY 16 LUNCHEONS COMMENDABLE QUALITIES

MAGNIFICENT BANQUET 92 ARRANGED FOR FRIDAY

PROCURE SUCCULENT EDIBLES FINEST SUPPER CARDS PRINTED QUICKLY

The Hades and Erebus Series make a fine effect when one is printed over the other in different colors or shades

All sizes lining together at the bottom

http://www.klingspor-museum.de
Glass Exhibit 845 Eastern News Patriotic Declarations

Remarkable Rain Water Deliver Sixteenth 238 Annual Reports

Honorable Charitable Association Giving Swell Receptions $150 Foreign Delegations

Steamboat Railroad Line

Magnificent £504 Description

Auburn Locks

Darling Little Maiden

Thousand Dollar $459 Fairy Romances

Arabian Amusement

Many Entertaining Narratives

http://www.klingspor-museum.de
Secure Guarantee $25 Cautious Moving ORIGINAL STORIES RELATED

Four Generous Monetary $150 Donations Easily Secured SEASON ADMISSION TICKETS FOR CHILDREN

Large Holiday 6 Presents Secured EXTENSIVE FACILITIES Knowledge in Seminars $45 Young Ladies Home VERY SMALL RESULTS IN BUSINESS

http://www.klingspor-museum.de
Ancient 32 Mariner Light Colors

Man 5 Lag Houses

Debit 82 Risk Sold High

Furnace 41 Glowing Burns Grate

Working Every 38 Winter Night Latest Printing House

Give 31 Rod Mustard

Cheap 25 Fabric Lack Cash

Blinds Loud 96 Bustles Great Leaders

Fragrant Meadows £210 Sweet Daisies Blooming Raising The Curtain Of The Play

All sizes lining together at the bottom

http://www.klingspor-museum.de
Brave Sport • 25 • Having Luck
ROYAL GAMES

Wandering Boys • 74 • Starting Home •
VISIT LUMBER REGIONS

Delightful and Stylish $34 Garments Made to Order
WATCH • ANNUAL • PARADE

Choice Viands from Philadelphia 674 Served on Quaint Chinaware
REQUIRES PROMPT QUARTERLY PAYMENT

Election • Returns • $45 • Showing • Plurality
For the Choice of the People
BUY MOUNTAIN DEWDROPS

+Chiming Melodiously $435 Ringing Uproariously+
Whereof Humans Continue
THE GLORIOUS BELLS OF SHANDON

All sizes lining together at the bottom

http://www.klingspor-museum.de
Laclede

ABCDEFGHIJKLMNOPQRSTUVWXYZ
KLMNOPQRSTUVWXYZ
&.:;=’!?$
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890
Highest MONDAY 5 Plays

Heavy 5 LIGHTNING 3 Storms

Mine 84 Rings PRUDENT

Lemon 19 Colored BROWN CLOTH

Romantic 53 Washington OFFICIAL SITUATIONS

Buying Renowned $76 Cureall Remedy HISTORICAL MISTAKE

Blade 27 Knives TAKE REST

Imports $60 Statues QUICKLY GIVEN

Western Road 53 Combinations MONSTROUS VENTURE

Four Baltimore Accident $50 Insurance Companies CATALOGUE READY THURSDAY

All sizes lining together at the bottom
McCULLAGH SERIES

Where Lie Those Happier Times
OUR GUARDIAN OF TRUTH

CHARMING COMPANIONSHIP
That of the Man without Pretensions
to Oppressive Greatness

LITERARY MARTYRS
The World knows Nothing of
its Greatest Minds

THE BREVITY OF LIFE.
Swift as the arrow cuts its way
Through the soft yielding air;
or as the sun's more subtle ray,
or lightning's sudden glare;
or as an eagle to the prey,
or shuttle through the loom—
So haste our fleeting lives away
So pass we to the tomb.

IMMORTALITY.
Beyond this vale of tears,
There is a life above,
Unmeasured by the flight of years;
And all that life is love.
Here would we end our quest;
Alone are found in Thee
The life of perfect love—the rest
Of immortality.

Grand Army of Letters
ROYAL MEMBER

Modern Language
GRAND RACE

Death all Fetters Doth Unbind
MOTIVE POWER OF LIFE

60 Point and 72 Point Sizes in Preparation.

Manufactured by the AMERICAN TYPE FOUNDERS' CO. Branches in Eighteen Cities.

http://www.klingspor-museum.de
Prepare for Very Enjoyable 365 Feast at Lunching Time Most Luscious Purchased DISTINGUISHED SOUTHERNERS

Proclaim Literary $26 Programmes Historic Romance GENERAL PUBLICATION

Inaugurates Limited 56q Passenger Train Service Showing Latest Catalogues GREAT NORTHWESTERN RAILWAY

http://www.klingspor-museum.de
MULTIFORM SPECIMENS.

4A
36-Point Multipform No. 1.
$4.25

COURTEOUS JUNIORS
OLD ACADEMY

RELATED SAD ROMANCE
SENTIMENTALIST

5A
30-Point Multipform No. 1.
$3.75

GOLDEN HOUR
CHILDHOOD

FAIR MARGUERITE
EYES LIKE FATE

6A
24-Point Multipform No. 1.
$3.25

8A
18-Point Multipform No. 1.
$2.75

COURTEOUS JUNIORS
OLD ACADEMY

RELATED SAD ROMANCE
SENTIMENTALIST

5A
30-Point Multipform No. 2.
$4.25

GOLDEN HOUR
CHILDHOOD

FAIR MARGUERITE
EYES LIKE FATE

6A
24-Point Multipform No. 2.
$3.25

8A
18-Point Multipform No. 2.
$2.75

CAST BY CENTRAL TYPE FOUNDRY, ST. LOUIS, MISSOURI.
For Sale by all Foundries and Branches of the American Type Founders' Company.

http://www.klingspor-museum.de
MULTIFORM, No. 3
ORIGINATED BY CENTRAL TYPE FOUNDRY, ST. LOUIS, MO.

TRIBUTE 25 THRONE

PRODUCTS 46 EXHIBITOR

WIND 17 TIME RETAILS
WATER 38 COLORS LAKE * FRONT

MULTIFORM, No. 4
ORIGINATED BY CENTRAL TYPE FOUNDRY, ST. LOUIS, MO.

TRIBUTE 25 THRONE

PRODUCTS 46 EXHIBITOR

WIND 17 TIME RETAILS
WATER 38 COLORS LAKE * FRONT

The Multiform Series make a fine effect when one is printed over the other in different colors or shades.

All sizes lining together at the bottom.

http://www.klingspor-museum.de
Novelty Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
HIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890
Specimens of Ancient Carving
Collect 247 Designs
While upon the time-stained pages of our history are blazoned deeds of valor by men

Mutual Reserve Fund Life Insurance
Reliable Agents Wanted $187
Doubtless, considerable secrecy accompanied all of the operations of the first printers; and was maintained

Renowned Literary Experts Explaining Methods
Received Friday, January 26th, 1894
There is a statement current that Schoeffer was the first type founder, but that is probably inaccurate; as the man who inven-

Rambles with Feminine Beauties Cause Matrimonial Thoughts of Love
The Morning Bulletin, $250 and Evening Regulator
While upon the time-stained pages of history are blazoned deeds of valor by men who gloried in
bloodshed and carnage, should we not rather cherish the memory of those who, silently and without
ostentation, have been a blessing to mankind and an honor to their country. Such is the history of
Demands 52 Company
MOUNTAIN SIDES

Residence in 27 Eastern Spain
ROMANTIC LOVERS FIGHT

Artistic Workmen $12 in Great Demand
FASHIONABLE MOURNING

Produced $38 Mineral
Nothing More
GRAVE Diggers

Mechanical $90 Improvement
Very Cloudy Weather
Western Man
GREAT AFRICAN EXPLORER

http://www.klingspor-museum.de
Regular 5 Bargain FIRST SALE

Beautiful $36 Drawings STORE HOUSE

Fine Cut Glass 753 Damask Cloth CHANGE OF GOVERNMENT

Returned Document £150 Holiday Garments DONATED WINTER CLOTHING

Specified the 45 Requirement
Cheapness Noted DRESS REFORM CLUB

Good Treatment £57 Always Shown Important Announcement POWERFUL STEAM ENGINES

http://www.klingspor-museum.de
CURIOUS FORM LATELY $234 CAST IN METAL
NEWEST SCIENTIFIC REPORT

LUXURIOUS $524 FLOWERS
LOVELY CHORUS
THE GRAND OPERA

GADDEN MANLY 678 THIRSTY LADS
LATEST PURCHASE
SALE OF CLOTHING

Extension Pieces are cast on 6 Point Body.
SIERRA SERIES.

24 A 30 a 6-POINT SIERRA $2.75

JOB COMPOSITORS APPRECIATE STANDARD LINE TYPE
Annoying Complications of the Old Style Justification are Obviated $6789012345

22 A 30 a 8-POINT SIERRA $2.25

STANDARD LINE TYPE INCREASES IN POPULARITY
Delighting Printers Everywhere from Maine to California Shore 2345

20 A 26 a 10-POINT SIERRA $2.00

ADVERTISERS BEAUTIFUL SERIES
Tasteful Faces Displayed Artistically Earn Money 987

20 A 20 a 12-POINT SIERRA $2.75

NORTHWESTERN PACIFIC RAILROAD
The Elevated Railroads in the City of Chicago

10 A 10 a 14-POINT SIERRA $1.50

EAST COAST SURVEY
United States Internal Revenue 3

8 A 10 a 24-POINT SIERRA $2.50

ARTISTIC SELECTION
The Modern Sciences 2567

5 A 8 a 36-POINT SIERRA $3.50

HAMBURGH
Beautiful Sierras

4 A 5 a 48-POINT SIERRA $7.50

HUBbard 45

Sold in fonts of 25 pounds at prices of Poster Caledonian. Cast to Standard Line by
PACIFIC STATES TYPE FOUNDRY, San Francisco.

For Sale by CONNER, FENLiER & Co., New York; CRESCENT TYPE FOUNDRY,
Chicago; STANDARD TYPE FOUNDRY, Chicago; INLAND TYPE FOUNDRY, St. Louis;
H. C. HANSEN TYPE FOUNDRY, Boston; KEYSTONE TYPE FOUNDRY, Philadelphia.

24-Point Pacific Bond No. 247, 10 feet. $1.65.
FREAKS OF NATURE MENAGERIES

HIGHER MOUNTS CLIMBED PROCURE EXERCISE

EXPLAIN METEOROLOGICAL REPORTS SCIENTISTS 365 OBSERVING

MARBLE TOMBSTONE CENOTAPH BURIAL CUSTOMS

INCINERATION ADVANCING PROGRESSIVE
ERECT CREMATORIES

CONCERT PROGRAMME PRINTING PECULIAR FASHIONS
SUPERIOR WORKMANSHIP 24

FORLORN HABITATION AND SIMPLE HABITS
HUMBLE HERMIT DISTURBED
ENDURANCE OF STRICT SOLITUDE 180

The Victoria Series, being cut systematically, lines in the several ways here shown. Neither cardboard nor paper required in combining the different sizes with each other; use rule Standard Leads and Slugs in justifying.

CAST BY THE CENTRAL TYPE FOUNDRY, ST. LOUIS, MO.

http://www.klingspor-museum.de
FURNISH ESTIMATE
FEED 48 PINS

SHOW LEADING STYLES
BRASS £947 RULES

HANDSOME JOBING FACE
PRINT 316 OFFICE

DEVOTE A FEW SPARE MOMENTS
SOLD MODEL $25 PATENTED

BLACK $56 CRIMPS
LAKE DRIVES

ENGLISH £6240 DICTIONARY
DEFINITION LOCATED

ENTERTAINS MANY $285 CHARMING GIRLS
HIS PLACID STYLE OF SPEAKING

ADVERTISING HIGHWAYS $678 TO-SUCCESSFUL TRADES
OUR FAMILIAR AND COPIOUS SELECTIONS

FOREIGN $150 SCENES
DAINTY CONCERT

PUBLISHING £547 ANCIENT BOOKS
INDUCCEMENTS OFFERED

GEORGE ELIOT'S LIFE $140 RELATED IN LETTERS
SUCCESSFUL AMERICAN NOVELISTS

SCHOLARLY PRONUNCIATION 18945 SELECTION OF ROMANCES
TYPOGRAPHICAL APPEARANCE UNSURPASSED

All sizes lining together at the bottom.
WASHINGTON SERIES

60 POINT

Great 48 Scene
RICH LAKE

84 POINT

Not 5 Fit
DEAL

48 POINT

Hid 7 Tip
PRIME

Pig 16 List
PORKER

36 POINT

Find 19 Work
DOUBTER

Show 25 Daily
TUMBLERS

24 POINT

Violets $32 Roses
SPRING BUDS

18 POINT

Forward 75 Marching
OLD VANGUARD

12 POINT

Smooth Flows £69 Deep Waters
PROSPECTIVE GAMBLER

8 POINT

Attention Paid 579 Mail Orders
PUNCTUATION EXERCISE

10 POINT

Doth Speak 36 With Modest
EYES CAST DOWN

5 POINT

Like Hatred Turned 73 nor Hell Hain no
FURY LIKE UNTO A WOMAN SARCRED

http://www.klingspor-museum.de