DESIGNERS AND ENGRAVERS OF TYPE.

BY WILLIAM E. LOY.

NO. XI.—GUSTAV F. SCHROEDER.

READERS of THE INLAND PRINTER may conclude from the previous sketches in this series that there are no young men following the occupation of designers and engravers of type, but this is not the case. While few of the younger generation have attained the eminence of West, Ihlenberg, Jackson, Ruthven, or Kay, it may be because the

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ground has been pretty well tilled, and one must have originality of a high order to attract attention. Of the younger men now on the stage of action, it is safe to say no one of them has surpassed Gustav F. Schroeder in the freshness and originality of his designs, the artistic finish, the attention to details, or the number and variety of his productions.

Mr. Schroeder was born near Berlin, Germany, in 1861, and in due time was apprenticed to the trade of an engraver of embossing dies, varying this latter by working on steel stamps and numbering wheels. When but twenty years old he had the good fortune to make the acquaintance of Carl Schraubstädter (lately deceased), then the mechanical head of the Central Type Foundry, St. Louis, and by him was induced to come to America to undertake the engraving or cutting of letters in metal. He had no knowledge of the work further than the experience gained in cutting stamps, but he was of the sort to quickly grasp all the intricacies of the business. His employers (Schraubstädter & St. John) were men who could both instruct and suggest, and in a short time his genius was recognized. It may be said that he originated a new departure in letter designing, and his first series, the well-known Art Gothic, was the most severely criticised and most highly praised of any style in recent years. It soon made its way in popular favor, and has been bought and worn out three or four times in some offices. The suggestion for this series was discovered by Mr. St. John on the label of a soap box.

The design of the De Vinne series, which Mr. Schroeder originated without promptings or suggestions, and the Victoria Italic, after a lithographed suggestion, have given him most satisfaction. His productions during the years he worked for the Central Type Foundry were generally meritorious and popular, and included such well-known styles as Old Style Bold, the lower case to French Old Style, Cushing Old Style, University, the first sizes of Old Style Script and Royal Script, the series of Novelty Script, Apollo, Harper, Hermes, Victoria (after designs by Carl Schraubstädter), Atlanta, Jupiter, the lower case of Façade Condensed, several sizes of Rubens, Quaint Roman, Washington, Lafayette, Jefferson, Othello, Erebus, Hades, and Combination Ornaments series K, L, M and N. He also made for the Central the patterns for Geometric Italic, Morning Glory and Scribner, of which matrices were cut in brass by machine. He also cut the 6-point size of Law Italic in steel. For Marder, Luse & Co. he cut French Old Style Extended, and for Barnhart Brothers & Spindler the Era Series. For the American Type Founders Company he has cut McCullagh, Laclede and Empire initials. For the Inland Type Foundry he has cut the larger sizes of Brandon and 18-point Royal Italic. Most of Mr. Schroeder's work has been after his own designs, but some of it has been after designs furnished.

In 1889 Mr. Schroeder associated with himself N. J. Werner (now of the Inland Type Foundry), and some of the most successful designs made by the Central Type Foundry were made during the time of their coöperation. In 1891 he came to California, and he has since made his home in Mill Valley, a suburb of San Francisco. During the time he was working for various type founders he designed and cut for the Pacific States Type Foundry the series of Aldus Italic in four sizes, Sierra in eight sizes, an 18-point size of French Old Style No. 2, various borders and ornaments, and recently a lower case for the various sizes of Victoria Italic, from 6-point to 24-point.

Mr. Schroeder is very modest in his estimate of his work, and he attributes the phenomenal sales of some of the faces cut for the Central Type Foundry to the rare tact of Schraubstädter & St. John in advertising and pushing them. He says the thing he knows best how to do, and enjoys most of all, is tramping over the hills and mountains of Marin County, where he makes his home. Since the combination of so many type foundries into one great corporation, and the consequent centralizing of type production, he has again given a portion of his time to engraving embossing dies and plates. While he excels in that class of work, he feels that the designing and engraving of type is his forte, and there he could do himself most credit.

MACHINE COMPOSITION NOTES AND QUERIES.

CONDUCTED BY GEORGE E. LINCOLN.

Under the above heading will be given, from month to month, practical information, notes and queries, relating to type composition by machinery. The latest inventions will be published, and the interests of manufacturers, printers and operators sedulously cultivated. All matters pertaining to this department should be addressed to Mr. George E. Lincoln, No. 34 Park Row, New York, in order to secure prompt attention.

The following list of books is given for the convenience of readers. Orders may be sent to The Inland Printer Company.

THE LINOTYPE OPERATOR'S COMPANION; a treatise on how to operate and care for the linotype machine. By E. J. Barclay. $1, postpaid.

THE MECHANICAL DETAILS OF THE LINOTYPE, AND THEIR ADJUSTMENT. By Frank Evans, Linotype Machinist. $3, postpaid. The Inland Printer Company, Chicago and New York.

MATRIX DELIVERY CARRIAGE.—"Metal," Providence, Rhode Island: If your matrix delivery carriage does not go over far enough, the lip on the stopping pawl must be set so that the roller, when going over, will knock it off the catch.

"MANY linotype machinist-operators have not discovered all the oil holes in their machines," was the statement made by a regular linotype machinist. And when we consider that there are eighty-six of these oil holes, the statement appears quite likely.

THE GAS PIPES.—"Amateur": The lower pipe is the inlet for gas on the gas governor on the meter, and the one on the

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