

Western Type Foundry

Gegründet 1901 in St. Louis. 1914 wurde die *Advance Type Foundry* gekauft. 1918 wird die Firma geschlossen und die Schriften von *Barnhart Bros & Spindler* übernommen.

Advertisers Gothic	1917	Robert Wiebking
Advertisers Gothic Condensed	1917	Robert Wiebking
Advertisers Gothic Outline	1917	Robert Wiebking
Advertisers Gothic Cond. Outline	1917	Robert Wiebking
Arctcraft	1911	Robert Wiebking
Arctcraft Italic	1912	Robert Wiebking
Arctcraft Bold	1913	Robert Wiebking
Carlton		
Caslon Clearface	1913	Robert Wiebking
Caslon Clearface Italic	1913	Robert Wiebking
Caslon Black		
Caslon Black Italic		
Caslon Black Condensed		
Chesterfield		
<small>Cheltenham · American Type Founders</small>		
Chesterfield Italic		
Chesterfield Bold		
Chesterfield Bold Italic		
Chesterfield Bold Condensed		
Chesterfield Bold Extra Condensed		
Chesterfield Bold Extended		
Chesterfield Wide		
Custer		
Custer Bold		
Farley	1907	Robert Wiebking
Invitation Text	1914	Robert Wiebking
Perry		Robert Wiebking
Perry Italic		Robert Wiebking

Rogers Roman

1915

Robert Wiebking

Steelplate Gothic Light
 Steelplate Gothic Italic
 Steelplate Gothic Bold
 Steelplate Gothic Heavy
 Steelplate Gothic Condensed
 Steelplate Gothic Heavy Condensed
 Steelplate Gothic Light Extended
 Steelplate Gothic Heavy Extended
 Steelplate Gothic Shaded

1918

Robert Wiebking



Remember

just one thing whenever you see the name **WESTERN TYPE**—it is as good as the type made by the foundries 20 years ago. The printers of today claim their type does not wear like it used to in the old days **WESTERN TYPE** is made as good as the type made in those days—our customers say so—which is the best evidence we can possibly give you. Better material was never made than that which goes into **WESTERN TYPE**. It wears better—lasts longer—is better than any other type on the market. That's a

strong statement—**BUT**—we stand ready to back this statement up with the goods. Send for our new catalog of type faces—then send us a trial order. We'll bank on the result.

WESTERN TYPE FOUNDRY

CHICAGO - ST. LOUIS

Eastern Agents:

ANDREWS-MARSH MFG. CO.

NEIL CAMPBELL CO.

J. E. HAMMOND

540 Pearl St., New York City

72 Beekman St., New York City

50 Exchange Place, Providence, R. I.

Literatur:

Annenberg, Maurice: *Type Foundries of America and their Catalogs*, New Castle 1994

Mullen, Robert A.: *Recasting a Craft: St. Louis Typefounders Respond to Industrialization*, Carbondale 2005

ADVERTISERS GOTHIC

72 Point

3 A 4 a

Nice RIDE

60 Point

3 A 4 a

MADE Bold

48 Point

3 A 4 a

Huge PROFITS

42 Point

3 A 5 a

BIG Mail

6 Point Advertisers Border 507

Because of non-descenders permitting casting on TITLE line Advertisers Gothic faces are all larger than normal

36 Point

3 A 5 a

Holds HIM

14 Point

11 A 21 a

BOLD ADVERTISER
Distinct Letter Good
Mold 1234567890

30 Point

4 A 7 a

PRODUCING
Strong Effect

12 Point

13 A 27 a

EXHIBITS IN STRIKING
Typographical Display
Real Gothic in Ad Work

24 Point

5 A 9 a

HEAVY GOTHIC
Needs Dignified

10 Point

14 A 31 a

PRESENTATION OF SERIES
Helpful to the Purchaser of
More Desirable Equipment

18 Point

7 A 13 a

FEATURES MODERN
Making Series Useful

8 Point

16 A 37 a

EXPERIENCED PRINTER BUYING
Material Desires Everything Useful
Have Broader Range of Continued

6 Point

18 A 41 a

STRONGLY SUCCESSFUL ADVERTISERS ARE
Obtaining Very Satisfactory Results by Having
Planned Displays on Using Advertisers Gothic

All Fonts contain A Q / special characters

ADVERTISERS GOTHIC CONDENSED

72 Point

3 A 4 a

Against HARM

60 Point

3 A 5 a

MAKES Unafraid

48 Point

4 A 6 a

Compelled READINGS

42 Point

5 A 7 a

NICE Method

6 Point Advertisers Border 711

The novel design of the non-descending lower case affords a larger face than usual for all bodies of this series

36 Point

5 A 8 a

Strong DESIGN

14 Point

18 A 27 a

COMBINING WITH LEGIBILITY Produces Attractive Printing A Super Gothic \$1234567890

30 Point

6 A 10 a

EXTRAORDINARILY Adaptable Deposit

12 Point

18 A 31 a

COMPACTNESS CONSISTENT WITH Pleasing Formation Making an Effectiveness of Printed Display

24 Point

5 A 12 a

PRINTERS PARTICULAR Usually Discriminative

10 Point

18 A 33 a

ADVERTISERS GOTHICS DEMANDED BY Many Successful Promoters of Selling Campaigns Throughout This Country

18 Point

5 A 14 a

DISTINGUISHED APPEARANCE Feature Combinations Attract

10 Point

17 A 34 a

ATTRACTIVENESS AND DURABILITY ABSOLUTELY One of Many Prominent Features Emphasized Ornamental and Useful Addition to Print Craft

8 Point

35 A 55 a

IS UNIVERSAL NECESSITY AND IS NEEDED BY EVERY MODERN Advertiser who is desirous to produce most effective printing and by publishers who are in everything abreast of the times

All Fonts contain A Q / o

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ADVERTISERS GOTHIC OUTLINE

72 Point

3 A 4 a

Held MEN

60 Point

3 A 4 a

ARE Stalled

48 Point

3 A 4 a

Defend MINER

42 Point

3 A 5 a

BIG Deal

14 Point

11 A 21 a

DESTROY NOTICES
Explain Methodical
Lines 1234567890

36 Point

3 A 5 a

Used ROD

12 Point

13 A 25 a

BUSINESS MANAGERS
Knew Advertising to be
the Life Blood of Trade

30 Point

3 A 5 a

PROMOTER
Earns Home

10 Point

14 A 28 a

INDUSTRIAL LEADERSHIP
Great Advance of this Land
During War Administration

24 Point

3 A 5 a

READ PROOFS
Printers Retain

10 Point

The Outline Series
Registers With
**ADVERTISERS
GOTHIC**
in Two-Color Work

20 Point

7 A 30 a

QUINTET SELECTION
Sacred and Beautiful

All Fonts contain 

ADVERTISERS GOTHIC CONDENSED OUTLINE

72 Point

3 A 4 a

Behold MANSE

60 Point

3 A 5 a

HOME Rule Dead

48 Point

4 A 6 a

Disobeyed KINGDOM

42 Point

5 A 7 a

BIDS Uphold

14 Point

18 A 27 a

FURNISH MORE PRODUCTION
From Advertising Enterprise
Expects Profit \$1234567890

36 Point

5 A 8 a

Consult NOTICE

12 Point

19 A 33 a

DEVELOPMENT OF NOBLER LIFE
Many Have Given Expression to
Earnest Desires to Conquer Evil

30 Point

6 A 10 a

ENDURING RICHES
Modest Debutante

10 Point

22 A 36 a

CONTRAST SECURE STRONG BEYOND
Without Guilt, Without Fear
For World's Sake

24 Point

7 A 12 a

RENOUNCED METHODS
Actions Prove Unbelief



18 Point

8 A 14 a

INCREASES DECIMAL COINAGE
Rates the Exchange Abnormal

All Fonts contain 

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ARTCRAFT SERIES

72 Point 3 A 4 a
Mottled URN

60 Point 3 A 4 a
HIDES Finished

48 Point 4 A 6 a
Bid Contact & MINDS

42 Point 4 A 7 a
NOBLER Gifted Social

36 Point 4 A 8 a
Hardly BURN

14 Point 14 A 29 a
FIRST CLASS PRINTING
Superior Materials Received
Border Effects Quite Helpful

30 Point 5 A 10 a
SOME MODELS
Moulded Endured

12 Point 16 A 32 a
EXHIBITION OF CLOTHING
Stylish Garments for Autumnal
Dealers Exposition \$1234567890

24 Point 6 A 15 a
STUDY PROGRAM
Equipments Dissected

10 Point 20 A 40 a
EXCURSIONS TO THE COUNTRY
Account of the influence of imagination
on old and young persons who declared
with some vehemence that they had not

18 Point 20 A 42 a
STUDENT CONCERNED
Disclaims Refusal to Consult

8 Point 22 A 42 a
FINE CONCERTS GIVEN AT INSTITUTE
Grand opera and classical numbers rendered by
exceptional orchestra which provides pleasure
and elevates the ideals and desires of our minds

15 Point 24 A 47 a
STUDENT CONCERNED
Disclaims Refusal to Consult

6 Point 24 A 47 a
SOME FUNDS OF THE COMMERCIAL BANKS
Interest has been retained to close up options on purchase
of bonds in Spain the high and airy location of which gave
the opportunity to see lovely vistas among the clouds having

ARTCRAFT AUXILIARIES

Supplied in separate Font containing all characters of one body. Made in sizes 6 to 18 Point – not made in 60 and 72 Point

A B D M N O P R & r st Th fh w y & & &

ARTCRAFT ITALIC

48 Point 3 A 6 a
Reliable BUILDER

42 Point 3 A 6 a
DEALING Hit Noted

36 Point 4 A 8 a
*MODEST CHAMPIONS
Like Needles in Haystacks*

30 Point 5 A 9 a
*HUNTERS BECOME PROUD
Gaining Great Wisdom in School*

24 Point 6 A 11 a
*BANKING & INVESTMENT BOND
Deflated Market is Efficiently Managed*

18 Point 10 A 20 a
*UNIFORMED MEMBER
Probably Storms Impended
Staunch Regiments Prevail*

10 Point 20 A 40 a
*PROGRESSIVE PRINTER FINDS
Multitudes pronounced the Artercraft to
belong to a family by itself with its high
ideals of handsome printing all through
its artistic pleasing effects 1234567890*

14 Point 14 A 29 a
*CONSIDER MODERN FORCES
Intelligent Public Causing Demand
for Appropriate Faces in Job Work*

8 Point 28 A 56 a
*KINETICS OF THE ARTS IN THE
ARTS AND CRAFTS IN THE
ARTS AND CRAFTS IN THE
ARTS AND CRAFTS IN THE
ARTS AND CRAFTS IN THE
ARTS AND CRAFTS IN THE*

12 Point 12 A 24 a
*REFINEMENT PLUS SUCH NOBLE
Dignity as Artercraft Embodies Places this
Eloquent Family Among the Most Useful*

6 Point 12 A 24 a
*THE BEST OF THEM STAYED HERE
THE BEST OF THEM STAYED HERE
THE BEST OF THEM STAYED HERE
THE BEST OF THEM STAYED HERE
THE BEST OF THEM STAYED HERE
THE BEST OF THEM STAYED HERE*

ARTCRAFT ITALIC AUXILIARIES

Supplied only in Fonts of each size separately. Characters set in Artercraft Italic 12 Point to 48 Point

A B D M N P R T a g of r st Th th y y @ @ @

ARTCRAFT BOLD

72 Point

3 A 4 a

Battles GUN

60 Point

3 A 5 a

MINE Notified

48 Point

3 A 6 a

Cherished BONDS

42 Point

4 A 7 a

FINISH Monk School

36 Point

4 A 7 a

United Order BABCOCK

30 Point

5 A 10 a

DUCK JUNGLE
Automobile Fort

12 Point

16 A 33 a

KNIFE MONTE TINHORNS
Applying Methods to Gain the
Profitable Results at Gambling
Stock Exchanges \$1234567890

24 Point

6 A 11 a

MUSICAL GENIUS
Reporter Disciplined

10 Point

18 A 37 a

ROUTE FROM LAKE TO OCEAN
Strenuous efforts made by number of
engineers and legislators to secure an
able appropriation to carry it forward

18 Point

10 A 21 a

SIMPLE TYPOGRAPHY
Artistic Results Enhanced

8 Point

22 A 45 a

STANDARD AND ATTRACTIVE TYPES
Artcraft type faces can be used for any kind
of job and book printing as they combine an
artistic effect with clearness of plain printing

14 Point

15 A 26 a

FRANKLIN & CAXTON PRESS
Designers of Advertising Novelties

7 Point

24 A 48 a

MODERN COMPOSITION SHOULD BE ARTISTIC
without resorting to rule twisting and the other foolish
devices so dear to the heart of the printer in the ginger-
bread days of the later part of the Nineteenth Century

CASLON CLEARFACE

72 Point 3 A 4 a
Hand MEN

60 Point 3 A 4 a
END Rational

48 Point 3 A 5 a
New Report FINE

42 Point 3 A 6 a
BANKS all Classified

36 Point 4 A 7 a
Late Modes PROCURED

30 Point 5 A 9 a
INDIAN MAID
Heroic Chieftain

12 Point 15 A 32 a
HANDSOME BOOK HEADS
Caslon Clearface Commended
Many Beautiful Designs Result
Printer Desires Series for Plant

24 Point 6 A 11 a
BEST PRESSMEN
Received Pay Boost

10 Point 18 A 36 a
MANY SHOPS REQUIRE SPEED
Which is very easily obtainable when
equipment and materials are easy of
access and handy to its workmen

18 Point 9 A 19 a
HARDEST RUN MADE
Engine Makes Long Haul

8 Point 20 A 40 a
REVEALS BEAUTY OF THE DESIGN
Is unsurpassed for legibility and usefulness
and is recommended to advertising agents
and printers as essential to business success

14 Point 13 A 24 a
DIRECTOR RELIEVES MINE
Using Influence Now 1234567890

6 Point 22 A 44 a
GREAT DEMAND FOR CASLON CLEARFACE
This most useful type series helps progressive firms
produce handsome specimens of printing and wins
reprint orders when Caslon Clearface Series is used

Weights of this series 18 Point and smaller
are fitted to the Bury Type Galleys

CASLON CLEARFACE ITALIC

NON-KERNING

48 Point

4 A 6 a

Finish SUPERIOR

42 Point

4 A 7 a

DESIRABLE *Exhibit*

36 Point

5 A 8 a

FIGHTING DIVISION
Generals Bold & Reviewed

30 Point

5 A 11 a

DEMANDS POINT SYSTEM
Publishing House Praises Record

24 Point

6 A 13 a

DESIRED SIMPLICITY SECURED
Repeated Attempts Produce Good Result

18 Point

8 A 22 a

INSTILL SOLID IDEAS
*Design Teaches Treatment
Handsome Frame Extolled*

10 Point

16 A 44 a

DEMANDS FOR COPPER MIXED
*From progressive print shops prove the
remarkable superior finish and durable
wearing qualities of Barnhart materials
justified by long use wherever supplied*

14 Point

11 A 39 a

BETTER SPECIMENS PROVE
*Greater Assistance to Selling Agent
Ideas Need New Dress 1234567890*

8 Point

17 A 51 a

DESIRE TO OWN HOMES FOSTERED
*Printers in building and societies association
and many additions to suburbs are advertised
a delightful country life healthful for children
and fresh vegetables raised in your own garden*

12 Point

10 A 37 a

DISTINCTIVE SCHEMES PRODUCE
*Particularly Pleasing Selling Achievement
Most Desirable of Type for Use in General*

6 Point

20 A 60 a

PUBLISHERS CONVENTION PRAISES TYPE
*Company produces notable booklet using Caslon in
display arrangement showing master craftsmanship
with regard of Barnhart superior types and supplies
resellers having produced many novelties of interest*

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*Weight Fonts of this series 18 Point and smaller
are limited to the Body Type scheme*

CASLON BLACK

72 Point

3 A 3 a

Roust DEN

60 Point

3 A 4 a

KING Invited

48 Point

3 A 5 a

Students DESKS

42 Point

3 A 6 a

HOMES Built Right

36 Point

4 A 6 a

Reach Elegant MODES

30 Point

5 A 8 a

THOMAS HID
Cunning Crank

12 Point

15 A 30 a

LIGHTENS THE BURDEN
Durable Type Faces Always
at Hand Provide Very Useful
Facilities for All 1234567890

24 Point

5 A 11 a

MINES DEMAND
Enormous Output

10 Point

18 A 35 a

SOUGHT ART OF VERS LIBRE
Literary man greatly disappointed
because in spite of all his studious
search he could find no free verse

18 Point

8 A 17 a

PRINTING MACHINE
Lifting Higher Mankind

8 Point

22 A 41 a

ANCESTRAL SEARCH INTERESTING
Perhaps it is due to their having no family
pride that so many persons do not concern
themselves about their ancestral descent

14 Point

12 A 24 a

COTTON GOODS SECTION
Bargains in Ladies' Underwear

6 Point

24 A 48 a

CHINESE AND INDIAN ARTCRAFT OBJECTS
Announcing a series of auction sales of an immense
consignment of freshly imported oriental makes of
wood metal and imitation china also textile articles

CASLON BLACK ITALIC

72 Point

Nose **SLIM**

3 A 4 a

60 Point

URGE Denial

3 A 4 a

48 Point

Salt Buns **BAKE**

3 A 5 a

42 Point

HOUSES Disputed

3 A 5 a

36 Point

Neat House **REPAIRS**

3 A 5 a

30 Point

FINE BENCH
Desired Result

4 A 8 a

12 Point

SUMMER RESORTS ARE
*Looking for New Diversion
Some are Lured After New
Condition Greatly Modified*

13 A 24 a

24 Point

RIDE SECURED
Foremen Demand

5 A 9 a

10 Point

PRAISED BUT NEVER READ
*Coterie of ghosts of noted writers
lamenting the untold numbers of
their works which rest unopened*

17 A 11 a

18 Point

CONSIDER BINDING
Hunters Really Pleased

7 A 14 a

8 Point

DREADED TERRIBLE MISFORTUNE
*Prominent and egotistic talker who fears
probable loss of his beloved voice in later
years has phonographic records made to*

17 A 14 a

14 Point

REIGN OF DIME MUSEUM
Followed Novels 1234567890

11 A 20 a

7 Point

CHRISTMAS GIFT BUYERS ARE ASSISTED
*Altruistic inventor egged on by the experience we
all have before yuletide devised a thing which the
uttering of a magic formula changes into any one*

20 A 38 a

CASLON BLACK CONDENSED

72 Point

3 A 4 a

Restored MARK

60 Point

3 A 4 a

BRINGS Old Guard

48 Point

3 A 6 a

Charges Great EXPENSE

42 Point

4 A 7 a

CONGRESS Refuses School

36 Point

4 A 7 a

Printing Job Contract SECURED

30 Point

6 A 10 a

EXCURSION TRAIN
Printing Useful Book

12 Point

19 A 36 a

FOR PRODUCER AND CONSUMER
Initial Quotations Increased by Each
Middleman Make a Substantial Profit
Reasonable Prices Secure Customers

24 Point

7 A 13 a

BOLD DESIGN STRONG
Suitable For Narrow Head

10 Point

11 A 12 a

BIOGRAPHY OF MANY A RICH PERSON
After working hard for seventy years and all
the time accumulating property he at the end
became very wealthy and influential but failed

18 Point

12 A 22 a

VENETIAN GONDOLA RIDING
Sombre Vessels Plying the Canals

8 Point

14 A 18 a

CHANGING THE OPINIONS OF OTHER PEOPLE
While often accompanied by good it is deplorable that
some consider it right to apply force rather than logic
in compelling others to alter their opinions and beliefs

14 Point

15 A 28 a

NOTED ARCHES IN ROMAN FORUM
Imposing Ancient Structure 1234567890

7 Point

26 A 52 a

COMMON ERRORS ARISING OUT OF MISCONCEPTIONS
Having failed to grasp the central idea of equality as embodied
in our American traditions many mistake and assume attitudes
not tending to elevate themselves nor contributing to a sound

Invitation Text

48 Point

4 A 10 a

Prince Royal Guest Brought

42 Point

4 A 11 a

Held Eighty-Sixth Annual Ball

36 Point

4 A 13 a

Marital Rite Now Legally Performed

30 Point

5 A 15 a

New Blackstone Hotel

14 Point

13 A 40 a

Everybody is Cordially Invited
Church Lectures on 1234567890

24 Point No. 2

6 A 18 a

American Secretary Report

12 Point

12 A 45 a

New Invention of Music Improved
Actually Delightful New Renditions

24 Point No. 1

7 A 19 a

May Party and Dance Formal

10 Point

15 A 50 a

Enduring Hardships Sometimes Strike
Your Door by Not Conveying Big Ideas

18 Point No. 2

9 A 30 a

Great Creative Power of Civilization

8 Point

16 A 54 a

Dignity and Good Taste Are Embodied in Formal
Printing when This Propitious Type Face is Used

18 Point No. 1

10 A 30 a

Modern Texts are Always in Demand

6 Point

18 A 60 a

Plans of the Amalgamated United States Railway Company
Committee of Twelve Financiers Issues Glowing Prospectus

All fonts contain **H** **u** **rd** **st** **th** special characters

Cable Address: Uprar

Phone 482 Bradock

Miss Cathar
Teach

Room 803
Steinway Building

Updike Brothers & Carl
Diamond Importers

26 East Baltimore Avenue

Room 24 Duke Building

S. Louis, Missouri

STEELPLATE GOTHIC SHADED

24 Point No. 72

6 A

PRODUCTS EXTENSIVE

24 Point No. 71

8 A

PRINTED DESIRABLE CARDS

18 Point No. 72

9 A

FINE SELECTION FOR PRINTERS

18 Point No. 71

11 A

CONVEYS FINE EXQUISITE IMPRESSION

12 Point No. 74

14 A

INTEREST COMPOUNDED

12 Point No. 71

23 A

SECURED ENGRAVED EFFECTS
LUXURIOUSNESS IS PRODUCED

12 Point No. 73

17 A

CITIZENS NATIONAL BANKING

6 Point No. 74

28 A

USEFUL AUXILIARY FOR OUR SHADED
GOTHIC IS STEELPLATE GOTHIC LIGHT

12 Point No. 72

19 A

USE SHADED MOST FOR MAIN LINE

6 Point No. 73

32 A

MOST SUPERBLY HANDSOME LETTER FOR FINE
KIND OF WORK IN GOOD PRINTING 1234567890

EACH SIZE OF THIS SERIES HAS A SPECIAL NICK