



Oswald Cooper

Oswald Bruce Cooper

Geboren am 13. April 1879 in Mount Gilead/Ohio, gestorben am 17. Dezember 1940 in Chicago/Illinois. Aufgewachsen in Coffeyville/Kansas. Beginnt 1894 während der Schulferien mit einer Druckerlehre. Verläßt dann als 17jähriger die Schule und bleibt bis 1899 in einer Druckerei tätig. Läßt sich danach in Chicago an der *Frank Holme's School of Illustration* ausbilden, an der F. W. Goudy Schriftschreiben lehrt. Seit 1902 betreut er Fernschüler der *Holme's School*. 1904 gründet er mit dem Illustrator Fred S. Bertsch das Werbebüro *Bertsch & Cooper* in Chicao. 1921 Umwandlung in ein Studio für Entwurf, Satz und Photographie, das bald zum größten im Mittelwesten wird. Nachdem sich Bertsch zurückgezogen hat, verkauft auch Cooper 1924 seine Anteile an dem Studio und macht sich als Graphiker selbständig.

Cooper Old Style 1919 Barnhart Bros.&Spindler Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Cooper Old Style Italic 1924 Barnhart Bros.&Spindler Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Cooper Old Style Bold

Barnhart Bros.&Spindler Linotype

Cooper Black

1921 Barnhart Bros.&Spindler Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Cooper Black Italic

1926 Barnhart Bros.&Spindler Linotype

Cooper Black Condensed

1926 Barnhart Bros.&Spindler www.myfonts.com

Cooper Hilite

1925 Barnhart Bros.&Spindler

Cooper Fullface 1928 Barnhart Bros.&Spindler Linotype*

später CooperModern genannt. * hier ITC Ozwald

ABCDEFGHI
JKLMNOPQ
RSTUVWXY
Z&abcdefghi
jklmnopqrst
uvwxyz\$123
4567890!?

Oz Handicraft

1991 Bitstream

Linotype

nach einem Entwurf aus *The Book of Oz Cooper*

Pompeian Cursive

1927 Barnhart Bros.&Spindler

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z &
a b c d e f g h i j k l m n o p q r s t t u v w x y z ?!
\$ 1 2 3 4 5 6 7 8 9 0

Literatur:

The Book of Oz Cooper, Chicago 1940

Consuegra, David: *American Type Design & Designers*, New York 2004

<http://www.klingspor-museum.de>

COOPER TYPES

Cooper
Cooper Black
Cooper Italic

DESIGNED BY
OSWALD COOPER



BARNHART BROTHERS
& SPINDLER

"Types that Talk"

COOPER SERIES

PATENT PENDING

72 Point

3 A 3 a

RICH MINE
Big Ideas Said

60 Point

3 A 4 a

QUEEN JANE
Driving Monthly

48 Point

3 A 6 a

FORUM UNION
Senators & Emperor
Egyptians Destroyed

36 Point

4 A 7 a

CHAMPION MAKING
British Advertiser Ordered
Expense of £672 for Series

PATENT PENDING

5 A 9 a

24 Point

6 A 10 a

18 Point

9 A 18 a 5 A

16 Point

11 A 20 a 7 A

10 Point

20 A 40 a 14 A

14 Point

13 A 26 a 9 A

8 Point

22 A 44 a 17 A

12 Point

16 A 32 a 11 A

6 Point

94 A 49 94 A

All Fonts contain **Q [] — ,**     special characters

NOTE that the characters ∞ and ∞ are not made larger than 36 Point.

Exhibit of COOPER TYPES

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z &

COOPER CAPITALS
ARE "VERY
DISTINGUISHED"

"Cooper—a type face of much
merit . . . strong in character,
thoroughly original. The italic
has many points of charm."

Douglas C. McMurtrie

J. L. Frazier
says in
The Inland Printer:

(August, 1924)

"Because of their excellence,
coupled with marked individuality,
the type faces designed by Oswald
Cooper, one of the foremost letter
artists of America, are deservedly
popular. They have attained an un-
usually extensive use in the few years
they have been available to printers
and advertisers, and, in the opinion
of the writer, they are the most out-
standing achievement as yet made
by the B. B. & S. type foundry."

Rule 5089
with Art
Corners
1802

Shaded
Rule 6136
with Octagon
Brazen
Corners

a b c d e f g h i j k l m
n o p q r s t u v w x y z

MR. COOPER himself, says:

"Italic is so much closer to its parent pen form than the
roman that freedom is almost the life of it, and readers' eyes do not
resent in italic, so much as in roman, departure from familiar reg-
ularity. I have dared for this reason to give to the italic more of
novelty than I gave the roman which I think has some ad-
vantage in these days when italic is used comparatively little for
mere emphasis and mostly for variety in display."

Quoted from an interview published in *THE INLAND PRINTER*

Exhibit of COOPER TYPES

for **Business**

Cooper type faces are not fanciful conceptions of "artistic temperament," nor were they created to order of the type foundry as a tryout of "something new." They were developed for actual jobs in the workrooms of an artist famous as a master at making the printed pieces of many great merchants and manufacturers typographically efficacious. Before the types were available, Cooper lettering styles were widely appreciated and extensively copied in business printing of all sorts.

Cooper types mark a needed departure from the classically artistic but effeminate oldstyles—which may be used with the best effect only on oldstyle papers of soft or rough surface. Cooper type designs also avoid the mechanical stiffness and monotonous regularity of the modern romans, oldstyle antiques and other standard types of weight and compactness. Cooper types combine strength with the touch of charm that only one talented as an artist can give to design.

Cooper typography is always pleasing, yet essentially practical. Display lines and body mass composed in Cooper types have the weight which invites reading on enamel and other smooth surfaced papers, and which allows for reproduction by photo engraving and zinc etching processes—quite important considerations to the printer and advertiser employing modern processes.

Only the simplest of decoration with the Cooper types—our new Graduated Wave and Art Design Brass Rules are recommended

MARSDEN • FIELDING & COMPANY



A Special Selling of

MARBLES • BRONZES

FROM France, Italy and England, even from Vienna, we have drawn the Bronzes and Marbles which form our impressive statuary showing. **Q** It includes tiny figurines of gilded bronze, others of bronze with the features and limbs of inset ivory—tiny pieces of the most delicate artistry—as well as larger works, more often in verde or dark bronze, suited for exterior use or for large halls and important rooms. **Q** All these pieces are being specially displayed this week at very substantial reductions from normal



Also continuing Special Prices on
MODERN FLEMISH OIL PAINTINGS

The Galleries • Second Floor • North Wabash

COOPER TYPOGRAPHY

Examples of Cooper and Cooper Italic



For Advertisements

Simple arrangements
give a distinguished
effect—no elaboration
or extravagant
ornamentation
necessary

For Jobwork

Cooper Types express
conservative style and
good taste

As a Book Type

Cooper strength and
evenness of tone
make for an inviting
page of comfortable
readability

Estate Funds



INVESTMENTS suitable for estate funds are usually offered first to Trust Companies. This gives such organizations a choice of the most desirable securities, and their great buying power enables them to make such purchases more advantageously than the individual. These facts are worthy of your consideration when naming your Executor and Trustee

Ask for Booklet

"Our Trust Service and How It Can Help You"

TRUST DEPARTMENT

UNION BANK OF CHICAGO

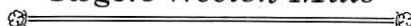
LA SALLE AND WASHINGTON

9 Point Art Design Rule 5525
mitered Moulding Style

What
Good Clothes
Did for Me



Rogers Woolen Mills



Tweedham Clothing Company
Saint Paul

Something NEW! Art Design Brass Rules

These new and effective border styles
are made in an extensive variety
of designs of various bodies—supplied
in labor-saving fonts or cut and
mitered to order

BERTSCH & COOPER

ADVERTISING ART SERVICE
COUNSEL & TYPOGRAPHY

STUDIO--15 EAST HURON STREET
CHICAGO

3 Point Art Design Rule 5473
Octagon Brazed Corners

Cooper letters are exceptionally close fitted, which—in contrast to the insipidity of lighter faced open fitted types—gives a substantial and very readable body mass

6 Point Art Design Rule 5501
mitered Moulding Style

COOPER ITALIC

PATENT PENDING

72 Point

3 A 4 a

Delight SIGN

60 Point

3 A 4 a

ECHO *Blazoned*

48 Point

4 A 6 a

Swashy Zippy ONES

36 Point

5 A 7 a

14 Point

16 A 32 a

NICE *Spread*
Make Big Hits

COOPER DESIGNS ARE
dependable, enduring letters
and not freak characters but
standard for (\$)1234567890

30 Point

6 A 10 a

12 Point

21 A 42 a

Quaintly RUNS
The Convex Serif

THE COOPER ITALICS GIVE
distinctive character to advertising
and general printing being tasteful
creations drawn by an authority on
type composition in better ad work

24 Point

8 A 16 a

10 Point

23 A 46 a

BRUSH Letter Perfect
Great for Use Generally

REGAL RECEPTION PREDICTED
Cooper Italic has been commended by able
typographical experts as a great practical
production for slanted section of type face
designing and pronounce it incomparable

18 Point

11 A 22 a

8 Point

26 A 52 a

Hails National MEDIUM
Cooper Type Advertisement
Show New & Effective Italic

COOPER THE UNIVERSAL TYPE STYLE
There is a reason for the diversified usefulness and
general utility of this popular letter creation—all
kinds of magazine and newspaper advertisements
and books, letterheads, announcements, cards and
nearly all printed forms acquire an added dignity

16 Point

14 A 28 a

6 Point

30 A 60 a

NECESSARY Lines Featured
Useful desirable text size is used
for large catalog and book pages

PLEASING NEW LETTER FOR THE PRINTSHOP
This distinctive italic creation will be cordially welcomed
by progressive printers and others interested in producing a
higher standard of composition. Cooper Italic furnishes the
final effective touch to printed matter set with Cooper types
but does not depend upon association with any type series for
general effectiveness, being entirely qualified to stand alone

NON-KERNING
All sizes cast without kerns and
without overhang

All Fonts contain () special characters

COOPER BLACK

PATENT PENDING

120 Point

3 A 3 a

Hit BE

96 Point

3 A 3 a

**BUNCH
Quailed**

72 Point

3 A 3 a

**REBOUND
Sold Metal**

60 Point

3 A 4 a

**KINGS MINE
Bank Return**

COOPER BLACK

48 Point

PATENT PENDING

3 A 4 a

SCORE PUNCH
Bold Ideas Goal

36 Point

3 A 4 a

CRITICS HONORED
Vigorous & Original

30 Point

4 A 7 a

SUCH STRONG DESIGN
Inspires Absolute Belief

24 Point

5 A 9 a

Q MAKING METHODS PUBLIC
Startle Foes—Convince Friend

18 Point

6 A 13 a

MAIL ORDER HOUSE
Desires Strong Virile
Figures \$1234567890

10 Point

14 A 28 a

THIS FACE TAKES HEAVY INK
Because of this fact a spotlight
[so to speak] may be directed to
the strong points one may wish
emphasized in sales arguments

14 Point

10 A 20 a

SHOWING UNIFORM SIZES
By Using More Cooper Black
Modern Ideas Are Produced

8 Point

16 A 32 a

COOPER DESIGN BY LETTER EXPERT
Oswald Cooper who has originated this
letter of character occupies an enviable
place among advertising profession and
has added great deal to its advancement

12 Point

13 A 26 a

LETTERS ARE MADE CLOSE SET
Making Possible Designs of Massed
Arrangement Like Hand Lettering

6 Point

18 A 36 a

DESIGNS WITH THE PROPER KNOWLEDGE
He understands the anatomy of letters—their
bones as he calls them—the result of which is
structure and form with strength and beauty
giving design intrinsic worth of enduring art

All Fonts contain **Q • — { }** special characters

EXAMPLES OF COOPER BLACK

**Some
types talk
others only
whisper**

3 Point Graduated Wave Rule 5460

9 Point Art Design Rule 5534

**Cooper Black
looks best in
solid masses—
thin spacing
between the
words and not
much leading
between
the lines**



Empire Letter Service

**Multigraphing
Mimeographing
Printing**

**Telephone Wabash 4796
516 South Dearborn Street
Chicago • Illinois**

WM. B. OTTO

"A dependable letter shop"

Monogram from Adstyle Border

Syko Logic

**In the psychology of type faces Cooper Black
has "something on" the milder stuff • Let's liken
it to the great orator who derives his compelling
power not from a superior word equipment but
from a dominant and inspiring personality**

6 Point Contrast Double Rule 5220

Combination of COOPER TYPES

DOMINANCE

Not the dominance of domineering insolence nor swashbuckling arrogance but dominance in a good sense that takes prominence by right of being worthy. This is the quality for printed salesmanship sought by all astute professionals of advertising. Cooper Black enjoys the preference of publicity experts because it does something for advertising that no other type of itself alone can do—it dominates. And it needs no aid of tricky arrangement nor elaboration of design to overshadow everything else typographic and deliver the sales story in a most impressive way

SMASHING BROADSIDE

*the selling folder set in Cooper Black
opens on the vision with a big smash*

Unquestionably the broadside is the heavy artillery of the direct advertising campaign—and Cooper Black is the ammunition of greatest carrying and hitting power for the big berths of the modern selling drive. Newspaper and magazine advertisements, folders, catalog and booklet headings and display lines have their utmost of force and effect in Cooper Black. Smaller sizes are pleasing for cards and stationery

**DIFFERENT TYPES DOMINATED IN THEIR DAY—BUT
SINCE THIS BIG FELLOW APPEARED IN THE ARENA
NO OTHER SEEMS ADEQUATE FOR THE MAIN EVENT**

Cooper Black

**has that interesting quality called
personality embodied with the
extreme of physical forcefulness;
it speaks out boldly and drives
home its message by a vigorous and
convincing manner of expression**

A super SALES type

COOPER HILITE
PATENT PENDING

120 Point

3 A 3 a

Mold

96 Point

3 A 3 a

Hail!

72 Point

3 A 3 a

Bid Chef

60 Point

3 A 4 a

30 Point

4 A 7 a

Elect

**GRAND
Regents**

48 Point

3 A 4 a

24 Point

5 A 9 a

Detail

**MIRACLE
Send Mail**

36 Point

3 A 4 a

18 Point

6 A 13 a

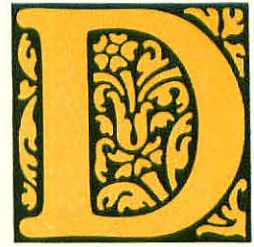
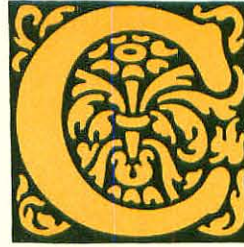
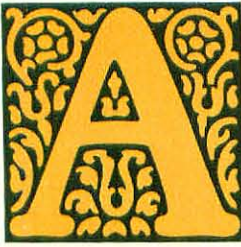
Has Gift

**HAS CHARM
Robust Ideas**

\$1234567890

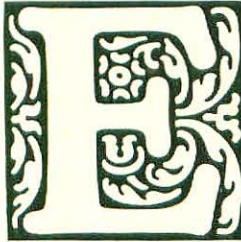
COOPER INITIALS

96 Point



Sold only by the Piece

Any Letter or Tint Block 65c



60 Point



Any Letter or Tint Block 45c

COLOR nearly even in tone with that of the type mass is an advantage afforded by these initials

24 Point



Any One Letter or Tint Block 4 for 35c

30 Point



Any One Letter or Tint Block 2 for 40c

36 Point



48 Point



Any Letter or Tint Block 35c

72 Point



Any Letter or Tint Block 50c



QUANTITY PRICES OF COOPER INITIALS

	10 Type	20 Type	30 Type	40 Type
24 Point.....	\$0.85	\$1.55	\$2.10	\$2.45
30 Point.....	1.90	3.60	4.80	5.60
36 Point.....	1.90	3.60	4.80	5.60
48 Point.....	3.35	6.35	9.00	11.20
60 Point.....	4.35	8.45	12.15	15.30
72 Point.....	4.90	9.60	13.95	18.00
96 Point.....	6.30	12.20	17.55	22.10

Prices are for Initials, assorted, or Tint Blocks

Note—At the time this catalog is printed, only the six letters shown have been designed and cast. The intention is to complete the alphabet, but as Mr. Cooper has not yet designed the remaining letters, no promise can be given as to when this new series will be entirely completed.