

MS
Coll.
297

**Cooper & Beatty Records, 1921-1987 (bulk
1950-1970). 196 boxes (Downsview Offsite)**

Office files containing correspondence and interoffice memos, financial records, requisitions for designs, proof copies of work completed, copies of work and mounted samples for exhibit, posters, photographs, organizations connected with firm: Advertising Typographers of America; American Institute of Graphic Arts; Art Directors Club; Council of Printing Industries of Ontario; Graphic Arts Industries Association; International Center for the Typographic Arts; International Graphic Arts Education Association; International Typographic Composition Association; National Society of Art Directors; Printing Industries of America; Society of Typographic Designers; Type Directors Club.

Cooper & Beatty was founded as a typographic service in 1921 by E.T. Cooper and L.W. Beatty. In the 1930's it began to specialize in advertising agency typography. Messrs. Cooper and Beatty retired in the 1950's and W.E. Trevett, a typographic designer, became president. He received international awards for typographic design and art direction. The firm with clients in both Canada and the United States won international awards and recognition for its typographic designs. In Canada it worked for many advertising agencies and designed the typography for much of the consumer advertising. Carl Dair, who designed the type face Cartier to commemorate Canada's Centennial, gave workshops at the firm and was the designer for some of its ads. In 1959 he received the silver medal at the Leipzig International Book Exhibition. Allan Fleming, another internationally recognized Canadian designer was Vice President and Creative Director, 1954-1963. Among his assistants were two prominent graphic designers, Jim Donoahue and Ken Rodmell, who won international awards. Four other companies comprised Cooper & Beatty: Headliners of Canada, Linotype Composing Company, London Typesetting Company, and Swift-o-type Limited. Some records for these companies are included. In 1968 Cooper & Beatty merged with the McLean Management Group of Montreal.

Most of the company's early records from 1921 to 1950 were probably during one of the company's moves or during an office renovation.

The arrangement of the files is mainly chronological and then alphabetical. One sequence of records (boxes 112-139) is alphabetical by name of typographical or printing organization.

Note: Located at Downsview Offsite Storage.

Ms	Cooper & Beatty Records
Boxes	
1-28	1950 to 1959/60
Box 1	A-Advertising
Boxes	
2-3	Advertising Typographers Association of America
Box 3	American Institute of Graphic Arts
Box 4	Art Directors Club, Toronto
Box 5	1937-1959: includes 1 folder of early files, and other "Miscellaneous" B files

Box 6 Building

Box 7 1949-1958: "Miscellaneous" C, Canada (1932-1955), Canadian Association of Advertising Agencies, and Cooper & Beatty

Box 8 Christmas gift lists, correspondence, and Keepsakes, 1957, "The Boy Who Laughed at Santa"; 1958, "Dancing Dan's Christmas"

Boxes 9-10 1956-1959: Council of Printing Industries

Box 10 "Miscellaneous" D, correspondence with John De Pol, Design Workshop Limited (Carl Dair)

Box 11 "Miscellaneous" E and F, Fotosetter Technical Council

Box 12 Fotosetter Technical Council, "Miscellaneous" G, H, Industrial Editors Association Seminar, International Design Conference in Aspen; Intertype Corporation

Box 13 International Typographic Composition Association

Box 14 International Typographic Composition Association; "Miscellaneous" J, K, L; correspondence with Klingspor Stempel Haas, Typefounders and Lanston Monotype Company

Box 15 1948-1958: London Printing & Lithographic Company; "Miscellaneous" M; McLaren Advertising Company; Modi-Graphic Incorporated

Box 16 Monotype of Canada Ltd. Murray Engraving Company; "Miscellaneous" N, O, P; Ogilvie Flour Company; Personnel

Box 17 Personnel; Photo-typography Book; Proofing stock experiments; Provincial Paper; "Miscellaneous" Q and R; Reverse Transfer Specimens; Ralph Clark Stone Ltd.; Ross Roy of Canada Ltd.

Box 18 "Miscellaneous" S; Society of Typographic Arts

Box 19 1933-1959: "Miscellaneous" T; Toronto Graphic Arts Association; Trade-mark; Trans-Adhesive Crowder Patent "Transfer sheet and method of making same: 1934

Box 20 1949-1958: W.E. Trevett

Box 21 Type Book (Type-O-File); Type Directors' Club of New York

Box 22 Type Workshops 1951-1952 (Carl Dair); Typographic Designers of Canada; "Miscellaneous" U-Z (Zapf, 1958)

Box 23 1956-1957: correspondence, "Flimsies", Nov. 1956 to Dec. 1957

Box 24 1958-1959: correspondence, "Flimsies", 1958 to 1959

Box 25 1959: Advertising Typographers Association of America; Art Directors Club; L.W. Beatty; C & B Open House, March; Christmas

Box 26 1959: Co; Council of Printing Industries; E, F, G

Box 27 1959: H; The Headliners Inc.; Intertype Corporation; International Typographic Composition Association; Lanston Monotype; McLaren Advertising Company (letter from Ruari McLean); N, O

Box 28 1959: P; Personnel; Q, R; Shop Talk; Society of Typographic Arts; Society of Typographic Designers of Canada; Type Directors Club of New York; United Church of Canada; V, W, X, Y, Z

Boxes 29-35 1960/1961

Box 29 A-Am: "sundry" A; Advertising Typographers Association of America; American Institute of Graphic Arts; Amsterdam Continental Types and Graphic Equipment Art Directors, Toronto
& ovs

Box 30 B-Coo: "Sundry" B and C; Cooper & Beatty Montreal Office; Quarter Century Club; Christmas

Box 31 Cor-D: "Correspondence copies 1960"; Council of Printing Industries; "sundry" D

Box 32 E-He: "sundry" E, F, and G; The T. Eaton Company catalogue; Fotosetter Technical Council; Graphic Arts Industries Association; "sundry" H; The Headliners, New York

Box 33 The Hudson Bay Company

Box 34 I-Q: "sundry" I, J, K, L, M, N, O, P, Q; International Design Conference in Aspen; International Typographic Composition Association; Lanston Monotype Company; London Printing & Lithographing Co.; McLaren Advertising; Personnel; Provincial Paper Limited

Box 35 R-Z: "sundry" R, S, T, U, V, W, X, Y, and Z; Royal Commission on Publications; Shop Talk; United Church of Canada; Hermann Zapf Exhibition

Boxes 36-39 1961

Box 36 A-Ca: "sundry" A, B, and C; Advertising Typographers Association of America; American Institute of Graphic Arts; Amsterdam Continental Types and Graphic Equipment; Art Directors Club; Canadian Art; Canadian Conference of the Arts; Cooper & Beatty Montreal Office; Christmas

Box 37 Council of Printing Industries: annual report; minutes of meetings of Board of Governors; "correspondence copies, 1961"

Box 38 D-P: "sundry" D, E, F, G, H, I, K, L, M, and N; Graphic Arts Industries Association; London Printing & Lithographing Co.; National Ballet of Canada; O, P, Personnel

Box 39 R-Ty: "sundry" R, S, and T; Personnel; TDF Advertising Program; Type-O-File; Typography '61; "sundry" U, V, W, and Y; Hermann Zapf Exhibition

Boxes 40-43 1962

Box 40 A: "sundry" A; Advertising Typographers Association of America; American Institute of Graphic Arts; Art Directors Club of Toronto

Box 41 B, C: "sundry" B, C; Cooper & Beatty; Council of Printing Industries

Box 42 D-O: "sundry" D, E, F, G, H, I, J, K, L, M, N, O: French accents; International Design Conference in Aspen; International Typographic Composition Association; Camp Ketchini and Camp Kenda; London Printing and Lithographing Co.

Box 43 M-Z: John A. MacLaren awards; Marketing; Personnel; Printing Industries of America; "sundry" Q, R, S, T, U, V, W, X, Y, Z; Reservations; Sandberg Show; Shop Talk; Typography 62

Boxes 44-47 1963

Box 44 A-C: "sundry" A, B, C; Ad and Sales Club of Toronto; Art Directors Club of Toronto; Lester Beall; Canadian Art

Box 45 Cooper & Beatty; D

Box 46 E-L: "Sundry" E, F, G, H, I, J, L; Fotosetter Technical Council; Headliners catalogue production; Lanston Monotype Company; London Life Insurance Company

Box 47 M-Z: "sundry" M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z; John A. MacLaren awards, 1963; marketing; Personnel; Rainbow Thermographers Co.; Rolph-Clark-Stone Limited; Sheridan Nurseries; TDF Advertising

Boxes 48-79 1962-1969

Box 48 A: Advertising; AIGA (American Institute of Graphic Arts); A.Typ.I.; Alphatype Corporation; Alphalibre Limited; Art Directors Club; Australia; Awards

Box 49 B-Can: Canadian Copyright Institute; Canadian Advertising Advisory Board

Box 50 Canadian: Canadian Daily Newspaper Publishers; Canadian Printing Research Council; Cold Type

Box 51 Composition Information Services

Boxes 51-52 Cooper & Beatty (Christmas, Annual meeting, Client services Historical "Nice types and other things")

Box 53 Cop-D: "Copy to be Set"; "D"; Carl Dair

Box 54 De-E: Department of Defence Production; Development Advisory Services; Education-general

Box 55 Eq-F: Exhibitions; Expo projects; Foster Advertising; Founders file (& OVERSIZE)

Box 56 G-Go: "Sundry" G; Goudy Society; Government submissions; Graphic Arts Industries Inc.

Box 57 Graphic Arts Technical Foundation; "Sundry" H; Headliners

Box 58 I-L: "Sundry" I, J, K, L; Identicolor; Library; Ben Lieberman

Box 59 Linotype Composing Company; London Life Insurance Company; London Typesetting Ltd.; James Lovick & Company

Box 60 Mac: MacLaren Advertising Company; John A. MacLaren awards; McLean Brothers; James D. McLean-personal

Box 61 Me; Monotype; Mutual Life Insurance Company

Box 62 N-New: New equipment

Box 63 No-P: R. Nugent; Ontario Club; P

Box 64 Package Designers Council 1966; Personnel; Photo-Lettering Inc.; Photon Inc.

Box 65 Pi-Pr: Hugh T. Pitts; Printing; Provincial Paper Company

Box 66 Publicity: MacLaren 1964-1967

Box 67 Q- R: Rolph-Clark-Stone Ltd.; Royal Commission on Publications

Box 68 S-Sc: "Sundry" S; School of Graphic Arts, Montreal (Institut des arts graphiques); Shahwandaahgooze Fishing & Hunting Club;

Box 69 Sh-Sw: Shop Talk; Society of Graphic Designers of Canada; Society of Typographic Designers of Canada; Statistics; Swift-O-Type

ovs Style sheets

Box

Box 70 T: "Sundry " T; Techni-Process Lettering; Toronto Printing Council; Trent University; W.E. Trevett; Trust agreement, 1961, 1962; Jan Tschichold, 1959-1968

Box 71 Type Directors Club; Typo-O-File, 1958-1965

Box 72 Typo-game; Typomundus (print) of Canada

Box 73 U-V: Univers (and OVERSIZE); Vision 65; Vision 67

&

ovs

Box 74 W-Z: Waltham Press; Western trip, March 1964; Hermann Zapf visit to Toronto

Boxes 1964-1966
75-81

Box 75 A-B: "sundry" A, B; Ad & Sales Club of Toronto; Association typographique internationale; Art Directors Club; L.W. Beatty; Board of Trade

Box 76 C: "sundry" C; The Canadian Save the Children Fund; Christmas

Box 77 E.T. Cooper; Cooper & Beatty: annual meetings, 1964-1966; "mish mash", 1964-1966

Box 78 "Sundry" D, E: 8 letters from Carl Dair; The T. Eaton Company; European trip, includes correspondence with Karl Gerstner, Hermann Zapf; exhibitions

Box 79 "Sundry" F-J: Fotosetter; French accent folder; General Motors; Karl Gerstner; Hudson's Bay Company; International Council of Graphic Design Associations

Box 80 1961-1966, "Sundry" K, L: Camp Kenda; Lanston Monotype Company; Morris Lebowitz (see also OVERSIZE); London Life Insurance Company; London Printing & Lithographing

Box 81 1953-1966, "Sundry" M; Monotype Owners Association; Monotype Owners Association; Mutual Life Insurance Company of Canada

Boxes 1949-1969: Quarter Century Club
82-85

Box 86 Library files

Box 87 "Presented to Lois Bell". Index to artwork, 1957-1966, contained in notebook

Boxes 88-112 Alphabetical Files include printed materials
(annual reports, contracts, newsletters)

Boxes 88-93 Advertising Typographers Association of America,
1959-1969 (includes correspondence, board
& meetings, midwest meetings, conventions, proofs)
& ovs

Box 94 American Institute of Graphic Arts, 1963-1969

Boxes 95-99 Council of Printing Industries, 1963-1969

Boxes 100-101 Educational Council of the Graphic Arts Industry,
1961-1968

Boxes 102-106 Graphic Arts Industry Association, 1962-1968

Box 107 International Center for the Typographic Arts, International Graphic Arts Education Association, 1963-1968

Box 108 International Typographic Composition Association, 1955-1968

Boxes 109-111 Printing Industries of America, 1963-1968

Box 112 Society of Typographic Arts, 1961-1967

Boxes 113-135 Financial Records
Includes financial papers for companies connected with Cooper & Beatty: Headliners, Linotype Composing Co., and London Typesetting Co.

Boxes 113-115 Work sheets, 1969-1970

Box 116 Accounts receivable, 1961-1968: Linotype Composing Co., and London Typesetting

Box 117 Invoices, 1967-1969

Box 118 Accounts payable, 1971-1975

Box 119 "Sundries", 1961-1969

Boxes 120-125 Cancelled cheques, 1964-1969

Item 126 "Time book" Sept. 1967-Feb. 1969

Boxes 127-135 London Typesetting Company, 1930-1969
(includes correspondence)

Box 127 A, B, C

Box 128 Ca-Co (except Chrysler)

Box 129 Chrysler

Box 130 D-L

Box 131 M-P, R-S

Box 132 Sales tax

Box 133 T-W, Z

Box 134 Petty cash vouchers, 1968-1969

Box 135 Accounts payable, invoices, receipts

Boxes 136-142 Photographs - Includes prints, proofs, contact prints, negatives. Some prints and negatives are with the papers

documenting the event; for example, Christmas party, Quarter century dinner

Box 136 Quarter Century Dinner, 1950's and 1965

Box 137 Publicity photographs

Box 138 Hermann Zapf Exhibition, 1961

Box 139 Shop Talk [1961?]

Boxes 140-141 Staff

Box 142 Negatives

Boxes 143-144 Architectural Blueprints and Drawings for New Building

143-145 ovs Includes work permits, memos, and notes

Boxes 145-146 ovs See previous pages for contents

Boxes 147-1 Print

Examples of art work designed and printed by Cooper and Beatty. Includes Christmas "keepsakes" or cards sent to clients, broadsides of varying sizes sometimes with envelope for mailing "mailers", posters, catalogues of type faces used; and for clients, annual reports, sale catalogues, university calendars, stationery, as well as advertising. Some are mounted on board for exhibit and identified with name of designer and date on verso (plaquettes). Codes for some of the designers are: SA Stuart Ash; PC Peter Christopher; TC Tony Crawford; CD Carl Dair; JD Jim Donoahue; AF Allan Fleming; JM John McEachern; TM Tony Mann; KR Ken Rodmell; JS Jim Smith.

Examples
Boxes
147-1 Arrangement roughly chronological as found in
Cooper & Beatty files

Note: SB is abbreviation for Stationery Boxes which contained the samples of work. P is abbreviation for larger boxes which contained unlabelled samples. F is for the fragile plaquettes.

Each SB is subdivided into groups by date or types of publication. Original headings are used when available. These groups are preceded by the original C&B box number.

Information, i.e., title, description, name of designer and date, which appear on each folder is given. Additional information which helps to clarify or identify an item is given in square brackets in the main body of an entry or in the note area.

Box 147 SB 1. Stationery Papers 1 & 2

1. 1937-1959

Presenting 22 popular foundry type faces. November, 1937, and plaquette, F 7.

Words failed us ... [Mason] With envelope. 2 copies, and plaquette, F 2.

Photo-typography ... process-lettering, and plaquette, F 8.

Fine typography ... Broadside, 31 x 23 cm. 2 copies.

Fotosetter. Broadside. 15 x 9 cm.

Type selection chart ... Jan 1, 1955.

Type, a selection chart of types & their available sizes.

A type selection chart of the type craftsmen at Cooper & Beatty, Limited Wellington at Spadina, Toronto.

Marking proofs. Folded broadside. 16 cm.

Proofreading suggestions. Toronto Typographic Composition Association (TTCA).

For the duration of the emergency. Toronto: Toronto Trade Composition Association, 1942.

25 STA. 25th exhibition of the Society of Typographic Arts, and plaquette F 5.
Box 147

You can't tell the players without a program.

Exhibition. Printing for commerce 1953.

Janson. Typographic design by Leslie Trevor. With envelope. The second of a series ..., and plaquette, F 13.

22. [Stamped] March 10, 1945. Broadside, 31 x 23 cm.

Box 147 2. Pre-1959

Christmas decorations with a showing of Goudy text and Lombardic capitals. With envelope, and plaquette, F 3.

Typography by mail. Folded broadside.

A new series in response to many requests: type work shop. Broadside, 21 x 16 cm., and plaquette, F 9.

YES! With envelope.

STA exhibition, Society of Typographic Arts, Chicago. 1955 and plaquette, F 9.

Design and printing for commerce & fifty advertisements of the year, exhibition, American Institute of Graphic Arts. 1955. See also other AIGA design and printing exhibitions at C&B in SB 13, and plaquette, F 5.

You meet some strange birds ... One copy has deckled edge and deckled edge copy mounted on plaquette, F 2.

Did our carrier pigeon reach you?

A traditional type ... Typographic design by Carl Dair. Number one in a series ... With envelope, and plaquette, F 3.

Same address ... but new phone. C.D. With envelope. Broadside, 24 x 10 cm., and plaquette, F 9.

Bulmer Italic 462E. Verso, Bulmer Italic 462G.

Stationery: paper and envelopes.

Box 148 SB 2. Stationery Papers 3-5

3. Christmas Cards, Pre-1959

! "Exclamation points are the typesetter's gesture ..." and plaquette, F 13.

Season's greetings and plaquette, F 2.

Our Christmas tree is ... and plaquette, F 5.

Season's greetings.

Merry Christmas and plaquette, F 8.

The company's success is always your success ..."

Our best wishes for a Merry Christmas ... K.R. December 1958.

Season's greetings and plaquette, F 13.

No%l envelope. 1.25" x 10.25".

Cooper & Beatty Limited Typographers, and plaquette, F 5.

4. Ads. Pre-1959

Pography, T.Y. "creative". Broadside, 15 x 10 cm. and plaquette, F 5.

We move with leaden feet. A.F. 1958. Broadside, 28 x 20cm. and plaquette, F 14.

C & B two other names you must know ... Broadside, 23 x 15 cm.

A: the five centuries ... Broadside, 28 x 22 cm.

The abc of selling ... Broadside, 31 x 23 cm. and plaquette, F 11.

Meet the twenty-six characters ... Broadside, 31 x 23 cm. and plaquette, F 5.

Congratulations to Canadian Gypsum Company ... [1957?] Broadside, 22 x 28 cm. and plaquette, F 14.

Type: the essence of advertising design ... Broadside, 31 x 23 cm. and plaquette, F 14.

Box 148 Cooper & Beatty's approach ... Broadside, 34 x 24 cm. and plaquette, F 15.

A work that aspires, art ... Canadian art ad. A.F. July 1958. Broadside, 20 x 15 cm. & 23 x 15 cm. For 23 x 15 cm. see also plaquette, F 13.

If we may be so indiscreet Broadside, 17 x 12 cm. and plaquette, F 5.

Design and communication ... Broadside, 30 x 23 cm. and plaquette F 11.

Box 148 5. Mailers. Pre-1959

Clarendon, the simple, unaffected honesty ... Broadside, 16 x 24 cm.

Clarendon. Advance proof.

Mistral. We, at Cooper and Beatty, have felt ... Broadside, 16 x 24 cm. and plaquette, F 15.

Announcing Hellenic Wide. Broadside, 16 x 24 cm. and plaquette, F 15.

The best kind of origi". Ornamented type sheet containing Comstock, Romantique, etc.

Venus extended. A.F. With envelope. and plaquette, F 5.

Francis the first (1515 to 1547). 1540 cg. Typographic design by Clair Stewart. With envelope, and plaquette, F 2.

1 2 3. Three ornamental types ... With envelope.

When city traffic bottlenecks ... 23 March 1953.

[Examples 1937 to 1949]

Box 149 SB 3. 6-11

6. A.D./Annual Ads

Imagination is our third partner. A.F. Broadside, 34 x 25 cm., and plaquette, F 15.

We deal in alphabets and achievement. A.F. November 1958. Broadside, 28 x 20 cm.

C&B on January 1, 1959. AF, December 1958.

Box 149 Invitation Cards (by Allan Fleming)

The graphic works of Ben Shahn ... September 1957, and plaquette, F 9.

Paul Rand ... May 1958, and plaquette, F 2.

Noel Martin. June 1958.

Saul Bass. ... October 1958.

8. Ads

? What? C&B closed for four days! December 1958. Broadside, 46 x 31 cm.

A new conception of completeness ... the Type-O-File! Folded broadside, 22 cm. and plaquette, F 1.

Pillory day. AF, June 1958.

9. Type Talks Ads and 10. Type Announcement Cards (Broadsides, 15 x 10 cm. by Jim Donoahue)

Craw Modern. 20 January, 1960. Broadside, 31 x 23 cm. and plaquette F12.

Venus Standard. 20 January, 1960. Broadside, 31 x 23 cm. and plaquette, F 10.

Signs. 6 June, 1961. Broadside, 28 x 22 cm., and plaquette, F 10.

Headliners. 20 January, 1960. Broadside, 31 x 23 cm., and F 12.

Palatino. 20 January, 1960. Broadside, 31 x 23 cm. and plaquette, F 3.

Ornament. December 1961. Broadside, 31 x 23 cm. and plaquette, F 12.

Borders. 1 August, 1961. Broadside, 32 x 23 cm. and plaquette, F 7.

Brackets. November 1961. Broadside, 28 x 22 cm. and plaquette, F 10.

Comstock. 20 January, 1960. Broadside, 31 x 23 cm. and plaquette, F 3.

Bulletin! 20 January, 1960. Broadside, 31 x 23 cm.

Box 149 10. Type Announcement Cards (by Jim Donoahue
January 1960)

Craw modern.

Bulletin.

Palatino.

Venus standard.

Comstock.

11. Canadian Art Ads 1958-1962

Plato. A.F. Summer 1959. Broadside, 31 x 23 cm. and plaquette F 10.

X & Y. They tell us that Brand X and Brand Y ... A.F. April 1960. Broadside, 29 x 23 cm. and plaquette, F 15.

Since men learned print ... J.D. November 1959. Broadside, 31 x 23 cm. and plaquette, F 3.

1861-1961. Annual reports have changed ... J.D. March 1961. Broadside, 31 x 23 cm. and plaquette, F 12.

??? ... The number of award-winning ... K.R. 20 April, 1961. Broadside, 31 x 23 cm. and plaquette, F 11.

An honest tale ... J.D. 2 June, 1960. Broadside, 28 x 22 cm. and plaquette, F 10.

Articulate ... J.D. 27 July, 1960. Broadside, 23 x 15 cm. and plaquette, F 13.

No arts, no letters, no society. A.F. Fall 1958. Broadside, 19 x 15 cm. and plaquette, F 8.

Words ... A.F. April 1958. Broadside, 19 x 15 cm. and plaquette, F 13.

Life without industry ... A.F. Summer 1958. Broadside, 23 x 15 cm. and plaquette, F 15.

'The question is,' said Alice ... Which is to be master ... A.F. January 1960. Broadside, 31 x 23 cm. and plaquette, F 10.

U. It costs just as much ... J.D. March 1960. Broadside, 31 x 23 cm. and plaquette, F 10.

Box 149 The type craftsmen of C&B produce sparkling ...
J.D. 15 June, 1961. Broadside, 21 x 28 cm. and plaquette, F 9.

'The magazine (Canadian Art) ...' a bouquet for Canadian Art. J.D. 20 September, 1961. Broadside, 31 x 23 cm. and plaquette, F 11, which has on verso K.R. Sept 1961.

C&B motivates. K.R. 15 December, 1961. Broadside, 22 x 28 cm., and plaquette, F 3.

Monotype composition, fotosetter typography C&B ... J.D. February 1962. Broadside, 36 x 13 cm. Red "C&B" characters. See also F 4 "C&B&C", 34 x 12 cm.

Monotype composition ... A.F. October 1962. Broadside, 36 x 20 cm. and plaquette F 4.

Box 150 SB 4. 12-14.

12. Typographics Ads. 1962 (Broadsides, 31 x 23 cm.)

C&B Typographics move ... K.R. 15 May, 1962, and plaquette, F 10.

C&B starts ... J.D. April 1962, and plaquette, F 11.

C&B delights. K.R. April 1962, and plaquette, F 10.

Increase ... C&B typographics increase your sales ... J.R. April 1962, and plaquette, F 11, and verso, T.D. Apr 1962.

C&B typographics arrest the eye ... J.D. 15 May, 1962, and plaquette, F 12.

C&B develops. J.D. April 1962, and plaquette, F 16.

C&B builds. J.D. April 1962, and plaquette, F 10.

C&B protects. K.R. April 1962, and plaquette, F 16.

C&B typographics take the tension ... K.R. 1 June, 1962. Broadside, 28 x 22 cm. Also ad for YMASC Roster 1962. See also plaquette, F 3.

Box 150 C&B typographics turn the wheels ... K.R. April 1962, and plaquette, F 16.

! C&B typographics accentuate ... J.D. April 1962, and plaquette, F 16.

C&B typographics enhance all kinds ... K.R. March 1962, and plaquette, F 12.

C&B typographics sell. K.R. April 1962, and plaquette, F 16.

C&B initiates. K.R. April 1962, and plaquette, F 11.

C&B typographics unfolds. J.D. April 1962, and plaquette, F 16.

C&B whispers too. K.R. 15 May, 1962, and plaquette, F 11.

13. [Ads. 1959-1963]

Inside C&B. A.D. Annual Ad. A.F. November 1959. Broadside, 28 x 20 cm.

Perfectly prepared typography ... Ad for Add Sales Club Roster. J.D. July 1961. Broadside, 28 x 21 cm., and plaquette, F 2.

When buying typography, ... Printer, Publisher & Marketing. A.F. January 1960. Broadside, and plaquette, F 16.

Verbal ideas are put into impact ... J.D. December 1961. Broadside, 28 x 22 cm.

Best wishes for the success of Sokol... K.R. 15 May, 1962. Broadside, 31 x 23 cm., and plaquette, F 12.

Guaranteed readership! National List ad. J.D. 21. July, 1961. Broadside, 23 x 10 cm., and plaquette 5.

Cooper and Beatty ... fine typography ... Adventures ad. J.D. 15 September, 1961. Broadside, 23 x 16 cm. and plaquette, F 3.

Headliners of Canada, Limited ... Adventures ad. J.D. 30 January, 1961. Broadside, 23 x 16 cm. and plaquette, F 9.

Box 150 Cooper & Beatty, Limited, type craftsmen. Circus ad. J.D. 15 July, 1960. Broadside, 23 x 16 cm. and plaquette, F 13.

There's a whole crowd of nice people ... Ad & Sales Club ad. J.D. 20 July, 1960. Broadside, 31 x 23 cm. and plaquette, F 12.

Typography ... Ad for Canadian Printer & Publisher. A.F. September 1962. Broadside, 30 x 23 cm.

F Some new faces in the crowd ... Type talks ad. J.D. June 1959. Broadside, 20 x 26 cm. and plaquette, F 14.

Types to they ... Type talks ad for November 1962 issue. J.M. January 1963. Broadside, 31 x 23 cm. and plaquette, F 11.

C&B, C&B at 401 ... Type talks ad. J.D. January 1959. Broadside, 31 x 23 cm. and plaquette, F 12.

14. [A.D. Annual/Marketing Annual Ads. 1958-1962]

***** 63. A.F. fall 1958. Broadside, 30 x 23 cm. and plaquette, F 14. Ad in Canadian Printer & Publisher, September, 1958.

Ever stop and think ... Marketing annual. A.F. April 1960. Broadside, 34 x 25 cm. and plaquette, F 15.

Red hot. Marketing annual. Ad for Headliners. A.F. May 1960. Broadside, 34 x 25 cm. and plaquette F 7.

Oh say, you can see ... Mr. Morton Goldsholl ... June 1960. Exhibition invitation. Broadside.

SH&L you must see the ... April. Exhibition invitation. Broadside.

39th n.y.c. A.-D. show ... Jan. 23-27 ... Exhibition invitation. Broadside.

You are cordially invited to attend ... Japanese graphic design collected by George Nelson... July. Exhibition invitation. Broadside.

Box 151 SB 5. 15-18.

15. [The Contact men card series]

A stimulating experiment in the testing and use of fresh and modern letter forms. And. 23 p.

17. [Ads]

Decorative types. 54 p.

Stop. A.F. April 1958. Folded broadside, 15 cm. Mailer.

The French accents. K.R. 1962. See plaquette F 13.

18. Christmas cards

C & B's Christmas gift for do-it-yourselfers. Folded broadside, 12 cm.

Best one-colour, no-fold ... wishes ... Canadian Save the Children Fund. Broadside.

Merry Christmas and a Happy New Year ... Headliners. Broadside.

Our best wishes for a merry Christmas ... Canadian Save the Children Fund ... J.M. 1962. Broadside.

Ahead. Rainy days ... J.D. Folded broadside, 20 cm.

A very merry Christmas ... J.M. December 1962.

Happy times. UNICEF Children's Fund, and plaquette, F 8.

The Happiest of holidays ... Headliners. 1962. Broadside.

SB 6. 19.

19. Stationery

The type-o-graf. Plastic. Another verison of Typograf, on plaquette F 2.

An advance showing of Enclosure cards.

Letterhead for C&B. A.F. December 1958.

Box 151 Envelopes/A. 10 x 24 cm.

Envelopes/B. [With logo similar to the letterhead by A.F. 10 x 23 cm.] Another version in SB 15.

Memo book. [With letterhead similar to envelopes/B.] See also plaquette, F 9.

Account cards.

Order forms.

Mail stickers. A.F. January 1959, and plaquette, F 5.

Estimate book.

A.P. Crawford, production consultant, C&B. Business card.

SB 7. 20-22.

Box 152 20. Stationery

Pick-up labels for: Young & Rubicam, Bomac Art Dept., Vickers & Benson, Art Associates, Foster Advertising, TDF Advertising Artists, F.H. Hayhurst, J. Walter Thompson, Rolph-Clark-Stone, and Cockfield, Brown. A.F. June 1960. 1 complete set. See also plaquette, F 2.

We would like to make sure ... your correct address. K.R. February 1959.

Ur ... gentlemen. Urgent! J.D. March 1961. See also plaquette, F 5.

A gift of fine spices ... J.M. December 1962. Spice rack enclosure card, and plaquette, F 9, p.

If these are not suitable ... J.M. December 1962. Stocking enclosure card.

Big splash coming up!.. the 13th annual exhibition ... Art Directors' Club Montreal, 1964. Entry forms, and stationery.

21. Mailers

& now ... Headliners. October 1959. With envelope, and plaquette, F 2.

With Venus Standard, a whole new world appears. Typographic design by Jack Birdsall. A.F. June

Box 152 Clarendon, Victorianism revisited. K.R. December 1958. With envelope, and plaquette, F 7.

The story of a unique service ... The Headliners. K.R. Oct. 1962, and plaquette, F 1.

Thanks for the opportunity of working with you. See also plaquette, F 5.

24. [Mailer/Chart]

Microgramma normal ... K.R. November 1961.

A type selection chart ...

From Cooper & Beatty ... 19sixty. J.D. January 1960, and plaquette F 13.

Margaret and Jack Trevett cordially invite ...

25. [Type Talk Cards, etc.] (broadsides, 16 x 9 cm. unless otherwise noted)

E-ffic-ien-cy ... T.M. 1963.

ABC and ETC. T.M. 1963.

Zyx! T.M. May 1963.

See and bee. T.M. 1963.

Aeiou! T.M. 1963.

These men make the Headliners ... K.R. 30 August, 1962 (Marketing) 31 x 23 cm.

Bavarian, Matador, ... Headliners. K.R. 1 June, 1962.

Bavarian plus outline! With folder and envelope. Includes typeface by Bill Coppock, Bob Stark, and Clarke Jackson.

Positive results. silk screening. K.R. July 1959. 26 x 36 cm. See also plaquette, F 15.

C&B's pickup schedule for Southam Printing ... J.D. 1 April, 1961.

"I hear ... Four! ... Ad for Canadian Printer & Publisher. A.F. 7 September, 1960. and plaquette, F 3.

Box 153 SB 9. 26-29

26. [Christmas Cards, Mailers, etc.]

Here's your copy of Type talks. Envelope. K.R. 1959. 17 x 24 cm. and another version in SB 16.

We're not sending out ... Christmas ... Foster Parents' Plan

Eight or nine wise words about letter-writing, by Lewis Carroll. [8 p.] J.D. 1961.

We hope you enjoy this keepsake ... Christmas...

This exhibition, one of the largest ... Broadside, 28 x 7 cm. Mailer.

Our continued expansion ... K.R. 1959. A telephone list of 52 persons from management and various departments in C&B.

27.

Torino. With envelope.

Position only. J.D. August 15, 1963. 24 x 32 cm.

"Allan R. Fleming", by Robert Fulford in Canadian Art, autumn 1959, p. 266-273. With memo from Jack Trevett attached to each copy, "Thought you might be interested ..."

28. [C&B promo]

A.T.A. J.D. 1959. Broadside, 22 x 10 cm.

Allan R. Fleming ... the Headliners ... J.D. 1961. Business card.

The visual craft of William Golden. K.R. 30 October, 1962. Folded broadside, 22 cm.

Paris in the spring ... J.M. March. 1963. Broadside, 9 cm. See also plaquette, F 2.

29. [Mailers]

An advance showing ... Venus Standard extrabold. Folded broadside.

An advanced showing ... Venus Standard medium-bold. Folded broadside.

Box 153 An advanced showing ... Headline bold-Headline italic. 2 versions, white paper and grey paper. With envelope, and plaquette F.2.

SB 10. 30-33.

Box 153 30. Christmas Cards and Mailers

An exhibition at ... design and graphic production from seven Asian countries. T.M. 1963. 32 x 25 cm.

We send you our greetings ... The Canadian Association for Retarded Children.

We're aiming our mailing shots ... T.M. 1963. Folded broadside, 10 cm.

Remember that winter watermelon ... Arnold Varga. Toronto & Montreal and Toronto. T.M. 1963. Folded broadside, 11 cm.

Restaurant reservation. T.M. 1963. Card.

The best of the seasons from The Headliners. A.E. Dec 1964, and plaquette, F 8.

Our best of wishes ... Headliners. T.M. 1963, and plaquette, F 9.

Merry 25th & a happy ... T.M. Dec 1963. and plaquette, F 9.

Hooray for Canadian graphics. T.M. 1964. Folded broadside, 9 cm.

Box 154 31. Mailers

Fast. T.M. 1963. Folded broadside, 10 cm.

Alphabets and images. T.M. 1963. 2 versions, A message from W.E. Trevett ...;A message from Franklyn Smith ... Folded broadside, 15 cm.

New head for Headliners ... Alex Hobson ... T.M. Jan. 1964. Broadside, 20 x 13 cm., and plaquette, F 9.

10 ten 7+3 ... T.M. 1964. Broadside, 25 x 11 cm.

A Z Our A is for Augustea ... Type talks. 1963. Broadside, 16 x 9 cm.

Box 154 Rely ... Type talks. T.M. Broadside, 16 x 9 cm.

So who needs ... T.M. 1963. Folded broadside, 16 cm.

32. Mailers

It's a food mixer ... T.M. 1964. Christmas gift enclosure.

The Cooper & Beatty report on new year headaches ... T.M. 1964. Folded broadside, 12 cm.

When you think type, think big! T.M. 1964. Folded broadside, 16 cm.

Here is your new Typofile. T.M. 1964. Folded broadside, 12 cm.

33. Ads

The Cooper & Beatty Services group ... T.M. 1966. Broadside, 33 x 25 cm.

Cooper & Beatty, Limited helps sell ... top banana. T.M. July 1966. Broadside, 33 x 25 cm.

Attee-e-e-e-en shun! T.M. July 8, 1963. Broadside, 36 x 26 cm., and plaquette, F 15.

Tops in making ... Broadside, 33 x 26 cm.

Words seen and not heard ... S.A. August 1964. Broadside, 31 x 23 cm., and plaquette, F 16.

C+B sell words that sell ... T.M. 25 September, 1963. Broadside, 31 x 23 cm.

Alphabets. T.M. 1964. Broadside, 31 x 23 cm.

34. [Mailers & Typeface]

Centaur ... With envelopes. T.M. September 1963.

A unique sans-serif ... designed by Hermann Zapf ... Optima ... T.M. July 1963. Folded broadside.

Stone & Hand Limited stationery. Stu Ash. February 1964.

65 ways to get ahead ... Fall 1963. Broadside, 28 cm.

Box 154 35. [Mailers & Invitations]

Cooper & Beatty, Limited new image. T.M. February 1964. Folded broadside, 22 cm.

He who hollers. T.M. June 1964. Folded broadside, 22 cm.

Invit, Mercredi le 6 janvier Montr,^a; des Alphabets Morgan Press ... A.H. December, 1964. See also plaquette, F 2, and verso, "M.L. 1964".

The Headliners reproduces in process lettering: wood & foundry type from the Morgan Press collection. Catalogue designed by John Alcorn.

Box 155 36. [Mailers & Typeface]

New from C&B! Goudy heavyface condensed 382J. T.M. July 1964.

From C&B! Monotype Cooper Black face 282J. T.M. July 1964.

Vancouver Art Directors Club Exhibition P.C. October 1964. Broadside, 32 x 25 cm., and plaquette, F 7.

The Headliners ... grand party or Headliner wing-ding ... With tickets. T.M. November 1964. Folded broadside, 22 cm.

One number ... 364-7272. T.M. June 1964. Broadside, 11 x 24 cm.

SB 12. 37-40.

37. [Posters & Mailers]

Saul Bass ... an exhibition ... organized by the American Institute of Graphic Arts. Ads for Creativity. T.M. March 1965. Broadside, 32 x 25 cm.

A retrospective exhibition ... Anton Stankowski. P.C. April 1965. Broadside, 33 x 25 cm., and plaquette, F 7.

Readability ... T.M. September 1965. Folded broadside, 11 cm.

Paperbacks USA an AIGA exhibition ... Stu Ash March 1965. Broadside, 32 x 25 cm., and plaquette, F 4.

What is it ... Go! Go! Go! With envelopes. T.M. October 1965. 14 x 14 cm.

Box 155 38. [C&B Promo]

Univers ... T.M. 1966. Folder with pocket.

Univers the universal sans serif ... Folder with pocket.

Univers extrabold italic U76 ... 5 sheets.

39. [Mailers]

Alice and the Dormouse. With envelope. T.M. February 1966.

Helvetica. With envelope. April 1966.

Help! With envelope. January 1966. Folded broadside, 13 cm.

A new Bookman series ... March 1966. Folded broadside with envelope, 56 x 43 cm.

40. [Posters (for exhibitions held at C&B) & ATA Convention Agenda]

37th ATA convention/Quebec'63 ... Advertising Typographers Association of America October 2nd ... 1963 ... T.M. May 1963.

40th ATA annual convention ... May 25 ... 1966.

& Morton Goldsholl & Associates ... an exhibition ... J.S. April 1966. Broadside, 32 x 25 cm.

The graphic work of Joseph Low and Antonio Frasconi. J.S. March 1966. Broadside, 32 x 25 cm., and plaquette, F 7.

12th annual exhibit of the Type Directors Club of New York ... J.S. September 1966. Broadside, 33 x 25 cm.

Box 156 SB 13. 41-46.

41. [ATA convention agenda, awards, etc.]

The possibilities of photo-typography. ... a reprint of a recent article by Klaus Schmidt ... With envelope. J.S. January 1967.

Box 156 Forty-first ATA annual convention/Bermuda 1967
... May 17.. 1967. J.S. 1967.

Box 156 Cooper & Beatty Services Limited Award ... J.S.
1967. Broadside.

42. [Posters (for exhibitions held mostly at C&B)] (Broadsides, 32 x 25 cm.
unless otherwise noted)

Trademarks international ... an exhibition of 350 trademarks ... organized by the American Institute of Graphic Arts ,.. J.S. 25 October, 1967, and plaquette, F 15.

Swedish graphics an exhibition ... Swedish graphics ... by Melin and (tm)sterlin ... organized by AB Svenska Telegrambyrtn, and sponsored by ICTA the International Center for the Typographic Arts. J.S. January 1967. Broadside.

Report 65/66 an exhibition of German graphic design ... sponsored by ICTA Germany. J.S. May 1967. Broadside.

TDC XIII ... see the thirteenth annual exhibition of the Type Directors Club of New York ... J.S. June 1967. Broadside.

Graphicteam ... a team of five collaborating designers from Cologne, Germany ... J.S. September 1967. Broadside.

Graphicteam ... Montreal. J.S. November 1967. Same exhibition in Toronto, September.

Push Pin Studios Inc. the graphic work of Seymour Chwast, Milton Glaser and James McMullan. J.S. January 1967. Broadside.

43. [Mailers & Type Specimens]

Identicolor can make your dreams ... J.S. October 1975. 2 items, brochure, 10 p., 13 x 17 cm. and folded broadside, 27 cm. With envelope.

Identicolor and six ways it can help you. Broadside; 31 x 23 cm. Ads for creativity.

How to improve your slide presentations ... Ads for creativity.

Only C&B makes brightslides. Broadside; 29 x 21 cm. Ads for creativity.

Box 156 Ad typography: the real excitement in print.
Broadside, 31 x 23 cm. Ads for creativity.

Box 156 Today we announce five new kinds ... Broadside;
31 x 23 cm. Ads for creativity.

Take a look on the bright slides. Broadside.
New from C&B! Baskerville Roman ATF. J.S. August 1967. Folded broadside.

New from C&B! Craw modern italic. J.S. July [1967?]

Clear the track. J.S. May 1967. Folded broadside, 26 cm.

44. [Mailers, Invitations & Calendars]

Wrongfount 6. J.S. January 1968. Folded broadside, 31 cm. Book Wrongfount 6 in print collection.

Electric Bash. J.S. November 1968. 3 items.

Alphabets ... zest, zip, zeal and zoom! T.M. August 1965. Folded broadside, 22 cm.

All under one roof. J.S. September 1968. Folded broadside, 21 cm.

April, May, June 1969. J.S. Calendars. Broadside, 7 x 20 cm.

45. [Posters]

(Broadsides, 32 x 25 cm. unless otherwise stated)

Tomi Ungerer. An exhibition organized by the American Institute of Graphic Arts. J.S. March 1968. Broadside, 33 x 25 cm.

Germany 67. The first annual exhibition co-sponsored by the BDG-German Graphic Design Association and ICTA-International Centre for the Typographic Arts, Section Germany. J.S. April 1968. Broadside.

Toshihiro Katayama, visual arts/design ... J.S. 1968. Broadside.

46. [Posters (AIGA exhibitions held at C&B)]

(Broadsides, 32 x 25 cm. unless otherwise noted)

Box 156 AIGA 63, design and printing for commerce ... T.M. 1964. Broadside.

Box 156 AIGA 64, design and printing for commerce ... T.M. June 1965. Broadside.

AIGA 65, C&B. Design and printing for commerce 1965 ... J.S. Broadside.

AIGA 66, design and printing for commerce ... J.S. December 1967. Broadside.

AIGA 67, design and printing for commerce 1967 ... and plaquette F 7.

39th n.y.c. A.-D. show ... C&B. Broadside.

Box 157 SB 14. 47-50.

47. Christmas Cards

For the birds. J.S. December 1966.

If these are not suitable as to size ... Hosiery gift enclosure. J.S. December 1966. See also plaquette, F 2 and verso of plaquette, "J.S. Dec 1966. Not original. J.M.?"

1968 Que la nouvelle ann,e

With our best wishes for a Merry ... Headliners gift card. 1968.

Merry Christmas ... We don't want to make-up excuses ...

A Christmas box from C&B ...

We send you our greeting ... United Nations Children's Fund ... T.M. November 1965.

To bring you hot news ... T.M. November 1965. Therometer enclosure cards.

A funny thing happened ... With bag attached. J.S. January 1967, and plaquette, F 5.

Season's greetings come to you ... Canadian Association for Retarded Children. J.S. 1966.

Christmas greetings and best ... Canadian Association for Retarded Children. R.C. 1967.

Our best wishes ... The Canadian Save the Children Fund.

Box 157 Gentlemen of rank ... first class luggage. J.S. December 1966. Enclosure cards. Broadside, 34 x 28 cm.

The Headliners ... greetings.

Box 157 48. New Year Puzzles

Cooper & Beatty begins the New Year ... On a certain train ... Broadside, 28 x 22 cm.

Kingston, Peterborough ... A logical problem ... Broadside, 28 x 22 cm.

Your self confidence ... six girls at ... J.S. December 1966. Broadside, 28 x 22 cm.

All of the ten red figures ... T.M. Broadside, 28 x 22 cm.

The puzzle of the king's jewels. T.M. December 1964. Broadside, 28 x 22 cm. with answer sheet.

C&B sets a problem to start 1963.

49. Mailers

Swift-o-type is the quickest ... J.S. 1969. Folded broadside.

10 tight spacing alphabets. J.S. 1968. 2 versions, green cover for McLean Brothers and blue cover for Advertising Typographers.

Trump medieval ... designed by Georg Trump ... J.S. 1968.

A bouquet. Canadian Printer & Publisher ad. K.R. September 1961. Broadside, 37 x 28 cm.

C&B typographics stimulate ... A.D. annual. K.R. April 1962. Broadside, 28 x 30 cm.

Canadian photo copy has been proud of ... Broadside, 27 x 28 cm.

50. Mailers

Helvetica LinoComp. Helvetica is firmly ... J.S. 1969.

Check the facts about Canada's leading ad maker ... Folded broadside.

Box 157 Check the facts ... and add new facts. J.S. 1968.

3hree 6ix 4our ... Due to the difficulties ... 364-7272 ... J.S. 1968.

LinoComp moves into C+B ... J.D. 1969.

Box 157 Twelve point Optima with semi bold ... from LinoComp. J.S. 1969.

Not many people know Gary Phillips ... Headliners ... J.S. 1969.

Hot-metal facilities. Folded broadside.

Box 158 SB 15. 51-56

51. Mailers

Convention greetings. Perchance you are afflicted ... J.S. 1968.

Since 1921 ... Up! Up! and away. Since 1921 Cooper & Beatty ... merged its interests with ... McLean Management group ... J.S. 1968. With envelope. Folded broadside, 21 cm.

C&B improves Montreal alphabet service. J.S. 1968. Folded broadside, 11 cm.

Cooper & Beatty services. A pool of talent ... J.S. 1967. Broadside, 33 x 25 cm.

52. Posters

(Broadsides, 33 x 25 cm. unless otherwise noted)

Lilian Baczewska Lampert. An exhibition of Polish posters ... J.S. 1968.

Lilian Baczewska Lampert. Une exposition d'affiches polonaises ... J.S. 1968.

The winners of last fall's National ATA ... J.S. Fall, 1968.

Communications graphics. An exhibition ... organized by the American Institute of Graphic Arts ... J.S. 1968.

50 advertisements of the year 1968 ... organized by the American Institute of Graphic Arts .. C&B Vancouver. J.S. 1969.

Box 158 53. Mailers

All steamed up? ... J.S. 1969. Broadside, 56 x 43 cm.

Please don't forget to send us ... J.S. Broadside, 23 x 10 cm.

Box 158 How much is yellow ... J.S. 1969. Broadside, 56 x 43 cm.

55. Revised Stationery

Proofs ... for the personal attention of. Folded broadside, 8 cm.

Estimate. 2 versions: Estimate. 2 carbon copies plus 1 top copy, and Request for estimate. Double-sided single-copy tearoff sheets. 1 book.

Statement. Single-sided forms showing invoice number, debits, credits and balance.

Memo. 1964.

Business cards of J. Gibson, Director Client Services; R. Nugent, Senior Vice-President; Jim Tufford, Client Contact; Alan Wilkinson, Representative; and W.E. Jack Trevett, President.

Purchase order.

Envelopes. With round "C+B" logo. 11 x 19 cm.

Narrow labels. J.S. December 1966.

Gummed labels.

President's stationery. 5 sheets, 1 envelope.

Notice. April 1968. Broadside, 28 x 22 cm.

56. Ads

Thinking Two important steps in any ATA type shop. Reprint of ATA ad June 1966.

Promises. Not at an ATA type shop. J. Trevett June, 1966. ATA ad.

Cooper & Beatty puts the accent on service ... J.S. June 1967. Broadside, 33 x 25 cm.

Box 158 Distinguished service utilizing the most recent ... J.S. June 1967. Broadside, 31 x 22 cm. See also plaquette, F 3, which has different date on verso, August 1967.

Typography for cartography. J.S. June 1967. See also plaquette, F 14, with date on verso July 1967.

Box 158 Ad's know C+B's business ... J.S. April 1968.
Broadside, 34 x 25 cm.

Nearly 50 years experience ... J.S. April 1968. Broadside, 31 x 23 cm.

New winning combination for ADs ... J.S. June 1968. Broadside, 34 x 25 cm.

Booper & Ceatty, Limited ... T.M. November 1963. Broadside, 31 x 23 cm. Sales Club Robster ad.

The management and staff of Cooper & Beatty ... the passing of ... Edgar T. Cooper ... T.C. May 1964. Broadside, 31 x 23 cm.

Cooper & Beatty, Limited Alphabets for advertisers. T.M. May 1965. Broadside, 29 x 15 cm. YMASC ad.

Geared to the graphic arts ... P.C. May 1965. Broadside, 15 x 23 cm. Type talks ad.

Giant prints for displays ... P.C. November 1965. Broadside, 31 x 15 cm., and plaquette, F 3.

Cooper & Beatty place the emphasis ... S.A. August 1964. Broadside, 31 x 23 cm., and plaquette, F 11. YMASC emphasis on service.

SB 16. 57-60.

57. [Invitation, Menu, Convention]

An invitation. Mr and Mrs F.R. Smith ... Quarter-Century Club ... 1967.

Cooper & Beatty, Limited. Notice of 15th annual meeting ... A.P.C. May 1964.

Quest. A.P.C. November 1963. Postcard.

You are cordially invited ... annual meeting ... 6/5/65. P.C. June 1965.

Box 158 B.W. You are most cordially ... Beatrice L. Warde. J.S. Apr 1967. Folded broadside, 22 cm.. and plaquette, F 5.

The Quarter-Century Club .. to honour Bill Zozawsky ... 1967.

The Headliners...We're having a party! T.M. November 1964.

Box 158 Mo Lebowitz ... spends half his time ... November 1964. With envelope, and plaquette, F 8.

Graphic Arts Industries Association 1965 National Convention and Annual Meeting October .. 1965. Registration form.

The management and staff of TDF have planned a Christmas evening ... T.C. November 1964.

Social + lecture + discussion .. 17th February 1964 ... Society of Typographic Designers of Canada ... by Anthony Mann, Creative Director, Cooper + Beatty ...

Box 159 58. [Mailers]

Typography 64. 1964. 1 envelope with rules and regulations for the competition, entry description forms, and "Last call for entries".

We're embarrassed! T.C. Nov 1964. Broadside, 19 x 12 cm., and plaquette, F 2.

The girl with the right connections. T.M. June 1964. Broadside.

Room for thought. S.A. October 1964. Folded broadside, 16 cm., and plaquette, F 7.

Some people think that all you do is turn the handle ... Good proofs ... J. McEachern November 1963. Folded broadside, 10 cm.

59. [Misc.]

The Georgian Bay rattlesnake or Massasauga. T.M. Folded broadside, 26 cm.

Council of Printing Industries annual report 1965. S. Ash. May 1965.

La vall,e de la rouge agriculture. La soci,t, technique d'am,nagement r,gional. A. Crawford. January 1965.

Announcement Robert Nugent, Franklyn R. Smith . T.M. April 1964. Broadside, 31 x 23 cm.

Alex Hobson Al Elliott. We are pleased to welcome ... Headliners ... T.M. April 1964, and plaquette, F 9.

Box 159 How is your waistline? S.A. October 1963. Broadside.

The story of a unique service. Headliners of Australia. T.M. April 1964. Folded broadside, 28 cm.

Council of Printing Industries of Ontario. Registration form for printing course at CPI and "Gearing for profit", course description. P.C. September 1965.

60. [Misc.]

Type talks envelopes. 19 x 27 cm. Orange characters.

The Cooper & Beatty Quarter-Century Club Annual Dinner. J.D. October 1969.

Do you know C&B have L&C Hairline? L&C Hairline envelope & mailer. Broadside, 25 x 32 cm.

SB 17. 61-63.

61.

Caroline's Christmas envelope. J.D. December 1969.

Merry Christmas from the people of Prismania ... Headliners ... J.D. December 1969. Broadside, 25 x 32 cm.

Typofile box. Photo. B/w photo, 8" x 10".

On film for the first time. Headliners ... Burko. January 1970.

Box 159 62. [Misc.]

Alphabets for almanacs. 1970. Broadside, 31 x 23 cm.

Announcement ... Franklyn R. Smith ... appointment of Jim Donoahue ... Creative Director ... 1969. Broadside, 31 x 23 cm.

Uranium/Radon. J.D. February 1970. Folded broadside.

Box 159 63. [Misc.]

The amazing Wordwagen. J.D. June 1970. With envelope. Broadside, 44 x 30 cm.

You are about to see the widest ... Fontshop ...

SB. 18. 54.

54. Type 1969

Big apple faces ... Headliners ... J.D. 1969. Broadside, 23 x 33 cm.

Big apple eateries. Broadside, 60 x 45 cm.

McLean Brothers Ltd. Introducing. 1969. Folded broadside.

Format is formed. J.D. 1969. With envelope. Broadside, 25 x 25 cm.

The jolly type giant has come to Happy Valley. J.D. 1969. Broadside, 60 x 45 cm.

At last, a solution to that delicate problem ... Folded broadside, 28 cm.

Box 160 The Cooper & Beatty thinking type hat.

Type tells the story.

Letters of exuberance ... With envelope.

What is it that keeps C&B ahead of the field?

Broadsides on type anatomy by Allan Fleming, and plaquette F 4:
Back the words that took ... No. 5. 35 x 18 cm. and 29 x 7 cm.

Box 160 Beard the client ... No. 6. 35 x 18 cm. and 29 x 7 cm.

Face the fact ... No. 2. 29 x 7 cm.

Shoulder the matter ... No. 3. 35 x 18 cm. and 29 x 7 cm.

The cursive ornament ... A.F. and K.R. 35 x 15 cm.

The languishing ligature. A.F. 35 x 16 cm.

The migrating kern. A.F. and K.R. 35 x 16 cm.

The swashbuckling cap. A.F. and K.R. 35 x 14 cm.

The vanishing ampersand. A.F. 36 x 16 cm.

Box 160 Broadsides on typographic birthplaces, and plaquette, F 4:

Amsterdam ... No. 4 35 x 15 cm.

Mainz, in the Rhine Valley ... No. 5. 35 x 16 cm.

Paris, city of enlightenment ... No. 2. 32 x 16 cm.

Philadelphia ... No. 6. 35 x 15 cm.

Thamesis. London never grows old ... No. 3. 36 x 21 cm.

Typographic signs number one: the fist. Broadside, 34 x 13 cm. and plaquette F.4.

Typographic signs number four: comma. Broadside, 34 x 13 cm.

Typographic signs number five: ampersand. Broadside, 34 x 13 cm.

Typographic signs number six: interrogation. Broadside, 34 x 13 cm.

1934-1959 ... souvenir ... November 21, 1959.

Box 160 Monotype composition, fotosetter typography C&B ... Ad J.D. Dec. 1961. Broadside.

*Some of C&B's services ... ATA ad KR. Summer 1959. Broadside, 36 x 17 cm. (or J.D. Dec. '59)

Box 160 Inside C&B things happen ... Broadside.

C+B ... Vancouver, 1964. Broadside.

SH&L ... from April 13 to 14 ... Broadside.

Here is your new Cooper & Beatty diary refill for 1959. K.R. December 1958. 22 x 39 cm. See also plaquette, F 14.

Some of C&B's services ... J.D. December 1959.

The casting department; The composing room ... A.F. A broadside for each of the 12 departments or rooms.

Craw Clarendon Extended/665 J. With envelope.

Box 161 First fastest C+B. Folded broadside.

The people at Cooper & Beatty ... pinwheel ... identicolor. Folded broadside. With envelope.

Keepsake of the 48th Annual Convention ... International Typographic Composition Association, Toronto, 1967.

Cooper & Beatty, Limited. Notice of 15th annual meeting ... 1964. With envelope.

6/5/65. You are cordially invited ... 16th annual meeting ... 1965.

Schaflin review 1. 1967. With envelope.

How to improve your slide presentations with C&B BrightSlides March 1977.

Take a look on the BrightSlides.

Only C&B makes BrightSlides.

Ad typography

Today we announce five new kinds of typography....

Design for designers ... April 8 to 26 ...

and A stimulating experiment ...

Box 161 Identical ... color.

The color systems book.

Box 161 Fontshop. Mailer with order form in sealed envelope. Folded broadside, 28 cm.

Next week try C&B's new hot lines. With envelope. 1982. Folded broadside, 22 cm. Mailer.

Word processing consulting, training & type. Mailer, memo pad, folder and envelope.

Two years after.

The Art Director's line conversion book, with envelope.

The Art Director's line conversion book from C&B, with envelope.

Box 162 Work Books or Type

Script types.

Swift-o-type.

Gothic & sans serif.

New faces from C&B.

Rules, borders & ornaments.

Square types serif.

Decorative types. Empire 4-7121.

Sans serif.

The type-o-graf factor figures.

New address. New telephone number. Folded broadside, 16 cm.

Box 163 Headliners. John Lloyd & Designs.

All forms of type. Broadside, 62 x 48 cm.

"Number-nine" ... redesigned for "Process" by Lenn Cooper. With envelope.

Windsor.

Once upon a time ... 1962.

Precision automation photo processing. Broadside, 21 x 13 cm. Mailer.

Box 163 One liner specimens of photoprocess lettering.
1962.

The one thing we have always ... 1976.

A new square Clarendon ... Gibraltar. 1962.

Box 163 Neo-MiniChelt Text. Catalogue designed by John Lloyd. 1976. With envelope

Neo-Cardiff Text. Catalogue designed by John Lloyd. 1976. With envelope.

Neo-Pax Blunt Text. Catalogue designed by John Lloyd. 1976. With envelope.

Neo-Granby Text. Catalogue designed by John Lloyd. 1976. With envelope.

Neo-Margate Text. Catalogue designed by John Lloyd. 1976. With envelope.

The Neo-Textypes program. J.D. McLean. May 1976. Cover letter signed by J.D. McLean.

Distorted views. Headliners. Advertisement on back cover varies.

Distorted views. With envelope. 2 printings.

C&B eye chart no 1.

Box 164 Type is having its picture taken!

Box 165 The Metal book.

Boxes Christmas cards, and keepsakes 1930's-1980's
166-167 Includes: A Christmas portfolio. Folder with 3
watercolour plates by Murphy.

Dickens, Charles. The Christmas family-party. From sketches by Boz. 1987.

Henry, O. The gift of the Magi from The four million. 1975.

Moore, Clement Clarke. The legend of the Christmas tree. 1981.

Turkey remains and how to inter them. With
numerous scarce recipes from the note-books of F. Scott Fitzgerald. 1956.

Is there a Santa Claus? 1982.

Boxes

166-167 Christmas cards, by Cooper & Beatty. 17 cards.

Spirits of the past. Gibson House. 1974.

Runyon, Damon. Dancing Dan's Christmas. Keepsake designed by Allan R. Fleming
in 1958 for Cooper & Beatty. Reprinted in his memory, Christmas, 1978. With
envelope. Gift tag. To your good health, Christmas 1978. Card.

Thomas, Dylan. Conversation about Christmas. 1971.

Dickens, Charles. Christmas at Dingley dell. From the Pickwick Papers. 1972.
With envelope and proof copy with corrections.

Leacock, Stephen. Hoodoo McFiggins Christmas. 1970. With envelope.

Christmas quotations. 1983. With envelope.

The Horn-book. The child's guide to his letters. [A reproduction of a horn-
book Printed by J. & M. Robertson, Glasgow, 1784.] Broadside, 32 x 24 cm. With
1 copy marked "sample" as a guide for matte. Broadside, 19 x 13 cm.

A Christmas box from C&B. Christmas card.

Greetings from C&B. Gift tag. Folded broadside, 25 cm.

Envelopes for: Christmas quotations. 17 x 24 cm.; A Christmas book from Cooper
& Beatty ... 17 x 24 cm.; A Christmas keepsake from your friends ... 15 x 23 cm.
A keepsake from Cooper & Beatty ... 19 x 27 cm.

Benchley, Robert. A good old-fashioned Christmas. 1977. Keepsake.

Baum, Lyman Frank. A kidnapped Santa Claus. 1986. Keepsake. With notes,
"Spoil", attached.

Greetings from Cooper & Beatty. Gift tag. Folded broadside, 22 cm.

Holiday decorations.

From your friends at C&B. 1976. Christmas card.

Merry Christmas from Cooper & Beatty, Limited. Christmas card.

All the people at Cooper & Beatty, Headliners, ... Mailer announcing the closing of the offices for Christmas and New Year.

Christmas galleys. 1976. With envelope. Christmas keepsake. Loose leaves in red folder.

A Christmas book from Cooper & Beatty. Folded broadside, 24 cm.

While sending you the compliments ... Draft of greetings.

Greetings from Cooper & Beatty. Folded broadside, 22 cm. Mailer.

Boxes Print for Clients
168-175

Fifty books of the year 1969. Catalogue designed by Jim Donoahue.

Fifty books of the year ... AIGA. 1970.

Design and printing for commerce AIGA ... 1958.

Brief to the Board of Governors proposing the establishment of a school for the Graphic Arts Industry ... With folder and Report to the Research Director G. V. Doxey

Line conversions for 7 organizations:

Batten Graphics, Toronto; Centre Typographique, Montreal; Composing Room of New England, Massachusetts with title "The art director's line conversion book; Rochester Mono/Headliners, New York; Armstrong Typography, Philadelphia; Cooper & Beatty. Cooper & Beatty with two different covers; Craftsman Type Inc., Ohio.

Le Conseil des Arts du Canada. Cinquième rapport annuel, 1961-1962. Designed by Allan R. Fleming.

Shims and wedges. 1959. With dustjacket.

Ontario Teacher Education College. Certificate of Bachelor of Education. 1 copy with manuscript notes "re do. Toronto". 1 with names of recipients [hand-set?] on certificate.

Boxes Education. Tearsheets on television programmes 168-175 from pp. 41-46.

The monotype recorder. v. 43, no. 1, summer 1964. Folded map laid in.

ITCA conference. June 18-20, 1953. Mailers in 6 different designs with 5 envelopes.. 12 x 16 cm.

The Bible in print. Mailer for an exhibition at the Royal Ontario Museum in cooperation with the Graphic Arts Industry.

Bell & Peters. Stationery set.

Outram, Richard. Eight poems. Toronto: Tortoise Press, [1959]

Invitations. Gallery of Contemporary Art. 6 cards for exhibitions.

Massey College. A.F. November 1962.

Provincial's paper. Toronto: Provincial Paper. v. 24, 3rd & 4th quarters, 1959. Six lectures given to the students of the Ontario College of Art including two by W.E. Trevett and Allan R. Fleming.

Sheridan Nurseries 50th anniversary catalogue for 1963.

Typography '58. Organized jointly by Typographic Designers of Canada and the Rolland Paper. With envelope.

Typography'61.

Business life insurance. By the Department of Commerce, Washington D.C. Toronto: Privately printed, 1953. With case.

Stationery (letterhead, invoice, envelope, etc.): Alliance Paper Mills Ltd; American Studio Books; Tony Archer; The British American Oil Company Ltd; Business Gifts Limited; Charles W. Callow, Merchant Tailor; Cheneaux Bond; K.M. Chrysler Associates; City and Suburban Collection Service; Gordon E. Clarke Advertising Art and Design; R.V. Coambs General Building and Contracting; Consolidated Press; The Dial Press; J.M. Dunwoody & Associates; T. Eaton Housefurnishings; D'Eldona Gold Mines; A.R. Hamilton and Son; Henry Holt and

Boxes Company; Howarth and Smith Monotype Ltd; I.K.I.

168-175 Products; The Jeheleys; Kingsway Publishing Association; L.W. Linnitt; London Life Insurance Co.; MacFadden Women's Group; Maracle Press; Marathon Paper Mills of Canada; Massey-Harris Company Ltd; John Milton Society; Douglas Molson; National Adhesives (Canada) Ltd; National Trust; The New Studio; Northwestern Hardwoods Ltd; Herb Nott and Co.; Office Specialty Manufacturing; Parsons Paper; William R. Peacock General Insurance; Print. The Graphic Arts Magazine; Provincial Paper; Eric Rechnitzer; Karen Rechnitzer; Marta Rechnitzer; Donald B. Reilly; Royal Portage Parks; Saint John Gun Club; Donald Sexton; Sicks' Breweries; Standard Furniture Co.; Tisdall, Clark & Co.; Thorn Press; Toronto Typographic Composition Association; D.A. Town Associates; Underwood, McKinley and Cameron Architects; Watt & Scott (Montreal) Ltd.; Also contains: "How to design a letterhead." By Lester Beall. c1952. Tearsheet.

Tschichold, Jan. Clay in the potter's hand. 1957. Folded broadside, 17 cm.

Submission of the province of British Columbia to the Royal Commission on Transportation. Part 1. February 1960.

The Canada Council fourth annual report for 1960-61. Designed by Allan R. Fleming.

The Canada Council fifth annual report 1962-62. Part 3 Finances. A.F. 1 August, 1962.

The Canada Council medal 1961.

Canada Council. Private benefactors and the Canada Council. J.D. 15 May, 1962.

Canada Council. Donations et legs au Conseil des Arts du Canada. J.D. 31 May, 1962.

Council of Printing Industries of Ontario. Officers and committees reports. March 17, 1959.

Hudson's Bay. Report and accounts 1957. The governor and company of adventurers of England trading into Hudson's Bay.

Killarney Lodge rates. 1960.

McMaster University. Master of Business Administration. J.D. 20 September 1961. Boxes McMaster University. Department of University 168-175 Extension. Calendar of degree courses 1961-62.

McMaster University. Department of University Extension. Calendar of Adult Education courses 1961-62.

Trent University, Peterborough: Applications. Library cards, etc. Stationery for different offices. Cards for different officers. Opening ceremonies 1964. Calendar 1965/1966.

Greetings to University of Victoria from Trent to Victoria upon the installation of Malcolm Gordon Taylor as first president of the university.

Box 176 Christmas Cards from other typographic firms and designers

Folder A 3 cards from Art Associates Ltd., Albert Jarvis Ltd., and B. Yewen.

Folder B 4 cards from Bauer Alphabets Inc. (2 cards), Borden Johnson Stessel Ltd., and Jack Bush.

Folder C 5 cards from Frank Carmichael, Caverhills, Cliff Copeland, Copelands', and Chatelaine; 1 Christmas keepsake: Twelve thoughts for Christmas Day. Designed by Leslie Smart, illustrated by Frank Davies. Printed privately by Cape & Co., Toronto.

Folder D 8 cards from the Dairs (1 scroll, 30 x 8 cm), Frank Davies, Thelma and John De Pol (5 cards), and Patricia [De Pol?]; 1 Christmas keepsake: A child's Christmas in Wales, by Dylan Thomas. Produced by Davis and Henderson, 1959. No. 986 of a limited ed. of 1500.

Folder F 5 cards from the Flemings (3 cards), Carl H. Ford, and J.W. Ford Co.

Folder G 2 cards from Graphos Press and Gilchrist-Wright Ltd.; 3 Christmas keepsakes all produced by Grant-Mann Lithographers Ltd.: 1. The Grant-Mann cookerie booke of Christmas victuals, 1954. 2. The Grant-Mann conspectus of Christmas tales and recipes, 1955. 3. The Grant-Mann book of Christmas flowers, 1956.

Folder H 4 cards from Haas Typefoundry Munchenstein, Hans, Haughton Press Ltd., and Howarth & Smith Monotype Ltd.

Folder L 9 cards from Lanston Monotype Co., Helen and Verne Lilleley (4 cards), Gladys and Frank Lightbown, London Life Insurance Co., and Joseph Low (2 cards). See also sample sheet of 3 cards for London Life Insurance done in 3 different designs in P 15, p. 49.

Folder M 5 cards from Harry & Bernice McLeod (2 cards), Claire J. Mahoney, Master Typo Co., and Monotype Company of Canada Ltd.

Folder P 1 card from Planned Sales Ltd.

Folder R 3 cards from Bob and Felicity Reid of Grant-Mann Lithographers Ltd. (2 cards), and G.N. Reilly.

Folder S 7 cards from St Bride Printing Library, Fred and Rae Schmidt, Sherman, Laws and Partners, Shelagh, Franklyn & Adam Smith, John Steele, Syd Steni and Clair Stewart; 1 bookmark from Shelagh, Franklyn & Adam Smith, and 3 keepsakes: 1. A selection from Washington Irving. Wood engravings by John De Pol. Published by Carl, Eng and Lynn Sorensen, 1957. 2. The first day of Christmas. Shelagh and Franklyn Smith. 3. Murder in the cathedral. [Unsigned]

Folder T 3 cards from the Tabers (2 cards) and Tak; 1 Christmas keepsake: The spirit of Christmas, by P.K. Thomajan. Designed and illustrated by Charles Attebery. Calligraphy by Irving Schild. Published by L.W. Trohlich, 1956.

Folder W 3 cards from Sydney H. and Helen Watson, Westcott & Thomson Inc., and the Winter's; 1 Christmas keepsake: There can be no doubt. Designed by Ken Rich. Ruth and Harry Vuploegh.

Plaquettes

(In boxes labelled "Fragile", abbreviated as F 1, F 2, etc.).

Box 176 F 1

We hope you find this exhibition ... 25 x 25 cm. No corresponding mailer found.

Make it our worry ... not yours! A.F. Sept 1962. 30 x 23 cm. No corresponding mailer found.

A new conception of completeness ... A.F. 21 x 10 cm. See also SB 3.

The story of a unique service. K.R. Oct 1962. 14 x 28 cm. See also SB 7, folder 21, p. 15.

Box 176 A guide to photographic typography for ... C.D. 9 x 24 cm. No corresponding mailer found.

Box 177 F2
Garamond. "cg." See also SB 2.

Invitation ... Morgan Press Alphabets. Headliners. M.L. 1964. 18 x 28 cm. See also SB 11. A.H. Dec., 1964.

Perfectly prepared typography ... J.D. July 1961. 28 x 21 cm. See also SB 4.

& Now. Headliners. October 1959. See also SB 7.

Paris in the spring. J.M. March 1963. 9 cm. See also SB 9.

If these are not suitable ... J.S. Dec 1966. On verso of plaquette: "Not original. J.M.?" See also SB 14.

Pick-up labels. [Individual labels for 10 companies including Bomac Art Dept.] A.F. June 1960. See also SB 7.

Typograf. T.M. 13 x 12 cm. Plastic. See also another version in SB 6.

A very merry Christmas and of course ... T.M. Dec, 1964.

Words failed us ... Mason? See also SB 1.

Paul Rand. A.F. May 1958. See also SB 3.

You meet some strange birds ... Carl Dair. See also SB 1.

A traditional type. Carl Dair. See also SB 1.

We're embarrassed! T.C. Nov 1964. 18 x 12 cm. See also SB 16.

A new type face from C&B. Envelope. A.F. 13 x 22 cm. See also SB 9.

Season's greetings. See also SB 2.

? Text inside: Along with the major changes ... Telephone list of 44 C&B staff. No corresponding mailer found. See also [Who-to-phone-list] in SB 9, and "You can't tell the players ...", SB 1.

Box 177 F 3

C&B fine typography for the Canadian advertiser. See also SB 4.

Giant prints for displays ... P.C. Nov 1965. 29 x 15 cm. See also SB 15.

Christmas decorations. See also SB 1.

Comstock. J.D. Jan 1960. See also SB 3.

Palatino. J.D. Jan 1960. See also SB 3.

C&B motivates. K.R. December, 1961. See also SB 3.

Since men learned print ... J.D. Nov 1959. See also SB 3.

Distinguished service ... J.S. Aug 1967. 30 x 22 cm. See also SB 15.

Four this year! A.F. Sept 1960. See also SB 8.

Impact. Verbal ideas are put into ... J.D. Dec 1961. 22 x 28 cm. No corresponding mailer found.

C&B typographics take the tension ... K.R. June 1962. 2 editions. See also SB 4.

Box 173 F 4.

C&B monotype composition, fotosetter typography ... J.D. February 1962. 36 x 13 cm. See also SB 3.

Monotype composition, fotosetter typography ... 34 x 12 cm. See also SB 3, "Monotype composition" by A.F.

C&B&C ... Monotype composition, fotosetter typography ... 36 x 13 cm. and 34 x 12 cm. See also SB 3, "C&B monotype composition, ..." (red "C&B" characters) by J.D.

The migrating kern. The vanishing ampersand. The languishing ligature. The cursive ornament. The swashbackling cap. A.F. See also Box 160.

Typographic signs number one: The fist; two: The dagger; three: Exclamation; five: Ampersand; six: Interrogation. See also Box 160.

Box 173 Paris. No. 2 in a series on Typographic Birthplace. Thamesis. No. 3. Amsterdam. No. 4. Mainz. No. 5. Philadelphia. No. 6.

Series of Type Anatomy by Allan Fleming: Face the fact ... No. 2. Shoulder the matter ... No. 3. Back the words ... No. 5.

Paperbacks USA and IAGA exhibition ... S.A. See also SB 12.

Box 174 F 5.

Our Christmas tree ... J.T. See also SB 2.

To ... C&B stationery. See also Mail stickers ... in SB 6.

Thanks for the opportunity of working with you. See also SB 7.

Alphabets. T.M.

Guaranteed readership! J.D. July 1961. See also SB 4.

A funny thing happened ... J.S. Jan 1967. Folded broadside. 22 cm. See also SB 14.

B.W. You are most cordially ... Beatrice L. Warde ... J.S. Apr 1967. Folded broadside, 022 cm. See also SB 16.

Pography, T.Y. ... See also SB 2.

Ur ... gentlemen. ... Urgent! J.D. March 1961. See also SB 7.

Venus extended. See also SB 2.

Design and printing for commerce. 1955. See also SB 1.

A type selection chart.

25 Sta. See also SB 1.

Cooper & Beatty Limited Typographers. See also SB 2.

ATA. This three-letter monogram. J.D. Jan 1959. Broadside, 22 x 10 cm. No corresponding mailer found.

Box 174 If we may be so indiscreet ... See also SB 2.

Meet the twenty-six characters ... See also SB 2.

Box 175 F 6.

Joseph Low. You are invited ... Folded broadside, 20 cm. No corresponding invitation card found.

New British design by Patrick Tilley ... A.F. March 1961. Broadside, 37 x 24 cm. No corresponding poster found.

Oh say, you can see ... Morton Goldsholl ... A.F. May 1960. Broadside, 37 x 24 cm. No corresponding poster found.

Box 176 F 7.

Clarendon : Victorianism revisited. A.F. See also SB 7. Name of designer on folder 21: K.D.; date: Dec 1958.

The graphic work of Joseph Low and Antonio Frasconi. T.M. Mar 1966. See also SB 12.

Anton Stankowski. P.C. Apr 1965. Broadside, 32 x 24 cm.

AIGA 67. Broadside, 33 x 25 cm.

Red hot! ... A.F. May 1960. See also SB 4.

Vancouver Art Directors Club Exhibition at Cooper & Beatty ... P.C. Oct 1964. See also SB 11.

Hermann Zapf: calligrapher, type designer, typographer. A.F. June 1961. Broadside, 38 x 24 cm. No corresponding poster found.

Why is the Headliners custom process lettering ... T.M. Apr 1964. Broadside, 34 x 25 cm. No corresponding poster found.

Presenting 22 popular foundry type faces. See also SB 1.

Borders. Though a good copy chief ... J.D. Aug 1961. See also SB 3.

Box 177 F. 8

Merry Christmas. Text inside: A very merry Christmas ... See also SB 2.

Box 177 Photo-typography. Process-lettering.

See also SB 1.

Room for thought at Cooper & Beatty. S.A. Oct 1964. Folded broadside, 16 cm. See also SB 16.

No arts, no letters, no society. A.F. Fall 1958. See also SB 3.

The best of the seasons. A.E. Dec 1964. See also SB 10.

Our best wishes for a merry Christmas ... See also SB 10.

Pray, drink ... James Yates ... pewter tankard ... Allan Fleming Dec 1965.

The contact men.

Happy times. [UNICEF Children's Fund.] See also SB 5.

Mo Lebowitz spends ... Antique Press ... M.L. Broadside, 12 x 28 cm. See also SB 16.

Box 178 F 9.

The graphic works of Ben Shahn. A.F. September 1957. See also SB 3.

Our best of wishes for your merry ... T.M. Dec 1963. See also SB 10.

C+B. T.M. Apr 1964. Folded broadside, 21 cm. No corresponding mailer found.

New head for Headliners. Alex Hobson. T.M. Jan 1964. See also SB 10.

We are pleased to welcome Al Elliott ... T.M. Apr 1964. See also SB 16.

Guarantee. This is a Cooper & Beatty plug ... T.M. Oct 1963. Broadside, 20 x 18 cm. No corresponding mailer found.

Merry 25th & a happy 9teen6ty4! T.M. Dec 1963. See also SB 10.

A gift of fine spices ... J.M. Dec 1962. See also SB 7.

Type work shop. See also SB 1.

Box 178 Memo. See also SB 6.

Headliners. Adventures ad. J.D. 30 January, 1961. See also SB 4.

STA exhibition. See also SB 1.

Same address ... but new phone. C.D. See also SB 1.

Merry Christmas and a happier New Year from your friends ... Broadside, 23 x 8 cm. No corresponding Christmas card found.

The type craftsmen of C&B produce sparkling ..." J.D. 15 June, 1961. Designer and date from SB 3.

Box 179 F 10.

Signs. It may be impolite ... J.D. June 1961. See also SB 3.

Brackets. J.D. Nov 1961. See also SB 3.

Venus Standard, a new sans serif ... J.D. Jan 1960. See also SB 3.

C&B typographics move ... K.R. May 1962. See also SB 4.

Plato. A.F. Summer 1959. See also SB 3.

Which is to be master. A.F. Jan 1960. See also SB 3.

U. It costs ... J.D. Mar 1960. See also SB 3.

An honest tale speeds best ... J.D. June 1960. See also SB 3.

C&B builds. J.D. Apr 1962. See also SB 4.

C&B delights. K.R. Apr 1962. See also SB 4.

Box 180 F 11.

Design and communication. To tell the story ... See also SB 2.

??? ... The number of award-winning ... K.R. 20 April, 1961. Designer and date from SB 3.

Box 180 C&B whispers too. K.R. May 1962. See also SB 4.

C&B initiates. K.R. Apr 1962. See also SB 4.

A bouquet for Canadian Art. K.R. Sept 1961. See also SB 3. Initials of designer on folder J.D.

The abc of selling. See also SB 2.

A. Types to they that be of ... J.M. Jan 1963. See also SB 4.

Increase. C&B typographics increase ...! T.D. Apr 1962. See also SB 4 which has name of designer on folder J.R.

Cooper & Beatty place the emphasis on service. S.A. Aug 1964. Broadside, 31 x 23 cm. See also SB 15.

C&B starts. J.D. Apr 1962. See also SB 4.

Box 181 F 12.

Headliners .. a new brand ... J.D. Jan 1960. See also SB 3.

C&B typographics arrest ... J.D. May 1962. See also SB 4.

There's a whole crowd ... J.D. July 1960. See also SB 4.

1861-1961. J.D. Mar 1961. See also SB 3.

C&B typographics enhance ... K.R. Mar 1962. See also SB 4.

Best wishes for the success of Sokol ... K.R. May 1962. See also SB 4.

Ornament. J.D. Dec 1961. See also SB 3.

C&B. C&B at 401 ... J.D. Jan 1959. See also SB 4.

Craw Modern ... J.D. Jan 1960. See also SB 3.

Box 182 F 13.

Janson. Leslie Trevor. See also SB 1.

Art, art ... A.F. July 1958. See also SB 2.

Box 182 Articulate. J.D. July 1960. See also SB 3.

Dancing Dan's Christmas. A.F.

Cooper & Beatty, Limited. Type craftsmen. J.D. July 1960. See also SB 4.

! Exclamation points ... See also SB 2.

Season's greetings. See also SB 2.

The French accents. Written by Molly Golby. Designed and produced by Cooper & Beatty, 1962. K.R. 1962. See envelope in SB 5.

Words. Words are things ... A.F. Apr 1958. See also SB 3.

19sixty. J.D. Jan 1960. See also SB 8.

Box 183 F 14.

Here is your ... diary refill for 1959. K.R. Dec 1958.

Going ahead with Toronto. Broadside, 28 x 21 cm. No corresponding mailer found.

Cooper & Beaty, Limited. [Letterhead with Toronto and Montreal office address.] T.M. No corresponding letterhead found.

We move with leaden feet. A.F. 1958. See also SB 2.

Some new faces in the crowd. J.D. June 1959. See also SB 4.

Congratulations to Canadian Gypsum Company ... [1957?] See also SB 2.

***** 63. A.F. 1958. See also SB 4.

Typography for cartography. J.S. July 1967. See also SB 15. Date on folder: June, 1967.

Type: the essence of advertising design. See also SB 2.

See C&B. For typography production planning ... J.D. Dec 1960. Broadside, 32 x 21 cm. No corresponding mailer found.

Box 184 F 15.

Atte-e-e-e-en Shun! T.M. July 1963. See also SB 10.

With Venus Standard, a whole new world appears. A.F. June 1960. See also SB 7.

Trademarks international. J.S. 25 October, 1967. Designer and date from SB 13.

Cooper & Beatty's approach. See also SB 2.

X & Y. They tell us that Brand X and Brand Y ... A.F. April 1960. Designer and date from SB 3.

Positive results. K.R. July 1959. See also SB 8.

Ever stop and think ... A.F. April 1960. See also SB 4.

Imagination is our third partner. A.F. See also SB 3.

Some of C&B's services. J.D. Dec 1959.

Life without industry is guilt ... A.F. Summer 1958. Date from SB 3.

Mistral. We, at Cooper and Beatty ... See also SB 2.

Announcing Hellenic Wide. See also SB 2.

Box 185 F 16.

C&B typographics sell. K.R. Apr 1962. See also SB 4.

C&B develops. J.R. Apr 1962. See also SB 4.

C&B protects. K.R. Apr 1962. See also SB 4.

C&B unfolds. J.D. Apr 1962. See also SB 4.

C&B typographics turn the wheels ... K.R. April 1962. Designer and date from SB 4.

C&B typographics accentuate the advertising idea! J.D. Apr 1962. See also SB 4.

More than just a customer ... A.F. Jan 1960. See also SB 4.