

Cast on Art Line

Cloister Oldstyle

PATENTED JULY 13, 1915 REGISTERED NO. 630,582

72 Point

4 A 6 a

Flight

36 Point

18 A 36 a

MODERN SHOP
NEWEST devices for
making wire bought

30 Point

15 A 30 a

PECULIAR ATTITUDE
ENTHUSIASTIC concave held
by printers from many states
concerning modern methods

60 Point

5 A 7 a

Husky

30 Point

15 A 30 a

BANKER RETIRES
ERECTED biggest stores
for this business section

30 Point

15 A 30 a

ARRANGE SPRING TRIPS
PASSENGER lines anticipate a very
busy season due to the many new
markets opened in foreign lands

48 Point

6 A 10 a

IS Quiet

24 Point

12 A 24 a

STORE TO EXPAND
VERY LARGE influx of the
volume of business shown
by company in statements

30 Point

15 A 30 a

AUDIENCE ENJOYS NEW PLAY
DELIGHTED crowd cheered players at the
opening performance last night of one
of the best plays ever seen in this city. From
all the comments heard it seems destined
for a long and prosperous run and will be
enjoyed by the thousands who may see it

42 Point

7 A 12 a

Red INK

36 Point

8 A 18 a

IMPORTS Eighth Boat

30 Point

9 A 18 a

SYMBOLIC Describe Race

24 Point

10 A 18 a

FINE ARTIST Complete Border

18 Point

16 A 30 a

REJOINS OUTFIT SELLING Fine Houses

Characters in Complete Font

A B C D E F G H
 I J K L M N O
 P Q R R S T T
 U V W X Y Z &
 § 1 2 3 4 5 6 7 8 9 0
 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 ff fi fl
 ffi ffl Qu Æ () []
 . , - ' " " : ; ! ?

SMALL CAPS from 6 to 18 Point, and Lining Figures 1234567890
in all sizes, are put up in separate fonts and furnished
only when specially ordered

Cloister Italic

PATENTED JULY 12, 1915 REGISTERED NO. 632,837

Cast on Art Line

10 Point 28 A 56 a

SHOWING AT MUSEUM
Great crowds flock to see picture painted in many beautiful colors by a distinguished foreign worker

16 Point 19 A 38 a

GIRL PROMOTED
Stenographer awarded position as private aide

72 Point

4 A 8 a

Bipeds

8 Point 39 A 60 a

NEW ISLANDS DISCOVERED
Astronomer reports finding of several new celestial bodies which had baffled scholarly professors all over the world

14 Point 23 A 46 a

LEADING WORKER
Sells building to manager of big furniture company

60 Point

5 A 10 a

Register

6 Point 50 A 65 a

PLEASING COMBINATION TRIED
Securing harmonious results in your printed matter calls for the proper selection of paper, ink and type coupled with neat and careful workmanship from beginning to end. Only in this way can the good will of a customer be secured and coveted among a printer's assets

12 Point 29 A 52 a

JOINT PROPOSITION
Merchants settle final details for risk conference to be held next week in neighboring city

48 Point

6 A 12 a

PIN Stick

42 Point

7 A 13 a

Huge ELK

Characters in Complete Font

A A B B C C D D E
 E F G G H I J J K
 L M M N N O P
 P Q R R S T T U
 V V W X Y Y Z &
 \$ 1 2 3 4 5 6 7 8 9 0
 a b c d e f g h i j
 k k l m n o p q r s t
 u v v w w x y z ff fi
 fl ffi ffl Qu & st () []
 . , - ' ' " " ; ; ! ?

Living Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

36 Point

5 A 16 a

KITCHEN

Busy Student

30 Point

9 A 17 a

PROSPERED

New Condition

24 Point

11 A 23 a

LIGHT SHADE
Eastern Merchants

18 Point

17 A 31 a

HOME PLEASURES
Books Supply Joyment

72 Point

4 A 6 a

24 Point

11 A 20 a

12 Point

26 A 52 a

Subject

Distinguish
Music Boxes

Favorite Melodies
Hungarian Rhapsody
Eight Saxophones

60 Point

5 A 8 a

18 Point

17 A 31 a

10 Point

28 A 56 a

Orpheus

Halcyon Days
Sylvan Fairyland

Incomparable Menu
New England Hostelties
Vacation Dancing

48 Point

6 A 12 a

16 Point

19 A 38 a

8 Point

30 A 60 a

Turquoise
Delights

Literary Night
Western Hospitality

Usual Repertoire
Quaint Japanese Handicraft
Splendid Compositions

42 Point

7 A 14 a

14 Point

23 A 46 a

6 Point

33 A 66 a

Magnificat
Eloquently

Twilight Shadows
Atmosphere Charming
English Madrigal

Metropolitan Receptions
Washington Birthday Celebrations
Holiday Masquerade Party
Spring Self-Entertainment

36 Point

8 A 16 a

Photographer
Art Studio

30 Point

9 A 18 a

Beautiful Gown
Rendezvous

Characters in Complete Font

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 & \$

1 2 3 4 5 6 7 8 9 0

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 ff fi fl ffi ffl ä å

., - ' ' " " ; ; ! ? () []

Cloister Cursive

The Cloister Cursive will increase the Usefulness of the beautiful and dignified Cloister Type Family, affording remarkable opportunities for creating real Striking Effects

The Swash Capitals give a lively air to the classic style of the lower-case letters, which are identical with those of the Cloister Italic. The

The Unique Swash Capitals

The Swash Capitals are also highly effective as Initials for use with other series than the Cloister. The vogue in modern printing, either in printers who possess the latter series one or two colors, demands Initials shaped along the lines of the Cloister Cursive Capitals. Order them today

Here is a Type Series whose sole mission is to Attract, attract, and again attract, giving Piquancy to a Type Composition while adding to its Readability and Advertising Effectiveness. It will intrigue the Virtuosi of Typographic Art, who, by the way, will be specially interested in this unusual and beautiful 16 point size

*In the Cloister Cursive Series we Join
the Twentieth Century with the Sixteenth Century for the
Use of Progressive Printers*

American Type Founders Company

The Leader in Type Designing

The Birth of Printing



Printing, Born at the Dawn of the Renaissance, quickly turned the gloom of the Middle Ages to light and brought Knowledge, Freedom and Happiness to the world. At its best the Printing Art Combines the Traditions of the Fifteenth Century with the Skill and Facility of the Modern Craftsman

The above paragraph is set in 30 Point Cloister Cursive and, in a limited way, suggests to the printer the excellent effects which the beauty and symmetry of this design make possible

The Best of Everything For the Printer

American Type

Borders, Ornaments & Brass Rule

Cut-Cost Equipment

For Efficiency Composing Rooms

Kelly Presses

That have Revolutionized the Pressroom

Klymax Feeders

For Chandler & Price Gordon Presses

Golding Presses

And Other Golding Printing Machinery

CLOISTER TITLE
PATENTED JULY 13, 1915 REGISTERED NO. 630,000

48 Point

5 A

RING

42 Point

6 A

MESH

36 Point

7 A

UNDER

30 Point

9 A

PREMISE

24 Point

11 A

IMPRINTED

18 Point

15 A

RHYTHMICAL

14 Point

21 A

PROMISED JEWELS

12 Point

22 A

NOTED EQUIPMENT

10 Point

25 A

MODERNIZED SYSTEM

8 Point

27 A

DESCRIBE USED MACHINERY

6 Point No. 3

32 A

GATHERING PRAISED NOTABLE BANKER
BOSTON COUNSEL PLEADS ELOQUENTLY

6 Point No. 2

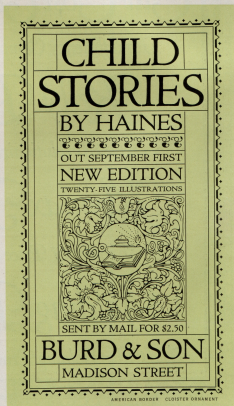
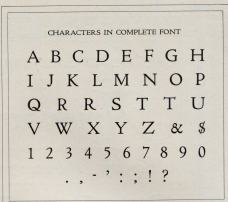
36 A

SEVERAL STARTLING DISCLOSURES EXPECTED
ENTERPRISING ADVERTISING ILLUSTRATORS

6 Point No. 1

45 A

MANY HUMOROUS COMEDIANS AMUSE CITY CHILDREN
DESIGNER IMPROVED BEAUTIFUL EASTERN RESIDENCE




CLOISTER BOLD TITLE

PATENTED APRIL 5, 1914



THOMSON
PRINTS
 LITHOGRAPHS
 ENGRAVES



TELEPHONE 835 MONMOUTH
E. J. THOMSON
 MORTEN SQUARE

CLEVELAND BORDER CLOISTER ORNAMENT

48 Point 5 A
ICED

42 Point 6 A
RUSH

36 Point 7 A
MINOR

30 Point 8 A
EXCUSE

24 Point 11 A
NITROGEN

18 Point 13 A
HEXACHORD

14 Point 20 A
**PROTEST DESIGN
 NICE FURNITURE**

12 Point 20 A
**BOHEMIAN SIGHTS
 SIMPLE INFLUENCE**

10 Point 21 A
**ENTERTAINS BANKER
 REFUTE MONOCRACY**

8 Point 21 A
**PRAISE FLOWER EXHIBITOR
 DIRECTOR REFUSED OFFERS**

6 Point 29 A
**JUDGES DECIDE AGAINST MERCHANT
 CONSIDER FOREIGN PRODUCE MARTS**

Cast on Art Line

72 Point

3 A 5 a

Nigh

60 Point

4 A 7 a

Repair

48 Point

5 A 10 a

IN Style

62 Point

6 A 10 a

BRAND
Nice Girl

36 Point

6 A 11 a

DEPONE
Bright Lad

30 Point

7 A 13 a

NUMBERS
Candy Knife

24 Point

9 A 17 a

HUGE ROCK
Dynamite Blast

Cloister Bold

PATENTED APRIL 9, 1910

18 Point

18 A 25 a

GRAND SALE
Useful furniture
and other goods

14 Point

18 A 37 a

FINEST SERVICE
Department receives
biggest consignment

12 Point

22 A 42 a

BEAUTIFUL HOME
Retired cigar merchant
purchased little cottage
near highest mountains

10 Point

23 A 46 a

ECONOMIC LECTURE
Newly appointed physical
instructor delights village
pupils with clever remarks

8 Point

25 A 51 a

RELIABLE SUGGESTION
Good advice properly digested
guarantees success. American
products have helped printers

6 Point

29 A 56 a

SPLENDID RESULT SECURED
Numerous workmen throughout the
United States are studying personal
efficiency. Improved morale satisfies
leading industrial leaders and welfare
investigators support the movement

Characters in Complete Font

A B C D E F G H
 I J K L M N O
 P Q R R S T U
 V W X Y Z & \$
 1 2 3 4 5 6 7 8 9 0
 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 ff fi
 fl ffi ffl Qu ct " ' ”
 . , - ' : ; ! ?

Oldstyle Figures 1234567890 are put up in separate fonts
and furnished only when specially ordered

Cloister Bold Italic

PATENTED APRIL 9, 1918 REGISTERED NO. 659,447

Cast on Art Line

18 Point 25 A 50a

INCREASING BUSINESS
Live printers follow modern fashions closely and observe the more useful type designs

18 Point 16 A 50a

MORE FRIGID
Low temperature dispelled comfort

72 Point 4 A 6a

Right

8 Point 27 A 54a

IMPROVING CONDITIONS
Antiquated printing material is properly replaced by something which will attract new customers

14 Point 21 A 49a

RESUMED HOMES
Simple paneling effect strengthens outer part

60 Point 4 A 7a

Grapes

6 Point 29 A 55a

ORIGINAL IDEAS RECOGNIZED
Those who excel in printing generally possess literary skill. Leaders succeed because they fairly appreciate the fact that there is more for them to consider than the turning out of a pretty design

12 Point 22 A 45a

NOTICE CONTRAST
Capable printers admire clear, sharp results when type used is foundry cast

48 Point 6 A 10a

HE Quit

Characters in Complete Font

A A B B C D D E E
 F G G H I J J K L
 M M N N O P P Q
 R R S T T U V U
 W X Y Y Z & \$
 1 2 3 4 5 6 7 8 9 0
 a b c d e f g h i j k l
 m n o p q r s t u v v
 w w x y z ff fi fl ffi ffl
 Qu et st " " . , - ' ' ; ; ! ?

42 Point 7 A 10a

BINDER
Leaf Stem

72 Point

MINCE

4 A 6 a

30 Point

NUMBERS
Questioned

9 A 18 a

12 Point

IMPROVING SCHOLAR
Recent investigation into
numerous public schools
proved curriculum sound

28 A 55 a

Nankin

24 Point

MEASURING
Obey Knights

11 A 22 a

10 Point

SECURING FINE RESULTS
Renowned engineer weighed
statistics before giving ideas
on improved church heating

30 A 49 a

BINDER

60 Point

5 A 7 a

38 Point

FINE MUSICIAN
Prominent banker
helping university

17 A 34 a

8 Point

CONVENE EASTERN SOCIETY
Petition asking immediate action
on important business presented
during discussion. Boston people
still combined against resolution

25 A 65 a

Regulate

14 Point

ELECTED MANAGER
Keen sophomore given
reception by graduates

25 A 59 a

6 Point

MARBLE MANSSION CONSTRUCTED
International management or direction
of statistics concerning supervision and
erection proves beneficial. Nice increase
among extensive and costlier structures
described by enthusiastic representative

30 A 72 a

HERDING

48 Point

6 A 13 a

Subjoinder

42 Point

6 A 13 a

ECONOMIC

Delinquency

36 Point

6 A 12 a

MORTGAGES

Inactive Ranch

Characters in Complete Font

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 & \$
 1 2 3 4 5 6 7 8 9 0
 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 ff fi fl ffi ffl
 Qu & " " . , - ' ' ; ; ! ?



The National Association of Florists
extends a cordial invitation to all to visit the
Annual Exhibition of Tropical Flowers and
Shrubs from Monday to Friday of this week

THE EXHIBITION WILL BE HELD IN THE
GRAND BALL ROOM OF THE HOTEL ROCHAMBEAU
NORTH GLOUCESTER SQUARE

Kindly present card at the door

EGG-TOOTH ORNAMENT



BOOKS

FIRST EDITIONS · MANUSCRIPTS



GORDEN'S

CORNER RICHMOND & MERKIN STREETS

EGG-TOOTH ORNAMENT

American Line

TYPE

*The Best in Style
Variety and
Design*

American faces, both in fashion
and finish, lead the world, and
it is the policy of this Company
to produce new ornaments and
borders which are designed to
ensure perfect harmony

*American
Type Founders
Company*

The
CLOISTER
FAMILY
FOR DISTINCTIVE
COMPOSITION

SPECIMENS
OF
CLOISTER TYPES
AND
DECORATORS



THE ORIGIN
PRINTER-TYPEF

By JOSEPH ANDER

THE early European printers en-
matrices of the font of their choi-
we imagine that one explanation
superiority of the typography of those
whereas many printers used type cut and cast for them by
skilled artisans of other countries, their successors began at
first to cast for themselves from hired or purchased matrices
and finally to cut their own punches and justify their own
matrices. Printing entered on an unfavorable stage of its
career in the early sixteenth century, and as state restriction
gradually hemmed it in, crushing by its monopolies healthy
competition, and by its petty jealousy foreign succor, every
printer frequently became his own type founder, not because
he wanted to, but rather because he was compelled by force
of circumstances. The art suffered in consequence. Of the
operations of an old sixteenth century letter foundry we are
able to form some adequate conception from the beautiful
engraving preserved to us by an early publication, for the
picture shows in a remarkable manner the founder seated
at his modest brick furnace, casting type in a mold that had

»[5]«

MCMXXIV

AMERICAN TYPE FOUNDERS
COMPANY

CLOISTER ORNAMENT



Cloister
Quality

CLOIS
ORNAM
AN
INITI

HARMONIZ

CLOIS

SPECIMENS
OF
CLOISTER TYPES
AND
DECORATORS



MCMXXIV

AMERICAN TYPE FOUNDERS
COMPANY

CLOISTER ORNAMENT



FROBEN & ERASMUS

*The Story of a Friendship Unique in the
Annals of Printing*



ONE day in the autumn of 1514 a man entered the printing office of John Froben in Basle carrying a letter which he at once presented to Froben with a request that it be read. The printer courteously complied and found the communication to be from the well known Dutch scholar Desiderius Erasmus, one of whose books, *Collectanea Adagiorum*, he had recently printed and published and in which he had spoken in complimentary terms of the author, whom, however, he had never had an opportunity of meeting personally. The man in presenting the missive explained to Froben that he was a very intimate friend of its author, that he resembled him in appearance and that any arrangements into which he might enter would be considered by Erasmus as binding as

[3]

CLOISTER INITIAL AND ORNAMENT

The
CLOISTER
FAMILY
FOR ATTRACT
TYPOGRAPH

CHAPTER VI

EUROPEAN TYPE FOUNDRIES
NOTABLE EVENT

in the practice of typography
of punches and making of
gained a degree of skill in the
of experience in the working

of metals rarely found in any man who undertook to learn the art of printing. They were never regarded as proper branches of the trade of printing, but were from the beginning set aside as kinds of work which could be properly done by the goldsmith only. When the secrets of type-making were once divulged to the world nothing could check the advancement of this wonderful art. Into practically every European city printing came flying upon the wings of the wind, for to become a printer one had only to be a type founder. Presses, paper and ink were incidentals; the type was the one essential and upon its success depended. With matrices and a type mold at his disposal any man who desired to do so could go to any locality and begin to print books. The village carpenter could build a press according to instructions; but there were few printers

•25•



CLOISTER

ORNAMENTS
AND
INITIALS

HARMONIZE WITH THE

CLOISTERS

CLOISTER ORNAMENT



FROBEN & ERASMUS

The Story of a Friendship Unique in the Annals of Printing



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CLOISTER INITIAL AND ORNAMENT

The CLOISTER FAMILY FOR ATTRACTIVE TYPOGRAPHY

APTER VI

OPEAN TYPE FOUNDRIES
NOTABLE EVENT

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of experience in the working

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•(25)•

er for
Printing

STER

ENTS

ALS

WITH THE

TERS

CLOISTER ORNAMENT



HAMPDEN BROTHERS

Printers

To obtain quality in printing it is absolutely essential that the typographer make himself familiar with the work of the best printers. We keep posted regarding all those matters that concern good printing and good type

*269 Sedgcombe Avenue
Brooklyn*

STATIONERS INITIAL

*For
Effective
Display*

IN ADVERTISING

USE

The Cloisters

IN

COMBINATION

as

*Distinctive
& Attractive*

Established 1896

SCHERMERHORN



**DIAMONDS
WATCHES · JEWELRY**

*We invite the public to call
and inspect our stock*

**NORTH HUDSON AND CLARKE STREETS
CLEVELAND, OHIO**

ELLAND BORDER STATIONERS INITIAL



NICOLAS JENSON produced the finest books that were printed in the first half century of printing. Born in France in 1420, he commenced printing in Venice, Italy, in 1470, and in his first year produced four important editions, and more than one hundred and fifty during the remaining ten years of his life. Most of these books were composed entirely in his roman types, which competent authorities agree have never been surpassed for their beauty. His books are either quarto or folio, and their chief characteristics are simplicity, with correct proportions and faultless composition

The
CLOISTERS

CLOISTER OLDSTYLE ¶ CLOISTER ITALIC ¶ CLOISTER CURSIVE ¶ CLOISTER TITLE ¶ CLOISTER BOLD TITLE
 CLOISTER BOLD ¶ CLOISTER BOLD ITALIC ¶ CLOISTER BOLD CONDENSED ¶ THE CLASSIC CLOISTER INITIALS



CLOISTER OLDSTYLE, the first series of the Cloister family, was designed along lines similar to the type face designed and cast in Venice by NICOLAS JENSON, and first used by that excellent printer in the Eusebius of 1470. To the first series were added other members of the Cloister family as shown in this catalogue. Excepting Cloister Title and Cloister Bold Title, all are cast on the Art Line



AS THE shoulders of the capitals on Art Line prevent desirable close spacing where capitals only are used, Cloister Title and Cloister Bold Title were introduced; they have the smallest possible amount of shoulder. Cloister Italic is a real novelty, and is quite unlike any other italic face; while Cloister Bold, Cloister Bold Italic, Cloister Bold Condensed and Cloister Cursive each occupies its own place in the world of effective typography