

A Showing of
The New Civilité
Type Series



American Type Founders Company
Sets the Type Fashions

A special showing of Civilin Types, printed on a
high-grade double-edged paper, will be sent on request
to printers and others interested in typography. If you
would like a copy, write at once to our nearest

Selling House, as the edition is limited
to a few thousand.

Civilite

Being a Present-day Interpretation
of the Quaint Charm of the Writing of the Sixteenth
Century Calligraphers, Freely Rendered,
With an Eye to Legibility
and Usefulness



Manufactured and Sold by the
American Type Founders Company
Sells the Type Fashions Everywhere

Civilized Series

48 Point

4 A \$6.50 12 n \$7.25 \$13.75

French Bibliophile
Private Library Sales

36 Point

5 A \$6.25 15 n \$6.00 \$11.25

Bookplate Exhibitions
Restores Illuminated Manuscript

30 Point

6 A \$4.55 15 n \$4.70 \$9.25

Print Collectors Form Society
Type Designs Adapted to Modern Use

24 Point

8 A \$4.00 24 n \$4.50 \$8.50

Copperplate Engravings Admired
Used Lavishly by Eighteenth Century Printers

18 Point

10 A \$3.00 30 n \$3.25 \$6.25

12 Point 15 A \$2.40 45 n \$2.75 \$5.15

Artistic French Etching
Well Proportioned Title Pages

Old Type Faces Revived
Publishers Announce Competitions
First Colonial Printers

14 Point

13 A \$2.25 39 n \$3.00 \$5.25

10 Point 17 A \$2.25 51 n \$2.60 \$4.85

Wood Engravings Seldom Used
Make Type and Decoration Harmonize

New Color Schemes Selected
Great Increase in Trade Magazines
Geographical Appearance

Characters in Complete Font

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

A Note on the Origin and History of Civilite Cypes



Robert Granjon of Paris, typefounder and printer, designed a font of what he called "French manuscript letter" in imitation of the distinctive semi-formal writing of his time. In the year 1557 he used it for the first time to print a French translation of Ringier's "Dialogue of Life and of Death," which he published at Lyons. In the dedication of this book, Granjon explains that a patriotic motive caused him to cut the new type; "after seeing how great was the care of the Hebrews, the Greeks, the Latins and other foreign people for their own languages, so that they would think shame to make use of letters invented by any other than themselves, I could but blush at our own masters in this respect; who having the wherewithal to surpass their neighbors, have preferred to be their debtors rather than to use their own material." In order to create a thoroughly national type face, he says "... I set out to cut our own French letter, to justify the matrices, to cast it, and finally to

prepare it for printing . . . hoping, if it is pleasing to God and to our Sire the King, to fashion another and larger size, much more beautiful."

The singular fidelity of the type to the pretty and fanciful French court-hand made it popular for the printing of poetry and, above all, in books of instruction for children, where the type itself could serve as a perfect model of handwriting. The first of these books thus printed was a work by Erasmus, translated by Jehan Loubeau as "*La Civilité puerile*," printed at Antwerp in 1559, and such was the popularity of these primers that the letter very soon came to be known as "civility" type, that is, *Lettre de Civilité*. The great scholar-printer, Christopher Plantin of Antwerp, was one of the first to use the new face, matrices of which are still preserved in the Plantin-Moretus Museum in that city. The striking novelty and usefulness of the design so appealed to him that he engaged Granjon in 1566 and 1567 to cut two alphabets for the exclusive use of the Plantin establishment. For at least two hundred years printers in the Netherlands kept alive the bogie of this handwriting type and it appears in some of the earliest French specimen books, notably those of Claude Lamesle, Paris, 1742, and of Pierre-Simon Fournier, Paris, 1766.

Invention of Printing Marked the Beginning of Modern Progress

18 POINT

The beginning of the Art of Writing was the beginning of man's redemption from brutal lives and darkened intellects. Men with pens and other implements and, in the later time, with types, conserved great reservoirs of knowledge for minds and souls, from which flowed streams of hope, endeavor, and achievement.

18 POINT

Desert minds and blind souls washed in these streams were discovered to be made in the image and likeness of the Creator. Thenceforward the arts were glorified, inventions multiplied, the chemistry of nature made to serve redeemed intelligences, and truth began to prevail against superstition. This art men call Typography. It is soul brother to the rain; life-giver to the spiritual and the mental worlds, the seed of civilization and the sustainer thereof. But, alas, its benefits are so diffused and so unconsciously realized that men's intelligence is not yet sublime enough to measure them.

Man has not yet learned what is real greatness in either men or achievements. For one may who knows that Darwin and Pasteur were great a million will place the crowning of a Molise or a Wellington. But the truest measure of greatness is service to humanity. An Edison is greater than an Alexander.

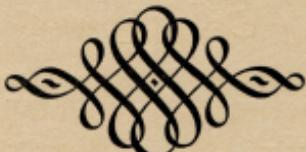
Among men who glorify Napoleon Bonaparte, but a very few are aware that his true greatness is founded upon his progressive and wise administration of civil affairs. Man worships the spectacular and the destructive. The average man thinks that telegraphy, telephone, and wireless telegraphy are greater than typography, yet not one of the three has added anything to the mental or moral stature of any person, while typography has been and is the chief factor in modern civilization. Meanwhile those who are carrying on the art and mystery of typography are for the most part blind to its high importance.

Those among them who appreciate its power and influence may well hold up their heads and rejoice in the privilege of practicing the art that of all arts is the most essential to civilization and without which civilization would die.

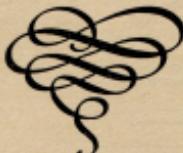
18 POINT

Civilite Ornaments

Civilite Ornaments are cast in Type Molds
and Cut Extra Deep



No. 1—90c



No. 2—65c



No. 3—55c



No. 4—80c

American Type Founders Company

American
Type Founders Company
Selling Houses

Boston, Massachusetts~
270 CONGRESS STREET

New York City
200 WILLIAM STREET

New York City
UPHOLD HOUSE, 461 EIGHTH AVENUE

New York City
COURT-FISHER BRANCH, 98 BEEKMAN STREET

Philadelphia, Pennsylvania.
N.W. CORNER 13TH AND CHERRY STREETS

Richmond, Virginia.
11 GOVERNOR STREET

Baltimore, Maryland
213-217 GUILFORD AVENUE

Buffalo, New York~
45 NORTH DIVISION STREET

Pittsburgh, Pennsylvania.
325 THIRD AVENUE

Cleveland, Ohio~
15 ST. CLAIR AVENUE, N. E.

Cincinnati, Ohio~
646 MAIN STREET

Atlanta, Georgia.
116-118 CENTRAL AVENUE

Chicago, Illinois~
517-519 WEST MONROE STREET

Detroit, Michigan~
557 WEST LARNED STREET

St. Louis, Missouri~
NINTH AND WALNUT STREETS

Milwaukee, Wisconsin~
125 SECOND STREET

Minneapolis, Minnesota.
421 FOURTH STREET, SOUTH

Kansas City, Missouri~
932 WYANDOTTE STREET

Denver, Colorado~
1621 BLAKE STREET

Portland, Oregon~
47 FOURTH STREET

San Francisco, California.
500 HOWARD STREET

Spokane, Washington~
WEST 310 FIRST AVENUE

Los Angeles, California.
121 NORTH BROADWAY

Winnipeg, Canada.
376 DONALD STREET

Sets the Type Fashions Everywhere

Extract from an Address by
George S. Murphy, Vice-President of the Des Moines
Cyanotype, before the Des Moines Club of
Printing House Craftsmen

"I pay to have liberal supplies of the staple composing,
room items. This subject has been harped on until
everyone is sick of it ~~but~~ especially the men who pay the
bills. Nevertheless, it is very important. We can see
plainly the money we pay out for type and material, but
the extra money we pay for hunting for sorts is hid in the
pay roll, and isn't so easily spotted. It is far cheaper to
buy enough composing room material things to get along,
with an inadequate supply. In the latter case you pay
for it without getting it ~~but~~ that is the only difference."

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