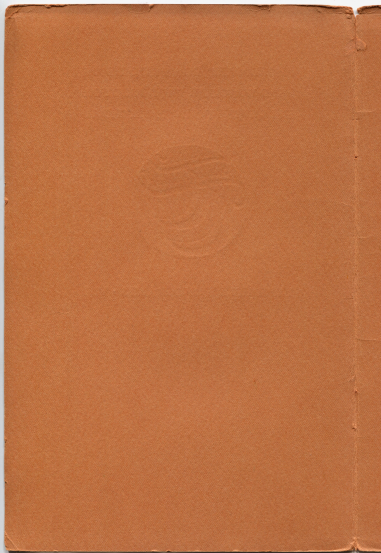


A KEEPSAKE FOR FRIENDS OF  
FRED W. GOUDY · PRODUCED FOR  
HIS SEVENTY-NINTH BIRTHDAY



TYPOPHILE MONOGRAPHS · VIII



# THE TYPE DESIGNS

MADE FOR PRIVATE  
AND COMMERCIAL USE

1896 TO 1943

BY

FREDERIC W. GOUDY

L.H.D., LITT.D., LL.D.

The Typophiles now have in preparation their most ambitious publication: a two-volume edition of the above title. It is planned that the publication of these volumes will coincide with Goudy's 80th birthday. The present booklet, a slight foretaste of these books, is issued in an edition of 425 copies on the occasion of Goudy's 79th birthday party at La Salle du Bois, New York, on March 8th, 1944.

THE TYPOPHILES · NEW YORK

MCMXLIV

THE PRINTERS TO F. W. G.

The clutch of commerce holds us tight,  
And although we had planned  
To let these pages see the light  
In Kaatskill set by hand . . .

The scarcity of men and time  
Demanded setting faster . . .  
So for our linotyping crime  
We beg indulgence of the master.

## THE AUTHOR'S PROLOGUE



THE WRITING of these simple annals of a craftsman, which include also the origins of the types I have designed in the forty-seven years past, has been in the main a labor of love. While I cannot refrain from expressing a degree of pride in the accomplishment of such a considerable volume of work as is here presented—since my conscience fears neither the accusing fingers of the ghosts of past designers nor an accusation of plagiarism by the living—I *do* have two purposes in mind, neither of which is an egotistical desire to exploit my own work, nor indeed to set down here anything except the plain, simple facts of my work as a type designer. My first purpose is to fix unmistakably the paternity of the types themselves, since several of my designs have already been credited in error to others; and my second is to tell something of the personal reasons leading to the designing of them, facts that could not be known so completely to any biographer as to myself.

I am under no illusions as to what I have attempted to do, and while possibly some of my types may now seem a waste of time and effort and material, at the time of their creation they presented problems I wished to solve. No one attains the mountain peak by a single leap, but rather step by step: my type work has been just as simple as that; one design, then another, always striving, always

hoping that each new essay would better the designs which preceded it.

As a traditionalist I have taken the essence (as I saw it) of the early craftsmen's work to intensify my own handicraft; but I insist that I have not allowed myself to be "enslaved by the work of by-gone days," nor have I attempted to impose on my own productions the superficialities of the past. "I have never marched in the wake of the latest movements in type design, nor have I been seduced into following the slimy trail of 'art nouveau'." I passed every design I made through the refining fire of study and research, and trusted that the result might bear the stamp of reason. The vagaries of the faddist have never had even a casual interest for me. I have endeavored to produce thoughtful, dignified type faces of legibility with a degree of distinction and beauty, "freshly risen from the canons of good type design"; attempting always to secure in them the negative quality of unpretentiousness and avoiding any fantastic exhibition of self-conscious preciosity.

With little erudition and even less literary skill, I have tried to present my story in an interesting manner, although I fear it can have little interest save to the few who care for type, typography, craftsmanship, and the like. I have plans for more work—to stop now would probably mean the end of life itself. I ask only that it may be said of me too, as it was said of William Morris, that "he sought to do good work within the limits of his own craft."

FREDERIC W. GOUDY

Deepdene  
Marlboro-on-Hudson, New York  
May 8, 1943

THE TYPE DESIGNS OF  
FREDERIC W. GOUDY

fwg

- |      |   |
|------|---|
| 1896 | Camelot   |
| 1897 | Unnamed<br>A Display Roman  |
| 1898 | DeVinne Roman   |
| 1902 | Pabst   |
| 1903 | Pabst Italic<br>Powell<br>Village                                       |
| 1904 | Cushing Italic<br>Boston News Letter<br>Engraver's Roman                |
| 1905 | Copperplate Gothic<br>Caxton Initials<br>Globe Gothic<br>Caslon Revised |
| 1908 | Monotype 38-E<br>Monotype Italic 38                                     |
| 1910 | Norman Capitals   |
| 1911 | Kennerley<br>Forum Title<br>Sherman                                     |
| 1912 | Lanston   |
| 1914 | Roman<br>Klaxon   |

- 1915 Goudy Old Style  
Goudy Old Style Italic
- 1916 Goudy Cursive  
Booklet Old Style  
National Old Style  
Goudy Type
- 1917 Advertisers' Roman  
An Unnamed Design
- 1918 Kennerley Italic  
Cloister Initials  
Hadriano  
Goudy Open  
Goudy Modern
- 1919 Collier Old Style  
Goudy Modern Italic  
Goudy Open Italic  
Goudy Antique
- 1921 Nabisco  
Goudy Lining Gothic  
Goudy Garamont  
Goudy Garamont Italic  
Goudy Newstyle
- 1924 Goudy Italic  
Goudy Italian Old Style  
Goudy Italian Old Style Italic  
Kennerley Bold  
Kennerley Bold Italic
- 1925 Goudy Heavyface  
Goudy Heavyface Italic  
Marlborough  
Venezia Italic
- 1926 Aries



- 1927 Goudy Dutch  
Companion Old Style  
Companion Old Style Italic  
Deepdene  
Record Title  
Goudy Uncials
- 1928 Deepdene Italic  
Goudy Text
- 1929 Strathmore Title  
Lombardic Capitals  
Sans Serif Heavy  
Kaatskill  
Remington Typewriter
- 1930 Goudy Inscription Greek  
Trajan Title  
Sans Serif Light  
Goudy Mediaeval  
Hadriano Lower-Case  
Advertisers' Modern  
Goudy Stout  
Goudy Truesdell
- 1931 Goudy Truesdell Italic  
Deepdene Open Text  
Deepdene Text  
Ornate Title  
Sans Serif Light Italic  
Deepdene Medium
- 1932 Goudy Goethe  
Franciscan  
Deepdene  
Mostert  
Village No. 2

- 1932 Quinan Old Style  
Goudy Bold Face
- 1933 Goudy Book  
Goudy Hudson  
Goethe Italic  
Deepdene Bold Italic
- 1934 Saks-Goudy  
Saks-Goudy Italic  
Hadriano Open Title  
Village Italic  
Textbook Old Style  
Hasbrouck
- 1935 Tory Text  
Atlantis  
Millvale
- 1936 Bertham  
Pax  
Mercury  
Sketches, incomplete  
Sketches, incomplete
- 1937 Friar
- 1938 University of California Old Style  
University of California Italic  
"New Village" Text  
Murchison
- 1941 Phillips Old Style
- 1942 Goudy "Thirty"

