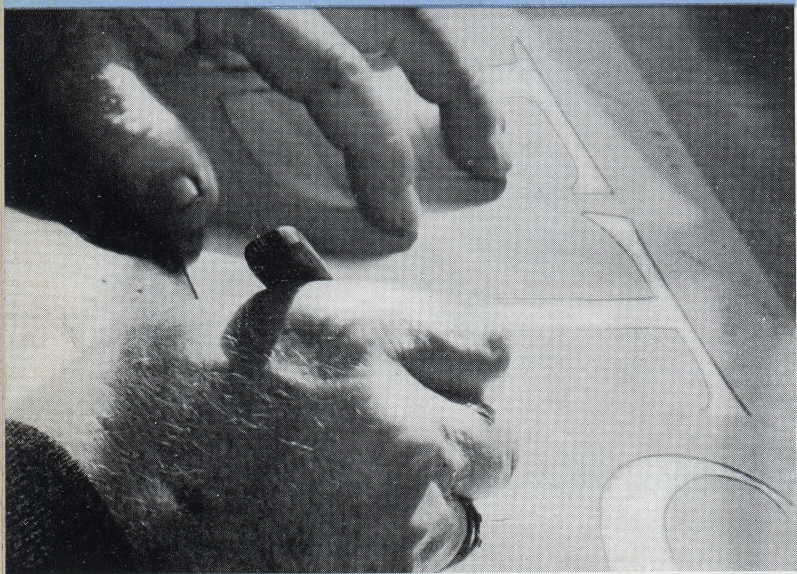
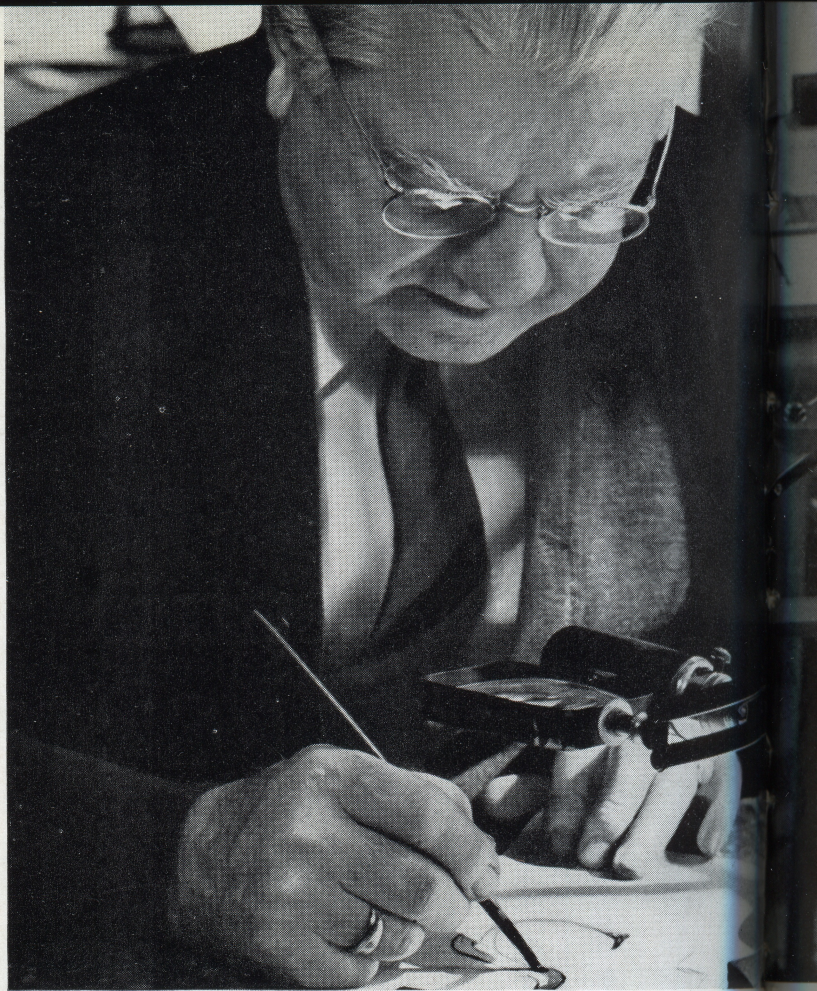


type

Frederic W. Goudy here demonstrates the design of one of advertising's oldest devices, a type face.



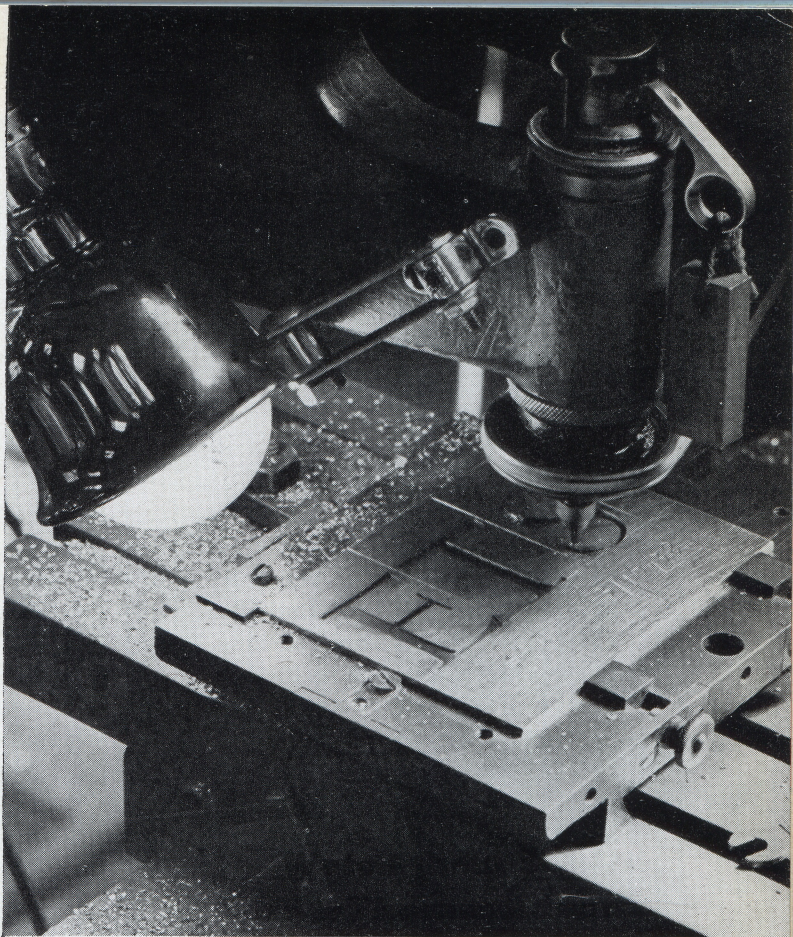
- 1 The master pattern of a type face is made by tracing original letter drawings through carbon paper on a thin drawing board; letters are cut out with a knife and mounted on another board.



2 The mounting forms a sunken or intaglio pattern. To visualize a finished letter Mr. Goudy inks the master pattern. Photographs show the Californian, his 106th type design.



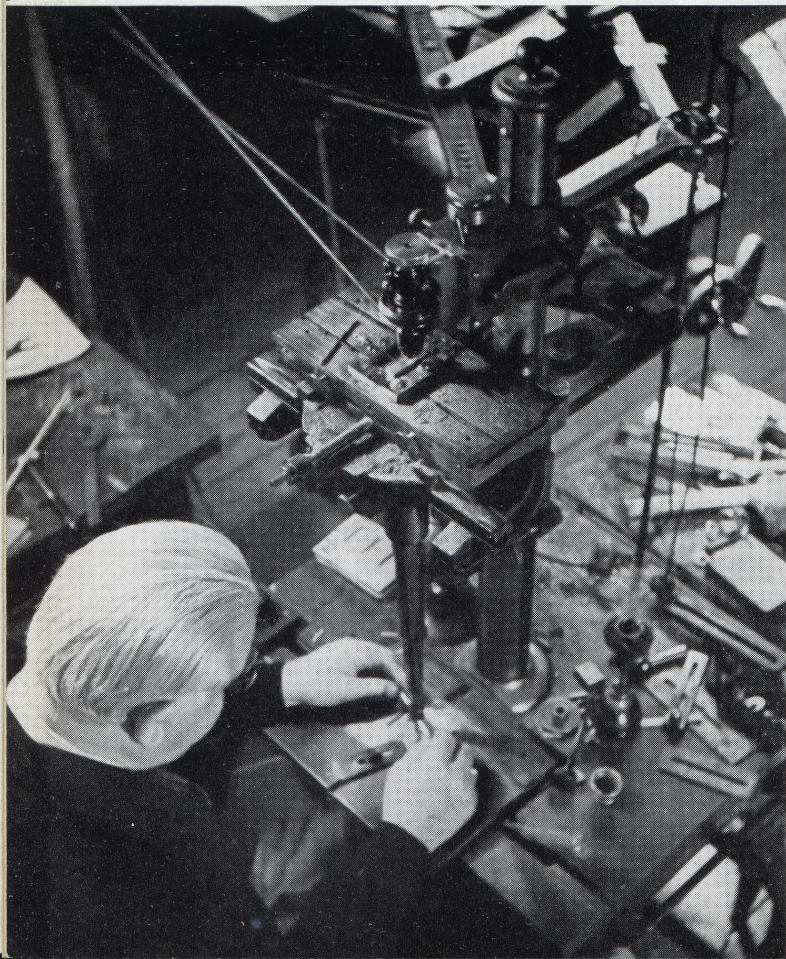
3 Exact reproduction of the master pattern, in type metal, one-third size, is cut on the router (lower table) while Mr. Goudy guides the "tracer" of a pantographic routing machine above.



ne-
dy
ve.

4 Close-up of cutter shown in third photograph. It is here completing the lower serif of the capital S. Mr. Goudy uses only one set of working patterns for all point sizes of a type face.

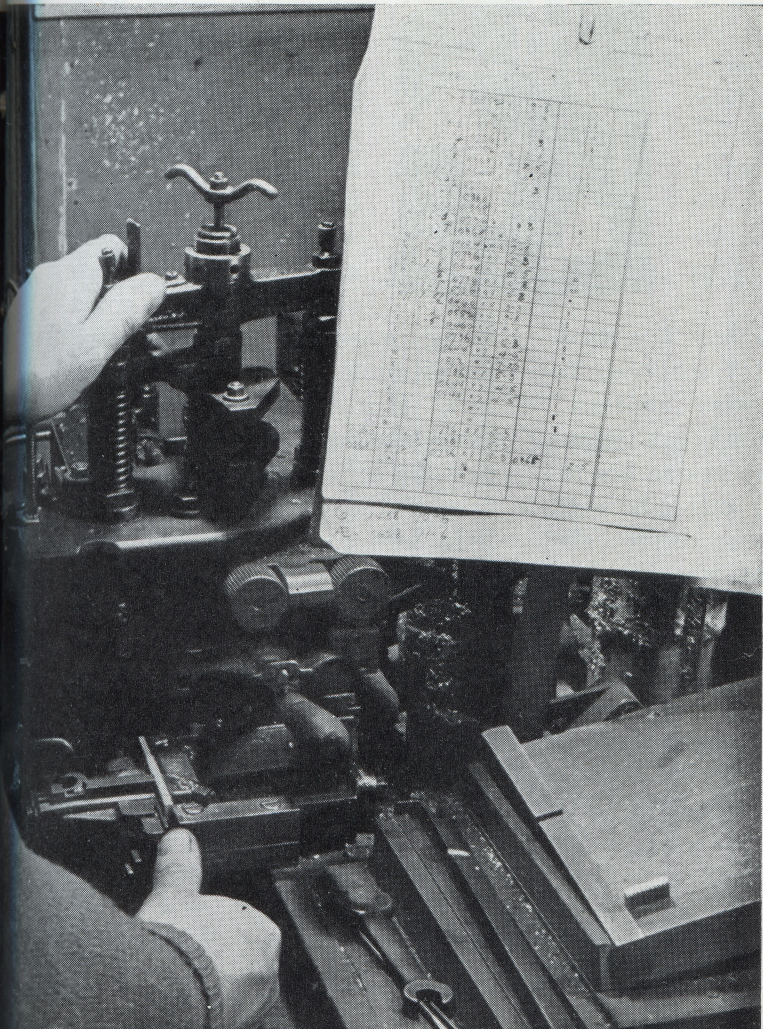
5 To cut the type matrix, the tracer is guided along the outlines of the sunken metal pattern while a small fast-rotating router duplicates every movement, engraving a matrix of any point size.



6 By microscope, Mr. Goudy checks depth of incised lines and proportions of stems and hairlines as well as imperfections. Matrices are cut within two ten-thousandths inch accuracy.



7 Casting type. The printing face of the type letter is formed from a matrix which serves as the top of the mold. Work sheet shows number of characters to be cast and size of characters.



ed
et
rs.

8 These photographs by Ullrich Meisel were taken at “Deepdene,” Goudy workshop at Marlboro-on-Hudson, N. Y., before fire destroyed it and several hundred cases of his type in January.



type

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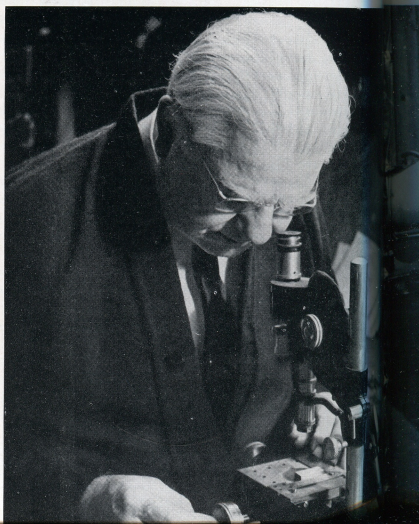
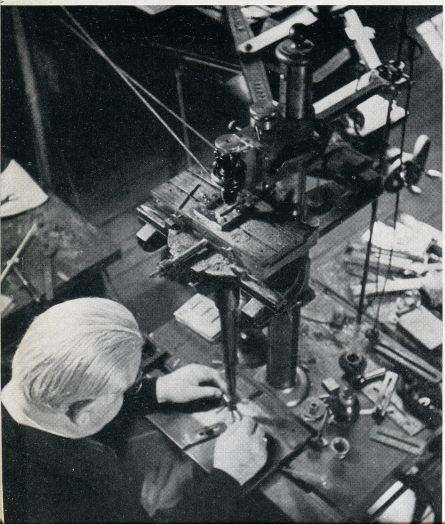
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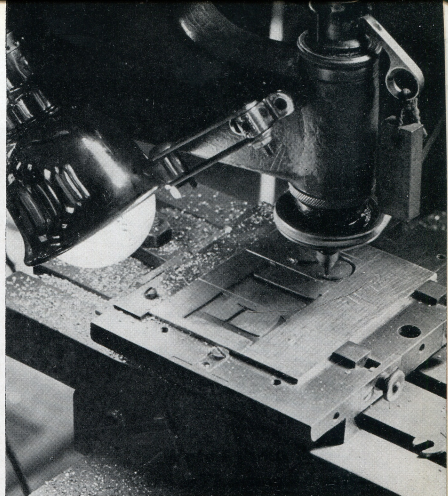
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