GOUDY OLD STYLE CATALOGUE

Frederic W. Goudy   1915

Goudy Old Style

a

Type Specimen

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Editor/Designer
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"Give me 26 lead soldiers and I will conquer the world"
Johannes Gutenberg

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of
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Category	Serif
Classification	Old-style
Designer	Frederic W. Goudy
Foundry	American Type Founders
Date released	1915
Re-issuing foundries	Lanston Monotype Intertype Ludlow

ABCDEFG
HIJKLMN
OPQRSTU
VWXYZ
abcdefghijkl
mnopqrstuv
◊ vwxyz ◊
1234567890

Goudy Old Style

Described as 'an instant best-seller' by Lawson in Anatomy of a Typeface, Goudy Old Style (1915) has remained popular since its creation for ATF as a body text and display face. Goudy described the design as influenced by capitals on a painting, but later said he was unable to find which, although he thought it was by Hans Holbein (Goudy did not say which). The dots (tittles) on the 'i' and 'j' are diamond-pattern, and the descenders were kept short at ATF's insistence to allow tight line setting on their common line system. Many revivals have been released. Goudy later also designed an italic, and A.T.F. a bold weight and a medium, named 'Goudy Catalogue'.

Goudy Old Style became particularly commonly used for display and advertising use. Indeed, in 1937, the printing textbook 26 Lead Soldiers described the bold as 'better known' than the regular.

The American Type Founders Company, then virtually a monopoly of type-founding in this country, at last realised there was a designer named Goudy.

They hired him and he designed Goudy Old Style, inspired by letters on a painting by Holbein. For this, called the father of all Goudy types, they paid him $1,500 and from it, one hears, they sold many thousands of dollars worth of type. Then they took this one design and, as Milton MacKaye aptly remarks, "made three types sprout where one had grown before." They cast Goudy Old Style and from the small caps they enlarged a new type they called Goudy Title. Then they had their own designer draw a bold Roman and a bold Italic from the Goudy Old Style. Then their designer tooled out the middle of these types to make an outline type they called Goudy Handtooled. Thus three new faces sprang up without benefit of or to Goudy, and started the Goudy family of types that today occupy a catalogue of their own.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*():;'",.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*():;'",.

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&():;'",.*

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*():;'",.

abcdefghijklmnopqrstuvwxyz **7 pt**
1234567890 !@#$%^&*()

abcdefghijklmnopqrstuvwxyz **8 pt**
1234567890 !@#$%^&*()

abcdefghijklmnopqrstuvwxyz **10 pt**
1234567890 !@#$%^&*()

abcdefghijklmnopqrstuvwxyz **12 pt**
1234567890 !@#$%^&*()

abcdefghijklmnopqrstuvwxyz **14 pt**
1234567890 !@#$%^&*()

abcdefghijklmnopqrstuvwxyz **18 pt**
1234567890 !@#$%^&*()

abcdefghijklmnopqrstuv **24 pt**
1234567890 !@#$%^&*()

abcdefghijklmnopqr **30 pt**
1234567890 !@#$%^

abcdefghijkl **48 pt**
1234 !@#

"I studied many of the older italics and came to the conclusion that... some of the outstanding italics of the sixteenth-century had little or no inclination and yet preserved their italic character."

Frederic Goudy

"The good type designer know that, for a new fount to be successful, it has to be so good that only very few recognize its novelty. If readers do not notice the consummate reticence and rare discipline of a new type, it it probaly a good letter."

Stanley Morrison

italic

Goudy Old Style Regular Italic 128pt

the italic based on study of sixteenth-century italics

ii iiiiii jjjj jj

diamond shaped tittles

128/108/72/60/48/36/24-24\36\48\60\72\108\128

Goudy Old Style Regular

pq

the descenders of Goudy Old Style were kept short at ATF's insistence to allow tight line setting on their common line system, to Goudy's irritation.
Goudy Old Style Regular 108pt

GEL

upturned at the corners and bases

Goudy Old Style Regular 108pt

123
456
789

From 1911 to 1926 (with a few exceptions) Goudy's designs were cut by Robert Wiebking. Some were private commissions, others were cut first and then offered for sale.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Goudy Old Style 12 pt. Caps.