

Goudy Light Old Style, No. 38

TO DESIGN AN ENTIRELY NEW OLD STYLE TYPE WHICH IS NOT IN ANY SENSE A COPY OF AN EXISTING LETTER IS A REAL ACCOMPLISHMENT. This Frederic W. Goudy Succeeded in doing when, about 1905, he designed Goudy Light Old Style exclusively for Monotype machine type-setting and type-casting. Fundamentally it savors of the French school, being light and delicate in its treatment. The letters are of uniform thickness, only the serifs thinning to a fine line. The lowercase is tall and open but closely fitted, giving a pleasing balance. One of the impressive facts in the printing industry is the leadership in printing of high quality which goes with the use of Monotypes and Monotype type faces. Frederic W. Goudy, whose position as the foremost type designer of the present day is almost universally recognized, is Art Director

ONE OF THE IMPRESSIVE FACTS IN THE PRINTING Industry Is The Leadership In Printing Of High Quality Which goes with the use of Monotypes and Monotype type faces. Frederic W. Goudy, whose position as the foremost type designer of the present day is almost universally recognized, is Art Director of the Monotype Company. Many of Mr. Goudy's type faces are available to Monotype 6 Point, 38EFG, 7 Set — Monotype Machine Typesetting

IN 1905, FREDERIC W. GOUDY DESIGNED AN ENTIRELY NEW OLD STYLE TYPE WHICH IS NOT IN ANY SENSE A COPY OF AN EXISTING LETTER. This Was A Real accomplishment. He designed this Light Old Style type exclusively for Monotype machine type-setting and type-casting. Fundamentally it savors of the French school, being light and delicate in its treatment. The letters are of uniform thickness, only the serifs thinning to a fine line. The lowercase is tall and open but closely fitted, giving a pleasing balance. One of the impressive facts in

DESIGNING OF AN ENTIRELY NEW OLD STYLE Type Which Is Not In Any Sense A Copy Of An Existing letter is a real accomplishment. This Frederic W. Goudy succeeded in doing when, about 1905, he designed this Light Old Style exclusively for Monotype machine type-setting and 7 Point, 38EFG, 8 Set — Monotype Machine Typesetting

GOUDY LIGHT OLD STYLE IS AN ENTIRELY NEW OLD STYLE TYPE WHICH IS NOT IN ANY SENSE A COPY OF AN EXISTING LETTER. Frederic W. Goudy, about 1905, designed this Light Old Style exclusively for Monotype machine type-setting and type-casting. Fundamentally it savors of the French school, being light and delicate in its treatment. The letters are of uniform thickness, only the serifs thinning to a fine line. The lowercase is tall and open but \$1234567890

A LIST OF GOUDY'S TYPE FACES WHICH Were Drawn For The Monotype Exclusively Includes the popular Garamont, the Goudy Light, Kennerley Bold, Italian Old Style, and Deepdene. Sol. Hess, Typographic Manager of the Monotype Company, has \$1234567890 8 Point, 38EFG, 8½ Set — Monotype Machine Typesetting

CREATING A DESIGN FOR AN ENTIRELY NEW OLD STYLE TYPE FACE WHICH IS NOT IN ANY SENSE A COPY OF AN EXISTING LETTER IS A REAL accomplishment. This Frederic W. Goudy succeeded in doing when, about 1905, he designed this Light Old Style exclusively for Monotype machine type-setting and type-casting. Fundamentally it savors of the French school, being light and delicate in

ONE OF THE IMPRESSIVE FACTS IN THE Printing Industry Is The Leadership In Printing Of high quality which goes with the use of Monotypes and Monotype type faces. Frederic W. Goudy, whose position as the foremost type designer of the present day is 9 Point, 38EFG, 9 Set — Monotype Machine Typesetting

CHARACTERS IN FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Æ

abcdefghijklmnopqrstuvwxyzæ ffffff

\$1234567890 .,:;'!? \$1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Æ

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Æ

abcdefghijklmnopqrstuvwxyzæ ffffff

\$1234567890 .,:;'!? \$1234567890

Standard C Arrangement

(Roman, Small Caps and Italic can be combined for Machine Typesetting in the sizes shown.)

Long Descenders in 10 and 11 Point:

JQgjpqy J 34579 JQfgjbpqyfi flfffi fl 34579

Long Descenders in 12 Point (2 x 4 matrices):

g j p q y f g j p q y f i f l f f f i f l

LIGHT OLD STYLE WAS DESIGNED EXCLUSIVELY FOR MONOTYPE MACHINE TYPE-SETTING AND TYPE-CASTING By Frederic W. Goudy About 1905. Fundamentally It Savors of the French school, being light and delicate in its treatment. The letters are of uniform thickness, only the serifs thinning to a fine line. The lowercase is tall and open but closely fitted, giving a pleasing balance. One of the impressive facts in the

MR. GOUDY, IN 1905, DESIGNED THIS LIGHT OLD Style Exclusively For Monotype Machine Type-setting And For type-casting. Fundamentally it savors of the French school, being light and delicate in its treatment. The letters are all of uniform

10 Point, 38EFG, 10 Set — Monotype Machine Typesetting

IN 1905, FREDERIC W. GOUDY DESIGNED AN ENTIRELY NEW OLD STYLE TYPE WHICH IS NOT IN ANY SENSE A COPY OF AN EXISTING LETTER. This Was A real accomplishment. He designed this Light Old Style exclusively for Monotype machine type-setting and type

DESIGNING AN ENTIRELY NEW OLD STYLE Type Which Is Not In Any Sense A Copy Of An Existing letter is a real accomplishment. This is Frederic W. Goudy

11 Point, 38EFG, 11 Set — Monotype Machine Typesetting

F. W. GOUDY DESIGNED THIS LIGHT OLD STYLE, ABOUT 1905, EXCLUSIVELY FOR MONOTYPE Machine Type-setting And Type-casting. Fundamentally it savors of the French school, being light and delicate in its treatment. The face \$1234567890

ABOUT 1905, MR. GOUDY DESIGNED THIS Light Old Style Exclusively For Monotype Machine type-setting and type-casting. Its style of \$1234567890

12 Point, 38EFG, 12 Set — Monotype Machine Typesetting

Goudy Light Old Style, No. 38

CHARACTERS IN FONTS

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 & Æ Æ
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 æ œ fi fl ff ffi ffl
\$ 1 2 3 4 5 6 7 8 9 0 £ \$ 1 2 3 4 5 6 7 8 9 0
, - ' : ; ! ?

Display — 14 to 36 Point, 82 Characters

(Lining Figures supplied with all Fonts unless Hanging Figures are specified)

TO DESIGN A NEW OLD STYLE
Face Which Is Not In Any Sense A
copy of an existing letter is surely a real
accomplishment. This Fred. W. Goudy
succeeded in doing when he designed
this Light Old Style face exclusively for
Monotype machine typesetting and for

14 Point — For Hand Composition

LIGHT SERIES THAT IS
very much in demand \$12345

18 Point — For Hand Composition

OLD STYLE TYPES
will always be \$67890

24 Point — For Hand Composition

USE THIS OLD
style letter in ads

30 Point — For Hand Composition

NEW TYPES
print far better

36 Point — For Hand Composition

Goudy Light Old Style Italic, No. 381

CHARACTERS IN FONTS

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

Display — 14 to 36 Point; 125 Characters, including 43 Goudy Cursive
(No. 324) Characters

(Lining Figures supplied with all Fonts unless Hanging Figures are specified)

FUNDAMENTALLY MOST OF
This Beautiful Series Savors Of The
French school, being light and delicate in
its treatment. This is a letter in harmony
with its companion roman, and boasts a

14 Point — For Hand Composition

IT POSSESSES CERTAIN
delicate charm that will \$12345

18 Point — For Hand Composition

EVERY LETTER IS
distinctive and \$67890

24 Point — For Hand Composition

A FINER TYPE
for advertisements

30 Point — For Hand Composition

BEAUTIFUL
italics attract us

36 Point — For Hand Composition