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

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.
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.
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.
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.
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.
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.
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.
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

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.

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.
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.

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.