

• VILLAGE, NO. 2™ •

Frederic W. Goudy

DRAWN AND CUT by Frederic Goudy in 1932, followed in 1934 by his ancillary italic. ¶ Lanston's offering is unquestionably the most authentic digital version of this much loved Goudy typeface. ¶ The Lanston Type Library source for its production were lightly inked proofs of the brass patterns. ¶ These master patterns we used to cut our Lanston Monotype® Machine Companies composition punches on the Benton Pantograph. ¶ *Village #2* was a replacement for Goudy *Village* designed in 1903 for the clothing store of KUPPENHEIMER & COMPANY who paid for the drawings but did not have it cut. ¶ Some what later, Wil Ransom and Frederic Goudy formed the Village Press at which time *Village* was revised as a private typeface for their printing establishment. ¶ Goudy named this revision *Village #2*. ¶ As a consequence there are two distinct versions of Goudy's *Village* typeface. ¶ Today, *Village #2* is enjoying a lively revival in popularity. ¶ Coupled with a vigorous renewed interest in American typographical history and book lore, *Village #2* demands to be noticed. ¶ It is unthinkable any book typographer could make do without *Village #2*. ¶ It exudes all the warmth and charm that we come to expect from this era. ¶ If you reflect on the 100 years of servicing American book readers you should expect this typographical investment to pay dividends. ¶

VILLAGE, NO. 2 ROMAN

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
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
ff ffi fll fi fl fj ct st

OLDSTYLE FIGURES

1 2 3 4 5 6 7 8 9 0

LINING FIGURES

1 2 3 4 5 6 7 8 9 0

PACKAGE CONTENTS

Roman & Italic; oldstyle & lining figures with long & short descenders, accents, ligatures, diphthongs, tied characters.
Also, both, roman & italic small caps.

LANSTON TYPE LIBRARY™

S·I·N·C·E 1·8·6·7



WWW.LANSTONTYPE.COM

• VILLAGE, NO. 2™ •

Village No. 2, Short Decenders

DRAWN AND CUT by Frederic Goudy in 1932, followed in 1934 by his ancillary italic. ¶ Lanston's offering is unquestionably the most authentic digital version of this much loved Goudy typeface. ¶ The Lanston Type Library source for its production were lightly inked proofs of the brass patterns. ¶ These master patterns we used to cut our Lanston Monotype® Machine Companies composition punches on the Benton Pantograph. ¶ Village #2 was a replacement for Goudy Village designed in 1903 for the clothing store of Kuppenheimer & Company who paid for the drawings but did not have it cut. ¶ Some what later, Wil Ransom and Frederic Goudy formed the Village Press at which time Village was revised as a private typeface for their printing establishment. ¶ Goudy named this revision Village #2. ¶ As a consequence there are two distinct versions of Goudy's Village typeface. ¶ Today, Village #2 is enjoying a lively revival in popularity. ¶ Coupled with a vigorous renewed interest in American typographical history and book lore, Village #2 demands to be noticed. ¶ It is unthinkable any book typographer could make do without Village #2. ¶ It exudes all the warmth and charm that we come to expect from this era. ¶ You may expect this typographical investment to pay dividends based on the enjoyment of 100 years by the American book reading public. ❧

SHORT DECENDERS

J J g g j j

p p q q

y y fj fj

OLDSTYLE FIGURES

1 2 3 4 5 6 7 8 9 0

LINING FIGURES

1 2 3 4 5 6 7 8 9 0

PACKAGE CONTENTS

Roman & Italic; oldstyle & lining figures with long & short decenders, accents, ligatures, diphthongs, tied characters.
Also, both, roman & italic small caps.

LANSTON TYPE LIBRARY™

S·I·N·C·E 1·8·6·7



WWW.LANSTONTYPE.COM

• VILLAGE, NO. 2™ •

Village No. 2™ Italic

FREDERIC W. GOUDY was appointed Art Director of the Lanston Monotype Machine Company of Philadelphia on May 18th 1920. ¶ Goudy worked in that capacity for over 29 years. ¶ It would be hard to imagine the aesthetic poverty the reading public would have suffered without the devoted contribution that Goudy has left all of us. ¶ Both Lanston and the reading public will be forever in Frederic Goudy's debt. ¶ I would seat Goudy at the dining room table elbow to elbow with other notable American cultural nation builders; Frank Lloyd Wright, architect, Greene brothers, architects, Starling Burgess and Nat Herreshoff, yacht designers then the Wright brothers, aviation pioneers. ¶ Culture trumps economics in nation building. ¶ Culture more important than who ran city hall. ¶ Archeologist spend little time looking for the name and place of the local bureaucrat but lots of fuss is to be made looking for amphoras, or their handles. ¶ F. W. Goudy made sure that his typographical amphoras were in good supply. ¶ Their handles of his makings are found by all that practice typography, for instance Goudy Initials, Goudy Oldstyle, Kennerley, Deepdene, Hadriano Title, Record Title and that ever so popular Pabst Oldstyle. ¶ Other type faces such as Copperplate Gothic are not as commonly associated to his genius, but his all the same. ¶ It is with the greatest honour that we offer direct lineage to Goudy's type designs. ¶ The Lanston Type Companies digitized rendition of Goudy fonts are 'closest to source'. Californian Oldstyle for instance was taken directly from lead patterns crafted by Goudy's hands at his studio in Deepdene. ❧

G • I • A • M • P • A



LANSTON TYPE LIBRARY™

❧ S • I • N • C • E 1 • 8 • 6 • 7 ❧



WWW.LANSTONTYPE.COM

❧ VILLAGE, NO. 2 ITALIC ❧

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

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

ff ffi ffl fi fl fj ct st

❧ OLDSTYLE FIGURES ❧

1 2 3 4 5 6 7 8 9 0

❧ LINING FIGURES ❧

1 2 3 4 5 6 7 8 9 0

❧ PACKAGE CONTENTS ❧

Roman & Italic; oldstyle & lining figures with long & short descenders, accents, ligatures, diphthongs, tied characters.

Also, both, roman & italic small caps.