

GOODALL, London, 1820-1921.

The earliest cards of 1820-c.1845 were traditional in appearance and look like those of the early Hunt type; Charles Goodall was apprenticed to that firm. GOODALL's firm was taken over by DE LA RUE in 1921, though the GOODALL name was still in use until c.1956. From 1862 onwards Goodall's cards are very common, as their business expanded hugely.

G3: a completely new design, double-ended only. In the first packs of this type the yellow plate covers the blue one in places. Found occasionally with Old Frizzle as well as later aces. c.1860-70. COMMON



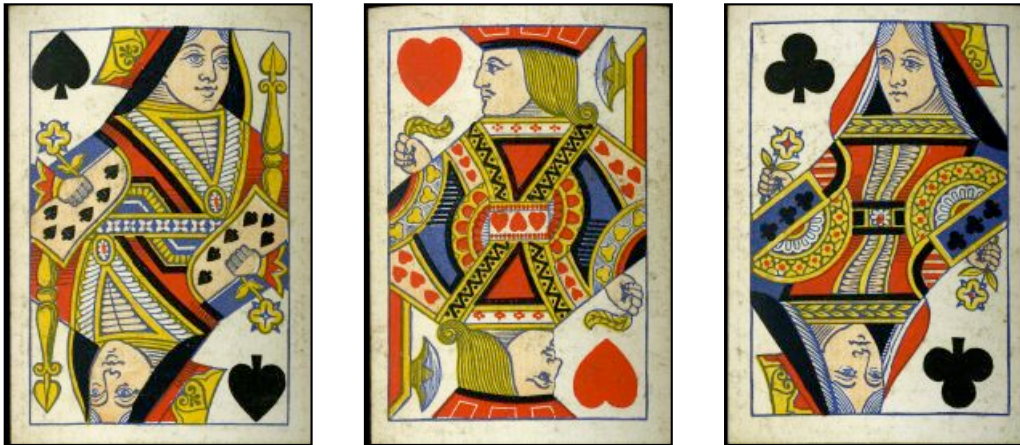
G3

G3.1: in red and black only with minor alterations such as dots rather than spades on the QS's sleeve (actually the remains of the back of her skirt). c.1862-75. QUITE COMMON



G3.1

G4: as G3 but with six courts turned. c.1870-80. VERY COMMON



G4

G4.1: in red and black only with the turned courts redrawn. c.1870-80. QUITE COMMON



G4.1

G4.2: cut down at top and bottom, so the crowns are smaller. Usually no indices and also found with round corners, but early attempts with four and two indices can be found with single-ended number cards. c.1875-85. VERY COMMON WITHOUT INDICES





G4.2 (The '1' top left on 10C has actually been cut off the card in production.)

G4.21: a variant of G4.2 in which the black striations have been removed from JH, JC, KS, KC and white striations appear on JH's clothing. VERY COMMON



G4.21

G4.3: G4.2 cut down on all four sides. QS's crown size is not altered. Found with early index type and small pips on courts. c.1880-85.



G4.3

G4.31: G4.21 cut down on all four sides (white striations on JH). QS's crown reduced in size. Found with different index types, including triplicates. c.1880-95. QUITE COMMON



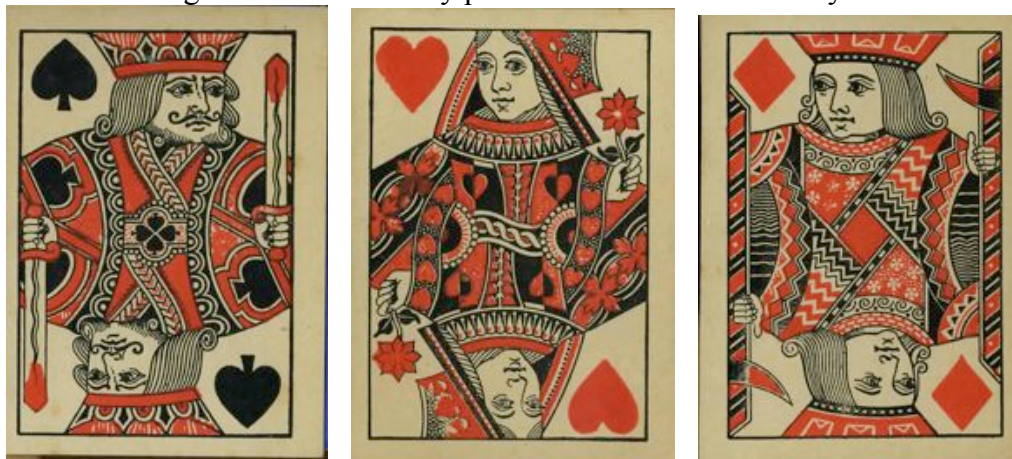
G4.31

G4.4: G4.1 cut down on all four sides, in red and black only, found with indices, too. c.1880-90.



G4.4

G4.5: all clothing redrawn with fancy patterns in red and black only. c.1875-1910. COMMON



G4.5

G5: redrawn. In the earlier printings JS & JC have no pattern on their hats. Found with and without indices; the slender type has two slightly different variants. c.1882-1910. VERY COMMON. Courts of this type can be found with square corners and no indices with occasionally a Goodall AS and sometimes one by REYNOLDS & CO.



G5

G5.1: reduced in width. Found with no indices and square corners in the Shakespeare standard pack. The squat index type is usually associated with G6 (see below); in G5 the collar of JS is slanting. From 1900 cheaper-grade cards were printed in black or blue and red (e.g. the Pax pack of 1919), using G5.1 courts. c.1900-20. VERY COMMON WITH INDICES



G5.1

(From the Shakespeare pack)



red and blue



G5.1

red and black

G5.2 is reduced even further for use with the large indices normally found with G8. c.1910-20.
COMMON



G5.2

G6: redrawn with slight differences, e.g. JS's collar is horizontal rather than sloping as in G5. It continued to be used after the DLR takeover. Occasionally found with no indices or four and also found in red and black only. VERY COMMON. c.1895-1929.





G6

G7: redrawn in bridge size. Two types of index. c.1910-25. VERY COMMON



G7

G8: wide size, redrawn with wide margins and bigger indices. c.1910-25.



G8

In 1922 DE LA RUE took over the firm, but continued to use their name and court designs. The Camden Works was closed in 1929. Interestingly, after the take-over the postal district of the Camden Works changed from NW to EC1 (the location of Bunhill Row)!

GD9: G5 redrawn by DLR, wide. Note the sloping collar on JS. Different index type. There is quite a bit of variation in the shape of the indices, the 'Q' index in particular. They seem to have had to replace them fairly regularly. (Note that packs with these indices are often misdated to before World War I, but there is no evidence that they were used before the 1920s.) Also printed in red and blue, with and without black. 1921-41, used occasionally later by WADDINGTON up until c.1975 in wide-size poker cards. VERY COMMON



1923-29 (red and blue)



1930-35



1936-75

GD9 with different types of index

GD10: found in both wide and bridge-size packs; as with GD9 there are different types of 'Q' index. Also printed in red, blue and black only. c.1922-38. VERY COMMON



wide



GD10



red, blue and black



GD10, Q-index variants; dates as GD9

After the Bunhill Row factory was destroyed in the blitz in 1941, WADDINGTON took over the printing of DLR and GOODALL cards. (See WADDINGTON's own design; note that the 1942 Worshipful Company pack has WADDINGTON courts.) In about 1956 the GOODALL trademark and AS seem to have been suppressed. This may have had something to do with the redesigning of the DLR AS for their 125th anniversary in 1957. During the 1970's WADDINGTON discontinued their own design in favour of that of GOODALL.

ACES:

- 1: first type based on Old Frizzle. Found also with black spade at centre and no initials. c.1862-70.
- 2: redrawn, two styles of writing at foot. c.1863-70.
- 3: new design, erect feather at top, scroll at foot. c.1865-70.
- 4: slight alterations at top and bottom. Bottom horizontal band is slightly damaged at the left. Design height 85mm. Sometimes card grade is added at the top. c.1867-75.

4a: reduced in height to 79mm. c.1870-80.

4.1: reduced in size, imp's shoulder retouched and lettering at foot fills the ground. Bottom band straightened. Found later with indices and round corners, also found with grade at top. c.1870-97.

4.2: reduced in size, height 66mm., "Limd." added to name. Goodall became a limited company in 1897. Found in both widths, also with "Registered Trademark" added at top after takeover by DLR. c.1897-1929.

4.3: redrawn in a rather crude style for cheaper packs. c.1910-25.

4.4: revised by DLR. "Ltd" replaces "Limd". Found in both widths, "Registered Trademark" added. Various indices. Some variation in height. c.1925-50.

4.5: 4.4 redrawn rather crudely by WADDINGTON for use in letter-press packs. Found also with WADDINGTON courts (see below). c.1950-55.

4.6: redrawn by WADDINGTON, "& Son" only. c.1950-55.

5: another design based on Old Frizzle; also with card grade at top. c.1878-85.

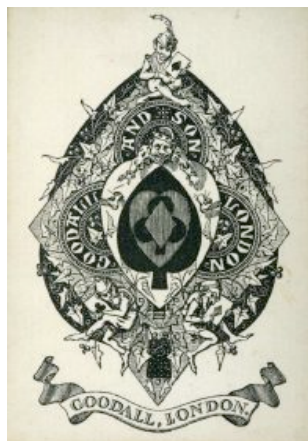
6: redrawn version of AS2 with reference to Goodall removed. Found in different heights and card widths (6.1 and 6.2) c.1890-1941.



1



2



3



4



4



4a



4.1



4.2



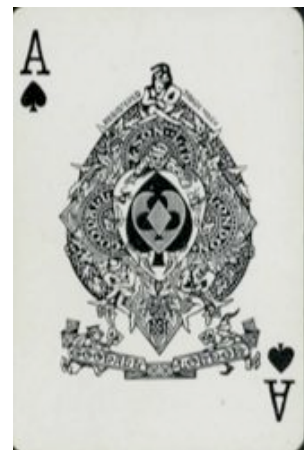
4.3



4.4



4.4 reduced to go with GD12



4.5



4.6



5



5 with brand name



6 (63.5mm)



6.1 (62mm)



6.2 (59mm)

7: a number of aces had a small central design based on AS4 with decorative surrounds, stating card grade. c.1885-1900.



7 with a variety of surrounds