

LUDLOW
TYPEFACES
RECENTLY PRODUCED
APRIL 1936

LUDLOW
TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE • CHICAGO, ILL.

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LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue + + + Chicago, Illinois

LUDLOW TYPEFACES

RECENTLY PRODUCED

APRIL 1936

This booklet shows all the Ludlow typefaces
produced since the publication of the
bound specimen book issued in June, 1930

LUDLOW
TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE + CHICAGO, ILL.

60 and 72 Point
Ludlow 30-L Karnak Light

INDUSTRY 145
The prevailing
style is chosen

72 Point Ludlow 30-L Karnak Light

FINE DESIGNS 67
Has good qualities
for advertising use

60 Point Ludlow 30-L Karnak Light

The two sizes of Ludlow Karnak Light shown above are one and one-quarter inch matrices.

LUDLOW KARNAK LIGHT

SIMPLICITY 23

Fine production

48 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 659 points

NEW DESIGNS 45

Modern typefaces

42 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 372 points

TYPOGRAPHERS 67

Use this latest system and reduce shop size

36 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 494 points

THE EXTRA EDITION 89

Changes on the press are easily made with sluglines

30 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 403 points

PRIVATE PRESS EDITIONS 102

Entirely hand-set and is printed direct from the Ludlow sluglines

24 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 329 points

ADVERTISING 134

Recently organized

18 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 243 points

ONE SUBSCRIPTION 56

A pleasing combination

14 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 190 points

NEWSPAPER ENDORSES 67

Ludlow for greater efficiency

12 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 162 points

RESULT IN MANY REORDERS 78

Many pieces of advertising copy

10 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 137 points

AMERICAN PRINTING SALESMANSHIP 90

The improved Ludlow is always in demand

8 Point Ludlow 30-L Karnak Light
Length of lower-case alphabet: 106 points

Characters in Complete Font

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 &
\$ 1 2 3 4 5 6 7 8 9 0
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

., : ; - ' ! ? - () [] +

Characters listed below sold separately.

A E K M N W

The Round Capitals are made for all sizes but are not included in the regular font.

%

The per cent mark is made for all sizes.

60 and 72 Point

Ludlow 30-M Karnak Medium

DEADLINE 12
This system is
used by many

72 Point Ludlow 30-M Karnak Medium

USE KARNAK 13
Medium is great
help to merchant

60 Point Ludlow 30-M Karnak Medium

The two sizes of Ludlow Karnak Medium shown above are one and one-quarter inch matrices.

LUDLOW KARNAK MEDIUM

LUDLOW 234 This type wins

48 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 709 points

ACCURATE 456 Interesting types will be displayed

42 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 616 points

THIS ANNUAL 678 Printing exhibit will open at the Library

36 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 519 points

SPRING FESTIVAL 789 Many merchants attract customers with offerings

30 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 429 points

TYPE STYLES CHANGE 123 New edition entirely hand-set with a new Ludlow typeface

24 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 351 points

TYPECASTER 54 A modern design

18 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 265 points

A NEW EXHIBIT 678 The twelve best sellers break previous records

14 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 206 points

GENIUS LEAVES MEN 90 Legacies in the form of the books of erudite recordings

12 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 172 points

BRAVE AIRPLANE STUNTS 23 Draw larger crowds daily from every part of the United States

10 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 144 points

DESIGN LOOKS GOOD IN THE SMALL 51 Sizes and is useful in all kinds of work where a medium weight type is needed

8 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 111 points

Characters in Complete Font

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 & \$ 1 2
3 4 5 6 7 8 9 0
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
.,;:-'!?'-()[]+

Characters listed below sold separately.

A E K M N W

Round Capitals

%

The per cent mark is made for all sizes.

60 and 72 Point
Ludlow 30-MEC Karnak Obelisk

OLD PRINTING METHODS 12
Sluglines facilitate the speed
of type make-up and printing

72 Point Ludlow 30-MEC Karnak Obelisk

BEAUTIFUL BORDER DESIGNS 34
This new typeface is the result of a
popular demand for condensed type

60 Point Ludlow 30-MEC Karnak Obelisk

The two sizes of Ludlow Karnak Obelisk shown above are one and one-quarter inch matrices.

LUDLOW KARNAK OBELISK

THE LUDLOW OF TODAY 23

Is the result of many years of practical operation and study

48 Point Ludlow 30-MEC Karnak Obelisk

Length of lower-case alphabet: 331 points

KARNAK OBELISK IS A NEW 34

And distinctly novel typeface with an especial appeal for advertisers

42 Point Ludlow 30-MEC Karnak Obelisk

Length of lower-case alphabet: 287 points

TYPE SHORTAGE NOW ELIMINATED 56

The Ludlow System provides the printer with the equivalent of an unlimited type supply thoroughly modern in character

36 Point Ludlow 30-MEC Karnak Obelisk

Length of lower-case alphabet: 249 points

UTILIZE THESE MODERN IMPROVEMENTS 78

The installation of an Elrod in your composing room lowers costs by reducing distribution time and providing an ample supply of new material

30 Point Ludlow 30-MEC Karnak Obelisk

Length of lower case alphabet: 204 points

ADVERTISING TOOLS 890
Every advertiser has at his command at least five of the essential parts to help him tell his story in a most effective manner resulting in an increase in his sales

24 Point Ludlow 30-MEC Karnak Obelisk
Length of lower-case alphabet: 170 points

A FEW PLEASING RESULTS 250
Printers who have handled copy that demanded strong display as well as pleasing appearance know the value of a typeface that has been designed with this in mind Karnak Obelisk has the necessary qualifications for this sort of work

18 Point Ludlow 30-MEC Karnak Obelisk
Length of lower-case alphabet: 128 points

Characters in Complete Font

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 & \$ 1 2

3 4 5 6 7 8 9 0

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

.,;,-'!?() [] - +

60 and 72 Point
Ludlow 30-H Karnak Black

KARNAK 58
New type for
display work

72 Point Ludlow 30-H Karnak Black

ADVERTISE 13
A pleasing face
of black design

60 Point Ludlow 30-H Karnak Black

The two sizes of Ludlow Karnak Black shown above are one and one-quarter inch matrices.

LUDLOW KARNAK BLACK

DESIGNED 12 For the strong display heads

48 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 751 points

SPECIMENS 34 Of typefaces for our newspapers

42 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 656 points

INSTALLATION 51 Costs cut with ease by this new system of slug composition

36 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 541 points

MODERN METHOD 67 Finds Karnak good for contrast and display in large circulars and ads

30 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 435 points

EDITORS 89 Use this type for headings to get results

24 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 363 points

THESE BOLD 10 Letters are cast in sluglines and are very strong

18 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 298 points

MODERN PLANTS 25 Advertisers endorse the Ludlow system of all-slug composition

14 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 228 points

LUDLOW SIMPLICITY 98 The Ludlow provides an unlimited supply of new and unbroken typefaces

12 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 191 points

Characters in Complete Font

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 & 1 2 3 4 5
6 7 8 9 0
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
.,;,-"! ? () [] - +

60 and 72 Point

Ludlow 30-HC Karnak Black Condensed

BETTER FACES 32
New lines for every
job cuts press time

72 Point Ludlow 30-HC Karnak Black Condensed

STRONG HEADLINE 45
Reliable type for large
advertising campaigns

60 Point Ludlow 30-HC Karnak Black Condensed

The two sizes of Ludlow Karnak Black Condensed shown above are one and one-quarter inch matrices.

LUDLOW KARNAK BLACK CONDENSED

NEW METHODS 234

Of typesetting result in profits to printers

48 Point Ludlow 30-HC Karnak Black Condensed

Length of lower-case alphabet: 317 points

THE NEW KARNAK 156

Black family is used by advertisers and printers

42 Point Ludlow 30-HC Karnak Black Condensed

Length of lower-case alphabet: 434 points

THE PRINTERS USING 789

The Ludlow system have no fear of broken letters or the worry of a shortage of type

36 Point Ludlow 30-HC Karnak Black Condensed

Length of lower-case alphabet: 373 points

EFFICIENT NEW MACHINES 150

Modern equipment is essential if the printer wants to make a fair profit and produce good printing

30 Point Ludlow 30-HC Karnak Black Condensed

Length of lower-case alphabet: 307 points

PRINTERS LIKE 12

The new typefaces for modern display in the newspapers

24 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 231 points

FINER TYPOGRAPHY 35

Printing periodicals are a great help to students in the graphic arts trade

18 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 194 points

THE LUDLOW LOWERS COST 49

The distribution of the matrices should take place immediately after the line is cast eliminating all the hazards of type shortage

14 Point Ludlow 30-HC Karnak Black Condensed
Length of lower-case alphabet: 150 points

Characters in Complete Font

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

& \$ 1 2 3 4 5 6 7

8 9 0

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

.,;,-'!?() [] — +

LUDLOW KARNAK BLACK CONDENSED

60 and 72 Point
Ludlow 37-L Eden Light

LUDLOW FACE 12
New typeface design
for use in display ads

72 Point Ludlow 37-L Eden Light

NEWSPAPER ADS 34
The latest in type design
to meet the modern trend

60 Point Ludlow 37-L Eden Light

The two sizes of Ludlow Eden Light shown above are one and one-quarter inch matrices.

LUDLOW EDEN LIGHT

OLD PRINTERS 123

Produce good printing

48 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 462 points

EDITORS ENDORSE 81

This system for efficiency

42 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 394 points

MODERN SHOPS USE 456

Ludlow system for all display composition and any job work

36 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 341 points

PRODUCES COMPOSITION 789

Speedily and economically using the Ludlow system of slug composition

30 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 280 points

EDEN AN IDEAL TYPEFACE FOR 201

Use in a modern advertisement imparting a note of freshness and rare individuality

24 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 234 points

THE LUDLOW SLUG 47

Is a new strong type line reducing make-ready time

18 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 177 points

BEAUTIFUL ORNAMENTS 96

Available on the Ludlow enable the dexterous compositor to rival the artist in producing designs

14 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 140 points

A REQUEST FOR SPECIMEN 384

Folders of Ludlow faces in practical display with others of the large fast growing families of Ludlow typefaces

12 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 127 points

LUDLOW SPACES ARE UNIVERSAL 520

With never any shortage because the same spaces are used for all the sizes from six to forty-eight point and are easy to handle

10 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 104 points

The 8 point size is in process.

Characters in Complete Font

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 & \$

1 2 3 4 5 6 7 8 9 0

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

.,:;-''!?-()[].

60 and 72 Point
Ludlow 37-B Eden Bold

ADVERTISING 12
New modern design
that is very popular

72 Point Ludlow 37-B Eden Bold

MODERN DESIGN 34
A reliable typeface for
use in the newspapers

60 Point Ludlow 37-B Eden Bold

The two sizes of Ludlow Eden Bold shown above are one and one-quarter inch matrices.

LUDLOW EDEN BOLD

MODERN TYPE 23

A new face designed for effective display

48 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 593 points

NEW EQUIPMENT 69

Increase the efficiency of the composing room

42 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 450 points

DESIGNERS PRAISE 415

Ads attract attention when they are set in this modern face of a distinctive design

36 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 385 points

THE TREND OF THE ART 67

Of today demands the use of a typeface that has a modern tone with the qualities of readability

30 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 319 points

PRODUCTION 15

Costs are lowered says the manager

24 Point Ludlow 37-B Eden Bold
Length of lower-case alphabet: 264 points

EDEN REFLECTS 189

The trend of typefaces to be tall and slim with a feeling of verticality

18 Point Ludlow 37-B Eden Bold
Length of lower-case alphabet: 202 points

THESE FACES AFFORD 20

The typographer opportunity for entirely new effects in all display composition working especially well in the modern

14 Point Ludlow 37-B Eden Bold
Length of lower-case alphabet: 156 points

The 8, 10, and 12 point sizes are in process

Characters in Complete Font

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 & \$

1 2 3 4 5 6 7 8 9 0

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

.,;:-'!?-()[]•

60 and 72 Point
Ludlow 28-L Tempo Light

DISTRIBUTION 13
Cut those costs by
installing a Ludlow

72 Point Ludlow 28-L Tempo Light

MODERN TYPES 178
Please the advertisers
in national periodicals

60 Point Ludlow 28-L Tempo Light

The two sizes of Ludlow Tempo Light shown above are one and one-quarter inch matrices

LUDLOW TEMPO LIGHT

MODERN IDEA 12

New typefaces are approved by many

48 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 521 points

IMPOSING STONE 13

Fine old manuscript is discovered by worker

42 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 448 points

COUNTRY PRINTERS 45

Large advertisers like the modern typefaces in their daily newspaper displays

36 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 391 points

COMMITTEE OF PRINTERS 56

What effect the new postal bills will have on the printing industry was the main topic at a meeting

30 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 323 points

BOOK ENDS 89

Simpler to set up

24 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 264 points

EASY OPERATION 70

Their greatest displays

18 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 193 points

PRINTING PERIODICALS 678

Helpful to graphic arts student

14 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 146 points

SMALL ILLUSTRATED WORK 234

Large circulation gains in popularity

12 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 124 points

IMPROVED BY LUDLOW DESIGNS 680

Cut costs by Ludlow system of composition

10 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 104 points

SYSTEM IS ADOPTED BY MANY MERCHANTS 15

Circulation is the main selling point of publishers

8 Point Ludlow 28-L Tempo Light
Length of lower-case alphabet: 90 points

Characters in Complete Font

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 &
\$ 1 2 3 4 5 6 7 8 9 0
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
. , ; ' " ! ? - () [] +

Characters listed below sold separately

¤ &

Variaants from 8 to 72 point inclusive.

%

The per cent mark is made for all sizes.

60 and 72 Point
Ludlow 28-LI Tempo Light Italic

SUPPLEMENT 12
Better Designs To
improve your ads

72 Point Ludlow 28-LI Tempo Light Italic

NEW TYPEFACE 34
An Exhibit Of New
faces now on display

60 Point Ludlow 28-LI Tempo Light Italic

The two sizes of Ludlow Tempo Light Italic shown above are one and one-quarter inch roman body matrices.

LUDLOW TEMPO LIGHT ITALIC

AN ADDITION 83 Of New Typefaces

48 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 332 points

MODERN TYPE IS 96 Pleasing to Customers

42 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 453 points

DELICATE LETTER IS 45 Adaptable To Any Job or advertising composition

36 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 393 points

PRODUCTION EXPENSES 37 Are Greatly Reduced After the installation of the Ludlow system

30 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 321 points

THE FULL-KERNING LETTERS IF 27 Ludlow Cast May Be Printed On all stocks without any fear of breakage

24 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 266 points

ADVERTISING AN 20 Effective Method For increasing your profits

18 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 197 points

MODERN PLANT NOW 56 Equipped To Meet Present day requirements in printing

14 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 151 points

JUDICIOUS USE OF WHITE 64 Space in all advertisements greatly improves their general appearance

12 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 128 points

EARLY BOOK ORNAMENTS WERE 69 Printed entirely from wood cuts, very often repeating the same one in the same book

10 Point Ludlow 28-LI Tempo Light Italic
Length of lower-case alphabet: 110 points

Characters in Complete Font

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 &
\$ 1 2 3 4 5 6 7 8 9 0
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

Characters listed below sold separately.

Cursive Capitals made from 16 to 72
point inclusive.

%

The per cent mark is made for all sizes

All sizes shown on this page are $\frac{1}{8}$ inch
roman body matrices.

60 and 72 Point
Ludlow 28-M Tempo Medium

NEW DESIGN 18
In modern mode
pleasing printers

72 Point Ludlow 28-M Tempo Medium

THIS BOOK HAS 35
Greater selling value
than in former years

60 Point Ludlow 28-M Tempo Medium

The two sizes of Ludlow Tempo Medium shown above are one and one-quarter inch matrices.

LUDLOW TEMPO MEDIUM

THE OLD BOOK 12 Modern equipment

48 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 533 points

PRODUCE BETTER 134 Of modernistic design

42 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 461 points

PROMINENT PRINTER 56 Elected to presidency of a local typographical society

36 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 391 points

REDUCE YOUR PRESS TIME 67 The composing room is greatly improved by the Ludlow system

30 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 321 points

DEMAND THE NEWEST DESIGNS 890 If the printer wants to make a fair profit and produce printing of a high standard he will benefit by installing this machine

24 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 264 points

MODERN TYPE IS 845 Favored by the printer

18 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 198 points

SEVENTEENTH ANNUAL 376 Advertising association opens

14 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 152 points

FIFTH CENTURY BOOKS NOW 164 So highly prized, were for a long time esteemed of little or no intrinsic value

12 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 124 points

NEWSPAPER PUBLISHER SAYS NEW 507 Composing equipment is great success in the production of a large special edition

10 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 112 points

EQUIPMENT WOULD HAVE BEEN TAXED 529 Beyond its limit in the production of this unusual supplement to the regular Sunday News edition

8 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 96 points

MASTER CRAFTSMEN PREFER SETTING DISPLAY TYPE 795 By the Ludlow system to any other method because of the facility in handling especially when running four or more up

6 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 76 points

Characters in Complete Font

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 &
\$ 1 2 3 4 5 6 7 8 9 0
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
. : ; - ' ! ? - () [] +

Characters listed below sold separately

α &

Variants from 8 to 72 points inclusive

A K R W Y a e g t

Variants from 18 to 72 points inclusive.

%

The per cent mark is made for all sizes.

15 LUDLOWS ARE Shipped To Europe For This Exposition

72 Point Ludlow 28-MC Tempo Medium Condensed (15½ matrices)

125 ADVANTAGES OF The Ludlow System Of Slug-cast Composition

60 Point Ludlow 28-MC Tempo Medium Condensed (15½ matrices)

115 INJURED IN CYCLONE

48 Point Ludlow 28-MC Tempo Medium Cond

5 Books Sell For Big Price

48 Point Ludlow 28-MC Tempo Medium Cond
Length of lower-case alphabet: 342 points

28 ENTRIES IN PLANE DERBY

42 Point Ludlow 28-MC Tempo Medium Cond

Rent 10 Stores In New Section

42 Point Ludlow 28-MC Tempo Medium Cond
Length of lower-case alphabet: 297 points

Characters in Complete Font

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 & \$ 1 2 3 4 5 6 7 8 9 0
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 . : , ; - ' ' ! ? — () [] +

LUDLOW TEMPO MEDIUM CONDENSED

DISTRIBUTION 12 New Ludlow Type

48 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 527 points

NEW STUDENTS 150 Learn Ludlow System of fine quality printing

42 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 451 points

EFFECTIVE DISPLAY 197 Attainable With Ludlow typefaces in modern mode

36 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 392 points

TYPOGRAPHERS PREFER 316 The Ludlow System of Slugline composition for ease of operation

30 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 321 points

THE ADDITION OF NEW FACES 950 Of Beautiful Type Design Will Result in profits to the printer who installs them

24 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 277 points

ADVERTISING AN 48 Effective Method For increasing those profits

18 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 493 points

DISTRIBUTION OF THE 358 Matrices Should Take Place instantly after casting the line

14 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 432 points

LUDLOW TYPEFACES GIVE 269 The advertiser a display type that is thoroughly modern in character

12 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 431 points

ELIMINATES SHORTAGE OF TYPE 104 The Ludlow System provides you with an unlimited supply of brand new typefaces

10 Point Ludlow 28-MI Tempo Medium Italic
Length of lower-case alphabet: 413 points

The 8 point size is in process.

Characters in Complete Font

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 &
\$ 1 2 3 4 5 6 7 8 9 0
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
. : ; ' " ! ? () [] - +

Characters listed below sold separately

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

Carriage Capitals made from 14 to 48
pointe inclusive.

%

The per cent mark is made for all sizes.
All sizes shown on this page are 3/4 inch
roman body matrices.

60 and 72 Point
Ludlow 28-B Tempo Bold

CONTESTS 135
**This typeface is
used for display**

72 Point Ludlow 28-B Tempo Bold

IMPRINTING 678
**Economical system
of job composition**

60 Point Ludlow 28-B Tempo Bold

The two sizes of Ludlow Tempo Bold shown above are one and one-quarter inch matrices.

LUDLOW TEMPO BOLD

THE WRITER 12

All forms of type have their styles

48 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 614 points

NEW TYPE 23

For advertisers

24 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 319 points

COMPOSITION 54

Attractive contrasts

18 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 232 points

BETTER EQUIPMENT 567

Large shop installs Ludlow

14 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 173 points

BETTER COMPOSITION IS 89

Available with these methods

12 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 148 points

LATEST NEWSPAPER EDITION 90

Cost of production is now lowered

10 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 131 points

THE BEST OF THE PRINTING MATERIAL 765

Advertising requires the better type displays

8 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 102 points

PUBLIC OFFICE 34

Starts big campaign for important client

42 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 532 points

ENDORSES THIS 567

New modern typeface for general advertising text and strong display

36 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 460 points

CRAFTSMEN REALIZE 901

Great indebtedness of their art to the history of fine and applied crafts of all periods

30 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 377 points

Characters in Complete Font

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 &
\$ 1 2 3 4 5 6 7 8 9 0
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
. , ; - ' ' ! ? - () [] +

Characters listed below sold separately

α &

Variants from 8 to 72 point inclusive

A K R W Y g e t

Variants from 18 to 72 point inclusive

%

The per cent mark is made for all sizes.

LUDLOW TEMPO BOLD

60 and 72 Point

Ludlow 28-BC Tempo Bold Condensed

NEW TYPEFACE 23
Display face suitable
for newspaper heads

72 Point Ludlow 28-BC Tempo Bold Condensed

LUDLOW DESIGNED 45
Condensed type an asset
for any newspaper plant

60 Point Ludlow 28-BC Tempo Bold Condensed

The two sizes of Ludlow Tempo Bold Condensed shown above are one and one-quarter inch matrices.

LUDLOW TEMPO BOLD CONDENSED

A MODERN TYPE 12

Use condensed type to gain more space in ads

48 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 467 points

CONDENSED TYPEFACES 34

The job does not exist that will tax the capacity of the Ludlow

36 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 349 points

IDEAL TYPE FOR NEWSPAPERS 56

New modern typeface for general use in the advertising field wins acclaim from newspapers and the advertisers

30 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 283 points

LUDLOW TEMPO BOLD CONDENSED 789

Modern equipment is necessary if the printer wishes to realize a fair profit and produce printing of a high standard which will assure him of many repeat and new printing orders

24 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 233 points

MODERN MACHINERY 12

Advertisers endorse these new methods of producing higher quality composition

18 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 174 points

A NEW LUDLOW TYPEFACE 30

An Elrod supplies new material of high quality at low cost in amounts that make distribution unnecessary

14 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 133 points

SAMPLE NEWSPAPER HEADLINES 45

Attractively designed typefaces easily available to the use of the layout man in the shops which have installed the Ludlow system of slugline composition

12 Point Ludlow 28-BC Tempo Bold Condensed
Length of lower-case alphabet: 116 points

Characters in Complete Font

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 & \$

1 2 3 4 5 6 7 8 9 0

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

. : , ; - ' ! ? - [] () +

Characters listed below sold separately:

¶ &

Variants from 18 to 72 point inclusive.

%

The per cent mark is made for all sizes.

LUDLOW TEMPO BOLD CONDENSED

60 and 72 Point
Ludlow 28-H Tempo Heavy

BOLD FACE 2
Heavy letter is
cast in slugline

72 Point Ludlow 28-H Tempo Heavy

STRONG LINE 13
Always command
attention on sight

60 Point Ludlow 28-H Tempo Heavy

The two sizes of Ludlow Tempo Heavy shown above are one and one-quarter inch matrices.

LUDLOW TEMPO HEAVY

EDITORIAL 12

Used by all the printers in Italy

48 Point Ludlow 28-11 Tempo Heavy

Length of lower-case alphabet: 678 points

JOB WORK 345

Quality should be very first demand

42 Point Ludlow 28-11 Tempo Heavy

Length of lower-case alphabet: 592 points

INSTALLATION 67

Many orders are lost to a printer who fails to change his design

36 Point Ludlow 28-11 Tempo Heavy

Length of lower-case alphabet: 523 points

MAGAZINE COVERS 19

Ludlow users have every opportunity to bid under their closest competitors

30 Point Ludlow 28-11 Tempo Heavy

Length of lower-case alphabet: 414 points

BORDERS 20

Compact shop

24 Point Ludlow 28-11 Tempo Heavy
Length of lower-case alphabet: 343 points

DEPARTMENT 45

The unique design

18 Point Ludlow 28-11 Tempo Heavy
Length of lower-case alphabet: 262 points

NEW NEWSPAPER 154

Specimen of a new type

14 Point Ludlow 28-11 Tempo Heavy
Length of lower-case alphabet: 191 points

ANNIVERSARY OFFER 167

Make good use of this type

12 Point Ludlow 28-11 Tempo Heavy
Length of lower-case alphabet: 171 points

PRINTED SALESMANSHIP 890

Slugline methods mean low cost

10 Point Ludlow 28-11 Tempo Heavy
Length of lower-case alphabet: 141 points

Characters in Complete Font

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
& \$ 1 2 3 4 5 6 7

8 9 0

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

. , ; - ' ! ? - [] () +

Characters listed below sold separately

A M N V W a v w
Alternative Characters

g e t

Variaants from 18 to 72 points inclusive

%

The per cent mark is made for all sizes

COMPOSITION 602 A MODERN DESIGN IN NEW BOLD FACE

48 Point Ludlow 28-HN Tempo Heavy Inline

A LUDLOW PROVIDES 159 AN ABUNDANCE OF TYPE FOR COMPOSING ROOMS

36 Point Ludlow 28-HN Tempo Heavy Inline

JUSTIFICATION 96 GREAT SAVING IN TIME AND LABOR

30 Point Ludlow 28-HN Tempo Heavy Inline

ADVERTISERS LIKE 37 FACES DESIGNED FOR USE ON THE LUDLOW

24 Point Ludlow 28-HN Tempo Heavy Inline

DYNAMIC LAYOUTS MORE 48 IN KEEPING WITH THE TEMPO OF OUR PRESENT TIMES THAN PREVAILING STATIC LAYOUTS

18 Point Ludlow 28-HN Tempo Heavy Inline

Characters in Complete Font

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 & \$
1 2 3 4 5 6 7
8 9 0 . ; , : - ' '
! ? - +

The per cent mark is made for all sizes
but is not included in the regular font.

It may be purchased separately.

%

LUDLOW TEMPO HEAVY INLINE

STRONG 23

72 Point Ludlow No. 34 Umbra

LETTERS 45 SIMPLICITY OF DESIGN

48 Point Ludlow No. 34 Umbra

CONTRAST 167 NINE PRINTERS VIEW EXHIBITS

36 Point Ludlow No. 34 Umbra

THIS NEW DESIGN 890 BY LUDLOW APPROVED BY THE TYPOGRAPHERS OF THIS MODERN AGE

24 Point Ludlow No. 34 Umbra

Characters in Complete Font

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	&	\$
1	2	3	4
5	6	7	8
9	0	.	,
-	'	!	?
+	-		

60 and 72 Point

Ludlow 6-B Medium Condensed Gothic

SORT HUNTING 34
Unknown to shops
that own a Ludlow

72 Point Ludlow 6-B Medium Condensed Gothic

INCREASE PROFITS 12
Rush work now handled
with facility by printer

60 Point Ludlow 6-B Medium Condensed Gothic

The two sizes of Ludlow Medium Condensed Gothic shown above are one and one-quarter inch matrices.

LUDLOW MEDIUM CONDENSED GOTHIC

PUBLISHERS 23

60 Point Ludlow 6-B Medium Condensed Gothic

Caps Only

LUDLOW USERS 34 Produce at a profit

48 Point Ludlow 6-B Medium Condensed Gothic

Length of lower-case alphabet 320 points

NEW SYSTEM THAT 56 Eliminates distributing

42 Point Ludlow 6-B Medium Condensed Gothic

Length of lower-case alphabet 450 points

ELIMINATE PICKING OF 78 Sorts out of standing jobs

36 Point Ludlow 6-B Medium Condensed Gothic

Length of lower-case alphabet 389 points

LUDLOW ALSO SAVES MUCH 90 Costly space in composing rooms

30 Point Ludlow 6-B Medium Condensed Gothic

Length of lower-case alphabet 308 points

PUBLISHERS FIND LUDLOW VALUABLE 12 For setting advertisements and headings

24 Point Ludlow 6-B Medium Condensed Gothic

Length of lower-case alphabet 254 points

ADVERTISERS LAUD 12 Product of this machine

18 Point Ludlow 6-B Medium Condensed Gothic
Length of lower-case alphabet 192 points

PRESSWORK MADE EASY 34 Forms are cast on the Ludlow

14 Point Ludlow 6-B Medium Condensed Gothic
Length of lower-case alphabet 151 points

NEW TYPEFACES MAKE THE JOB 56 Interesting for Ludlow compositors

12 Point Ludlow 6-B Medium Condensed Gothic
Length of lower-case alphabet 123 points

MANY TYPE SIZES MAY BE SET ON A 78 Single line by using a Ludlow offset stick

10 Point Ludlow 6-B Medium Condensed Gothic
Length of lower-case alphabet 108 points

THIS MACHINE IS A BOON TO MANY SHOPS 90 Because of its ease and simplicity of operation

8 Point Ludlow 6-B Medium Condensed Gothic
Length of lower-case alphabet 93 points

A SHOP THAT IS EQUIPPED WITH THIS SYSTEM 35 Of composition will never run short of sorts and quads

6 Point Ludlow 6-B Medium Condensed Gothic
Length of lower-case alphabet 84 points

Characters in Complete Font

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 & S 1 2
3 4 5 6 7 8 9 0
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
. : , ; - ' ! ? —

TYPOGRAPHERS LAUD 123

This system of composition

48 Point Ludlow 6-C Condensed Gothic

Length of lower-case alphabet: 374 points

PUBLISHERS RECEIVE SHARP 34

Clear printing from Ludlow type

42 Point Ludlow 6-C Condensed Gothic

Length of lower-case alphabet: 330 points

CONVENTION OF PUBLISHERS TO 56

Meet and discuss the effect of new postal bills on the printing industry

36 Point Ludlow 6-C Condensed Gothic

Length of lower-case alphabet: 276 points

THE SHORTAGE OF SORTS IS A TROUBLE 78

Unknown in the Ludlow equipped shop because the mats are returned to the case immediately

30 Point Ludlow 6-C Condensed Gothic

Length of lower-case alphabet: 217 points

EXACTING CUSTOMERS ARE QUICK TO APPRECIATE 90

A printed job of a better grade and do not hesitate in awarding their work to recognized high class printers

24 Point Ludlow 6-C Condensed Gothic

Length of lower-case alphabet: 187 points

UNBREAKABLE ITALICS ARE 12

Cast with ease on the Ludlow

18 Point Ludlow 6-C Condensed Gothic
Length of lower-case alphabet: 148 points

WEST SIDE PRINTER ERECTING NEW 34

Six story plant of modern construction

14 Point Ludlow 6-C Condensed Gothic
Length of lower-case alphabet: 113 points

THE DISTINCTIVE PRINTING THAT CAN BE 56

Produced with new faces is one selling point

12 Point Ludlow 6-C Condensed Gothic
Length of lower-case alphabet: 96 points

THE USE OF THE LUDLOW SYSTEM OF COMPOSITION 78

Is now becoming almost universal in many countries

10 Point Ludlow 6-C Condensed Gothic
Length of lower-case alphabet: 83 points

THE FIRST ESSENTIAL OF GOOD PRINTING IS THAT 90

The type be in good condition and of accurate height

8 Point Ludlow 6-C Condensed Gothic
Length of lower-case alphabet: 83 points

THIS TYPE STYLE IN THE LARGER SIZES SHOWN ON THIS 98

Specimen page is used largely for newspaper column headings

6 Point Ludlow 6-C Condensed Gothic
Length of lower-case alphabet: 74 points

Characters in Complete Font

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 & \$ 1 2 3 4 5 6
7 8 9 0
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
.:,: - ' ! ? —

CRAFTSMEN 12 *Sparkling design*

48 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurrrie]

Length of lower-case alphabet: 592 points

COMPOSITION 34 *Modern typography*

42 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurrrie]

Length of lower-case alphabet: 486 points

LUDLOW DESIGN 56 *A new modern typeface for the newspaper field*

36 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurrrie]

Length of lower-case alphabet: 438 points

NEW PRINTING PLANT 17 *Slug composition eliminates the operation of distribution*

30 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurrrie]

Length of lower-case alphabet: 363 points

BOLD LETTER FOR DISPLAY 89 *Sets prize broadside on the Ludlow using roman and italic typefaces in combination with an Elrod rule*

24 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurrrie]

Length of lower-case alphabet: 286 points

THE PURPOSE 212 *Of typography is the easy communication of the thought image conveyed by authors*

18 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurrrie]

Length of lower-case alphabet: 214 points

EXAMPLES OF FINE 308 *Architecture built by a race of people long since extinct attests the high civilization to which they had attained long before the advent of the modern giant machine age*

14 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurrrie]

Length of lower-case alphabet: 159 points

THIS DESIGN WILL BE 795 *Found a useful addition to the popular Ultra-Modern family. It will prove itself valuable for independent use where an italic head is desired, combining well any good body matter typeface*

12 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurrrie]

Length of lower-case alphabet: 149 points

Characters in Complete Font

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 &
\$ 1 2 3 4 5 6 7 8 9 0
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
. : ; - ' ! ? - () []

Characters listed below sold separately

A B C D G M N P T

Swash Characters are made for all sizes
but are not included in the regular font.

%

The per cent mark is made for all sizes

More Profits 17

72 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet 829 points

New Script Face 23

60 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet 704 points

Publishers 15 Reduce rates

48 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet 542 points

Mandate Has 49 Individual charm

36 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet 413 points

This Dynamic Face Is 68 A great help to advertisers

24 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet 262 points

With All The Informality Of a 20 Hand-written line is combined the force and emphasis of bold display

18 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet 192 points

Characters in Complete Font

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 & \$

1 2 3 4 5 6 7 8 9 0

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

. : , ; - " ' ! ? () [] -

of or on 's 't '.

Composition 12

72 point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 648 points

New Typefaces 34 of grace and charm

60 point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 567 points

The Ludlow System 56 of slugline composition

48 point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 429 points

Increased Business Result 78 of clever advertising campaigns

36 point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 321 points

Changes On The Press Quickly 90 made by the use of Ludlow sluglines thus saving valuable time and money

30 point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 236 points

*The Compositors 12
experience no trouble
in learning to operate
the Ludlow machine*

24 point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 216 points

*The Ludlow Provides 345
an unlimited supply of new
and unbroken faces for the
advertiser and the publisher*

18 point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 136 points

*Outmoded Typefaces And Old 56
equipment will not prove sufficient
to satisfy the insistent demands of
the successful modern typographer*

14 point Ludlow 31-MIC Mayfair Cursive
Length of lower-case alphabet: 127 points

Characters in Complete Font

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 & \$
1 2 3 4 5 6 7 8 9 0
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

. . . - ' ' ! ? -

Characters listed below sold separately

[] () %

60 and 72 Point
Ludlow 24-L Garamond

NEW STYLE 890
Garamond type 890
pleasing to publisher

72 Point Ludlow 24-L Garamond

GOOD AUTHOR 176
Endorse this design 176
for printing of character

60 Point Ludlow 24-L Garamond

The two sizes of Ludlow Garamond shown above are one and one-quarter inch matrices.

LUDLOW GARAMOND

OLD SPECIMEN 12

A good collection 234

48 Point Ludlow 24-L Garamond

Length of lower-case alphabet 474 points

NEWEST SYSTEM 45

Produce more quality 56

42 Point Ludlow 24-L Garamond

Length of lower-case alphabet 415 points

THE PRINTED PLAN 89

Design for better business 197

36 Point Ludlow 24-L Garamond

Length of lower-case alphabet 356 points

IMPROVED TYPOGRAPHY 20

Equipped by the latest method 345

30 Point Ludlow 24-L Garamond

Length of lower-case alphabet 293 points

FOR DISTINCTIVE AD LAYOUTS 67

New styles in book design are in vogue 67

24 Point Ludlow 24-L Garamond

Length of lower-case alphabet 235 points

PROFIT BY USING LUDLOW EQUIPMENT 890

Garamond will greatly increase your display of types 234

18 Point Ludlow 24-L Garamond

Length of lower-case alphabet 180 points

SMALL JOB SHOPS USE THE MODERN METHODS 56

Increase the quantity of your orders by producing quality 789

16 Point Ludlow 24-L Garamond

Length of lower-case alphabet 164 points

LEADERS IN THE FIELD 678

Trend toward better facilities 20

14 Point Ludlow 24-L Garamond

Length of lower-case alphabet 141 points

THE FIRST PRINTED BOOK 468

The title page should be attractive 12

12 Point Ludlow 24-L Garamond

Length of lower-case alphabet 128 points

FOR MEETING THE DEMANDS 890

Direct-mail advertising produces results 56

10 Point Ludlow 24-L Garamond

Length of lower-case alphabet 109 points

GARAMOND FOR ATTRACTIVE WORK 123

New character is very legible for type displays 567

8 Point Ludlow 24-L Garamond

Length of lower-case alphabet 89 points

Characters in Complete Font

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 & \$ 1 2
3 4 5 6 7 8 9 0 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 fi fl ffi
. . . - ' ' ? () -

Supplementary Ligatures, etc.

QU Qu f ff fa ffa fe ffe
ffu fo ffo fr ffr fs ffs fr
fu ffu fy et et ||

Oldstyle Figures

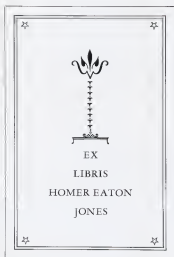
1 2 3 4 5 6 7 8 9 0

Modern or oldstyle figures should be specified in ordering matrices. Fonts from 12 to 72 point are available with or without supplementary ligatures. Modern figures or oldstyle figures are made from 8 to 72 point, and either may be purchased separately.

The per cent mark is made for all sizes
It may be purchased separately

%

GARAMOND SMALL CAPS



NEW MARKETS FOR MANY COMMODITIES FROM THIS COUNTRY ARE OPENING IN ASIA AND EXPORTATIONS OF STOCKS ARE FREQUENT

18 Point Ludlow 24-L Garamond Small Caps

MODERN PLANT IS EQUIPPED TO MEET REQUIREMENTS OF THE MOST EXACTING CLIENT WITH NEW MACHINERY AND VERY SYSTEMIZED METHODS

16 Point Ludlow 24-L Garamond Small Caps

SMALL CAPS ADD THEIR CHARM TO PIECES OF TYPOGRAPHY THAT OTHERWISE WOULD SEEM TO BE TOO LIGHT IN PROPORTION TO A RELATIVE HEIGHT OF LETTERS

14 Point Ludlow 24-L Garamond Small Caps



THE SIXTEENTH CENTURY WAS AN AGE OF HARD STRIFE AND GLORY AND EUROPE WAS RAPIDLY CASTING OFF HER SHACKLES OF THE MIDDLE AGES UNDER THE LEADERSHIP OF SCHOLARS FIRED WITH A RENAISSANCE IDEAL

12 Point Ludlow 24-L Garamond Small Caps

Characters in Complete Font

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 &

The Small Caps for Garamond are available in four sizes shown here. They are not included in the regular fonts but sold separately.

LUDLOW GARAMOND SMALL CAPS

ADVERTISE 89

Endorse Ludlow 89

60 Point Ludlow 24-L1 Garamond Italic

FINE TYPEFACE 12

Design for the printer 12

48 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 396 points

TYPE AUTHORITY 34

Fine traditional typeface 345

42 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 359 points

LUDLOW TYPEFACE 56

Better designs to increase sales 678

56 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 299 points

NEW PRINTING PLANTS 890

Printer installs new Ludlow equipment 90

50 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 243 points

OUR FIRST ANNIVERSARY SALE 123

A new edition entirely hand set in Garamond 123

24 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 196 points

CONDENSED FACE 56

Is a great asset to the printer 56

18 Point Ludlow 24-L1 Garamond Italic
Length of lower-case alphabet: 180 points

SMALL SHOPS PROFIT 78

With new Ludlow equipment 78

16 Point Ludlow 24-L1 Garamond Italic
Length of lower-case alphabet: 136 points

LEADERS IN THE FIELD 210

Fine design pleases big class printer 21

14 Point Ludlow 24-L1 Garamond Italic
Length of lower-case alphabet: 118 points

AN EXHIBIT OF FINE PRINTS 34

Meeting the demands for a new typeface 34

12 Point Ludlow 24-L1 Garamond Italic
Length of lower-case alphabet: 107 points

NEWSPAPERS USE THE LUDLOW 56

Rare books on exhibit at Century of Progress 56

10 Point Ludlow 24-L1 Garamond Italic
Length of lower-case alphabet: 93 points

COSTS ARE CUT BY THE LUDLOW METHOD 78

Canadian newspapers are now using the Ludlow system 78

8 Point Ludlow 24-L1 Garamond Italic
Length of lower-case alphabet: 77 points

Characters in Complete Font

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 & \$ 1 2
3 4 5 6 7 8 9 0 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 fi ff fi ff
: ; , - ' " ? () -

Swash Characters, etc. 12 to 48 point

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

Extra Characters 8 and 10 point

Qu Qu G H I J

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

Modern or oldstyle figures should be specified in ordering matrices. Points of all sizes except 8 and 10 point are available with or without swash characters, modern figures or oldstyle figures, and either may be purchased separately.

60 and 72 Point
Ludlow 24-B Garamond Bold

LEGIBILITY 23

A good character
for classic display

72 Point Ludlow 24-B Garamond Bold

PUBLICATION 56

Use this type design
for general job work

60 Point Ludlow 24-B Garamond Bold

The two sizes of Ludlow Garamond Bold shown above are one and one-quarter inch matrices.

LUDLOW GARAMOND BOLD

NEW DESIGN 12

The Ludlow system

48 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 553 points

OLD PAINTING 34

Beautiful new typeface to please the customers

42 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 458 points

COPIES OF A BOOK 56

Newspapers from all over endorse the Ludlow types

36 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 397 points

COMPOSITION COSTS 1789

Printers picnic on Saturday first at the beautiful Fanning Grove

30 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 332 points

AN EXHIBIT OF FINE PRINTS 20

Regular meeting of the Printing House Craftsmen will be held Friday evening

24 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 266 points

PRICELESS GEMS 34

Tribute will be paid to Franklin on Thursday

18 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 204 points

A LIMITED EDITION 567

The Ludlow system of slugline composition is growing and is used by most daily newspapers

14 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 154 points

OLD BOOK DISCOVERED 89

Opening of new municipal project is followed by a gigantic parade and mammoth swimming festival

12 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 136 points

PRINTERS ORGANIZATIONS 10

Composition costs are lowered by the Ludlow system of composition and the results are certain to please

10 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 131 points

OPENING OF THE NEW EXHIBITION 34

Compositors have no trouble in learning to operate the Ludlow slug casting machine and they prefer it to the old single type method

8 Point Ludlow 24-B Garamond Bold
Length of lower-case alphabet: 103 points

Characters in Complete Font

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 & S I
2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
o p q r s t u v w x y z

ff fi nn ll

. , ; ' " ! ? () -

Garamond Bold brackets are made for
all sizes but are not included in the
regular fonts. They may be purchased
separately if desired.

60 and 72 Point

Ludlow 24-BI Garamond Bold Italic

BOOKLETS 134

*A better design for
modern book cover*

72 Point Ludlow 24-BI Garamond Bold Italic

USE OF ITALIC 12

*In display advertising
now in great demand*

60 Point Ludlow 24-BI Garamond Bold Italic

The two sizes of Ludlow Garamond Bold Italic shown above are one and one-quarter inch matrices.

LUDLOW GARAMOND BOLD ITALIC

NEWSPAPERS 12

Traditional design 12

48 Point Ludlow 24-B1 Garamond Bold Italic

Length of lower-case alphabet: 470 points

NEW SPECIMEN 34

Ludlow casts new slugs 34

42 Point Ludlow 24-B1 Garamond Bold Italic

Length of lower-case alphabet: 423 points

ITALIC TYPEFACES 56

New designs please clientele 56

36 Point Ludlow 24-B1 Garamond Bold Italic

Length of lower-case alphabet: 353 points

ADVERTISING DESIGNS 78

Compositors do not have trouble 78 in learning to operate the Ludlow

30 Point Ludlow 24-B1 Garamond Bold Italic

Length of lower-case alphabet: 296 points

EXHIBIT OF NEW TYPEFACES 90

Increased business is handled with ease by 90 the installation of the Ludlow all-slug system

24 Point Ludlow 24-B1 Garamond Bold Italic

Length of lower-case alphabet: 234 points

MORE PRINTERS ADOPT THIS SYSTEM 12

Printers produce a better grade of printing when they 12 are equipped with the Ludlow system of slug composition

18 Point Ludlow 24-B1 Garamond Bold Italic

Length of lower-case alphabet: 181 points

THE LUDLOW SYSTEM 34

New record is set for lineage by 34 a newspaper that uses a Ludlow

14 Point Ludlow 24-B1 Garamond Bold Italic
Length of lower-case alphabet: 137 points

CRAFTSMEN TO CONVEYE 56

Increase production by installing 56 the Ludlow in your composing room

12 Point Ludlow 24-B1 Garamond Bold Italic
Length of lower-case alphabet: 122 points

ADVERTISERS USE THIS FACE 78

The addition of new typefaces will 78 result in a greater profit for the printer

10 Point Ludlow 24-B1 Garamond Bold Italic
Length of lower-case alphabet: 115 points

INCREASE PROFITS WITH A LUDLOW 90

Unlimited composition can be produced on the 90 Ludlow at a great saving in both time and money

8 Point Ludlow 24-B1 Garamond Bold Italic
Length of lower-case alphabet: 91 points

Characters in Complete Font

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 & S I

2 3 4 5 6 7 8 9 0

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 fi fl ff

. : ; - ' ! ? () -

Swash Characters

A B C D E F G H I J

N P R Y Q U Q U Th

a c k m n l v w

A B a r u s []

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

Modern or oldstyle figures should be specified in ordering matrices. Fonts of all sizes are available with or without swash characters, modern figures or oldstyle figures, and either may be purchased separately.

%

The per cent mark is made for all sizes. It may be purchased separately.

NEW MODELS 23

The printing job 12

48 Point Ludlow 3-TC True-Cut Bodoni

Length of lower-case alphabet: 544 points

BY ADVERTISING 15

Better your profit 234

42 Point Ludlow 3-TC True-Cut Bodoni

Length of lower-case alphabet: 438 points

A QUICKER SET-UP 89

For many good ideas 145

36 Point Ludlow 3-TC True-Cut Bodoni

Length of lower-case alphabet: 407 points

TYPEFACE CLEARNESS 907

This fine printing equipment 19

30 Point Ludlow 3-TC True-Cut Bodoni

Length of lower-case alphabet: 328 points

NEWSPAPER COPY WRITERS 123

Provide an increase in production 78

24 Point Ludlow 3-TC True-Cut Bodoni

Length of lower-case alphabet: 277 points

OBTAINING THE BEST RESULTS 20

The printing art is greatly improved 34

22 Point Ludlow 3-TC True-Cut Bodoni

Length of lower-case alphabet: 253 points

UTILIZE THIS MODERN IMPROVEMENT 456

Alterations are simplified by using the Ludlow 67

18 Point Ludlow 3-TC True-Cut Bodoni

Length of lower-case alphabet: 214 points

DEMAND ATTENTION 187 Lower your printing costs 12

14 Point Ludlow 3-TC True-Cut Bodoni
Length of lower-case alphabet: 157 points

IMPROVED TYPOGRAPHY 109 Old, worn typefaces waste time 90

12 Point Ludlow 3-TC True-Cut Bodoni
Length of lower-case alphabet: 134 points

GOOD DISPLAY COMPOSITION 23 Know the fine points of this system 23

10 Point Ludlow 3-TC True-Cut Bodoni
Length of lower-case alphabet: 122 points

FINER DESIGNS ARE NOW IN DEMAND 45 Every shop should be Ludlow equipped 45

8 Point Ludlow 3-TC True-Cut Bodoni
Length of lower-case alphabet: 100 points

Characters in Complete Font

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 & S
1 2 3 4 5 6 7 8 9 0
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 fi fl ll ll
. : ; - ' " ! ? - ()

Supplementary Ligatures

f ff fa fa fe fe fn
fo fo fr fr fs fs fu fu
ft fy |]

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

Modern or oldstyle figures should be specified in ordering matrices. Fonts of all sizes are available with or without supplementary ligatures, modern figures or oldstyle figures, and either may be purchased separately.

ADVERTISERS 123

Like the italic type 12 designs of the Ludlow

48 Point Ludlow 3-TCI True-Cut Bodoni Italic

Length of lower-case alphabet 465 points

MODERN PRINTERS 45

Are busy because their 456 methods enable them to do better work and lower costs

36 Point Ludlow 3-TCI True-Cut Bodoni Italic

Length of lower-case alphabet 353 points

MASTER CRAFTSMEN PREFER 678

To set their jobs of composition on the 37 Ludlow because of the fact that they never run short of sorts and that work can be printed in multiples thus cutting the cost

24 Point Ludlow 3-TCI True-Cut Bodoni Italic

Length of lower-case alphabet 237 points

PROFITABLE SYSTEM OF COMPOSITION 695

Some important features of the Ludlow system 678 of slug-line composition are its extreme simplicity of operation and the abolishing of unnecessary mold or machine changes if a change of type size is required

18 Point Ludlow 3-TCI True-Cut Bodoni Italic

Length of lower-case alphabet 173 points

HUNTING FOR SORTS 603

Abolished by using Ludlow 6c3

14 Point Ludlow 3-TCI True-Cut Bodoni Italic
Length of lower-case alphabet 142 points

ALL REPRINT JOBS ARE 853

Safely stored without fear of 853 type shortage thus reducing costs

12 Point Ludlow 3-TCI True-Cut Bodoni Italic
Length of lower-case alphabet 131 points

THE USING OF SLUG FORMS 790

Facilitates the speed of making up 79c and handling corrections on the press

10 Point Ludlow 3-TCI True-Cut Bodoni Italic
Length of lower-case alphabet 114 points

THE INSTALLATION OF AN ELROD IN 241

Your composing room cuts distributing time 241 and provides you with an abundance of material

8 Point Ludlow 3-TCI True-Cut Bodoni Italic
Length of lower-case alphabet 92 points

The 22, 30, and 42 point sizes are in process

Characters in Complete Font

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 & \$
1 2 3 4 5 6 7 8 9 0
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 fi ffi fl ffl
.,;:-'!?'-()

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

Modern or oldstyle figures should be specified in ordering matrices. Fonts of all sizes are available with or without modern or oldstyle figures and either may be purchased separately.

%

The per cent mark is made for all sizes. It may be purchased separately.

NOTE

The 8, 10, 12, and 14 point sizes of Ludlow True-Cut Bodoni Italic are made on roman body matrices

60 and 72 Point
Ludlow 3-B Bodoni Bold

ADVERTISE 156
Helps to increase
good job printing

72 Point Ludlow 3-B Bodoni Bold

BODONI BOLD 456
This type is used for
advertising purposes

60 Point Ludlow 3-B Bodoni Bold

The two sizes of Ludlow Bodoni Bold shown above are one and one-quarter inch matrices.

LUDLOW BODONI BOLD

SINGLE LINE 12

Every printed job should get results

48 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 577 points

BETTER IDEAS 34

Solid slug forms are imposed more easily

42 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 488 points

TYPOGRAPHERS 567

A better grade of paper aids skillful pressmen to produce excellent work

36 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 429 points

PRINTING INDUSTRY 890

Hand-set type lines increase while sluglines decrease the publisher's composition cost

30 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 366 points

COMPOSED 12

Newspapers use the newer heads

24 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 288 points

NEWS DISPLAY 345

Printing is more than just the setting of type

18 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 211 points

THE BEST ESTIMATE 678

Ludlow offers the job plant a number of opportunities

14 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 166 points

MEETING THEIR DEMAND 950

Many large printing orders result from a well finished small order

12 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 139 points

LABOR-SAVING MACHINERY 234

Use of this method never brings the usual quota of type shortage worries

10 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 123 points

PERFECT TYPOGRAPHICAL DESIGNS 567

Newspaper composing room equipment is not complete without this greatly improved caster

8 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 97 points

Characters in Complete Font

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 & \$!
2 3 4 5 6 7 8 9 0
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
. : ; - ' ' ! ? —

60 and 72 Point

Ludlow 3-BI Bodoni Bold Italic

EQUIPMENT 12
Modern printers
endorse this type

72 Point Ludlow 3-BI Bodoni Bold Italic

FINE PRINTING 34
Printing exhibit to
be held at the Fair

60 Point Ludlow 3-BI Bodoni Bold Italic

The two sizes of Ludlow Bodoni Bold Italic shown above are one and one-quarter inch matrices.

LUDLOW BODONI BOLD ITALIC

SLUGLINES 123

Only dependable printing method

48 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 606 points

BOND FINISH 546

Increases ability of our modern printer

42 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 531 points

IMPOSING STONE 78

Facility of operation is but one of the features of the modern Ludlow

56 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 462 points

YOUR SUBSCRIPTION 90

Ludlow equipment insures you greater production at a saving in time and labor

30 Point Ludlow 3-BI Bodoni Bold Italic

Length of lower-case alphabet: 388 points

NUMBERS 234

Ludlow system

24 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 310 points

FINE SPECIMEN 45

Most practical of all typesetting methods

18 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 223 points

ENGRAVING PLANTS 678

Valuable time is saved by using the latest machinery

14 Points Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 174 points

PRINT FROM GOOD TYPE 890

Display faces are ever in great demand by the large advertisers

12 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 147 points

LUDLOW EQUIPPED SHOPS 4567

Attractive display in advertisements arouses the interest of the customer

10 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 129 points

LEGIBILITY IS OF GREAT IMPORTANCE 12

It is necessary for a modern printing plant to keep up-to-date with new ideas and equipment

8 Point Ludlow 3-BI Bodoni Bold Italic
Length of lower-case alphabet: 100 points

The 8 and 10 point sizes of Bodoni Bold Italic are
certain body matrices.

Characters in Complete Font

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 & \$!
2 3 4 5 6 7 8 9 0
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
. , ; - ' ! ? —

60 and 72 Point
Ludlow 3-H Bodoni Black

LUDLOW 15
This type for
display lines

72 Point Ludlow 3-H Bodoni Black

SPECIMEN 23
A new typeface
for all printers

60 Point Ludlow 3-H Bodoni Black

The two sizes of Ludlow Bodoni Black shown above are one and one-quarter inch matrices.

LUDLOW BODONI BLACK

OLD TYPE 12 **Adapted for a** **perfect layout**

48 Point Ludlow 3-II Bodoni Black

Length of lower-case alphabet: 757 points

BOLD FACE 54 **The display line** **gets fine results**

42 Point Ludlow 3-II Bodoni Black

Length of lower-case alphabet: 660 points

EQUIPMENT 678 **Modern plant has** **the advantage of a** **Ludlow and Elrod**

36 Point Ludlow 3-II Bodoni Black

Length of lower-case alphabet: 566 points

EDITORIAL COPY 17 **Typographical errors** **are easy to correct by** **the use of this system**

30 Point Ludlow 3-II Bodoni Black

Length of lower-case alphabet: 479 points

BODONI 89 **Makes good** **display face**

24 Point Ludlow 3-II Bodoni Black
Length of lower-case alphabet: 386 points

BEST BOOK 23 **Copies to be sold** **by leading shops**

18 Point Ludlow 3-II Bodoni Black
Length of lower-case alphabet: 284 points

A WRONG FONT 54 **Quality is the logical** **foundation for many** **big business concerns**

14 Point Ludlow 3-II Bodoni Black
Length of lower-case alphabet: 216 points

LEADS AND SLUGS 678 **Endorses the Ludlow and** **says it has reduced costs** **and increased his profits**

12 Point Ludlow 3-II Bodoni Black
Length of lower-case alphabet: 186 points

Characters in Complete Font

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 &
8 1 2 3 4 5 6 7
8 9 0
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
. : ; - ' " ? - 0 1 1 •

The per cent mark is made for all sizes
It may be purchased separately.

%

PRINTER 12

Bold face for display lines

48 Point Ludlow 3-Hi Bodoni Black Italic

Length of lower-case alphabet: 806 points

TYPEFACE 34

Many printers use this design

42 Point Ludlow 3-Hi Bodoni Black Italic

Length of lower-case alphabet: 703 points

CRAFTSMEN 56

Craftsmen use the new Ludlow faces

36 Point Ludlow 3-Hi Bodoni Black Italic

Length of lower-case alphabet: 593 points

MODERN PLANT 78

Newspapers like this new Ludlow typeface for setting display ad

30 Point Ludlow 3-Hi Bodoni Black Italic

Length of lower-case alphabet: 507 points

DESIGN 90

Advertisers use this face

24 Point Ludlow 3-Hi Bodoni Black Italic
Length of lower-case alphabet: 609 points

MEASURES 10

Show specimen of new designs

18 Point Ludlow 3-Hi Bodoni Black Italic
Length of lower-case alphabet: 308 points

NEW SPECIMEN 13

This Ludlow design for newspaper head

14 Point Ludlow 3-Hi Bodoni Black Italic
Length of lower-case alphabet: 236 points

DISPLAY LINES 615

This typeface makes a good display heading

12 Point Ludlow 3-Hi Bodoni Black Italic
Length of lower-case alphabet: 204 points

Characters in Complete Font

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 &
\$ 1 2 3 4 5 6 7
8 9 0

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
.:,:-''!?'-()/|.

Characters listed below sold separately

1 B O N V W Y

Swash Characters are made for all sizes but are not included in the regular font.

%

The per cent mark is made for all sizes

LUDLOW BODONI BLACK ITALIC

60 and 72 Point

Ludlow 2-BEC Cheltenham Bold Extra Condensed

BOLD CONDENSED 23
**Condensed type for the
newspaper display ads**

72 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

LUDLOW DISPLAY FACE 4
**Modern typesetting houses
endorse the Ludlow system**

60 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

4

The two sizes of Ludlow Cheltenham Bold Extra Condensed shown above are one and one-quarter inch matrices.

LUDLOW CHELTENHAM BOLD EXTRA CONDENSED

60 and 72 Point

Ludlow 12-B Nicolas Jenson Bold

FINE LINES 123

**This type design is
preferred by many**

72 Point Ludlow 12-B Nicolas Jenson Bold

PRINTERS ARE 54

**Using new economy in
the production of type**

60 Point Ludlow 12-B Nicolas Jenson Bold

Extra Characters

QU Qu ct st []

The two sizes of Ludlow Nicolas Jenson Bold shown above are one and one-quarter inch matrices.

LUDLOW NICOLAS JENSON BOLD

60 and 72 Point

Ludlow 12-BI Nicolas Jenson Bold Italic

SUPPLEMENT 23

*A traditional type for
use in the newspapers*

72 Point Ludlow 12-BI Nicolas Jenson Bold Italic

LUDLOW SLUGS 34

*Job printing is profitable
with modern slug system*

60 Point Ludlow 12-BI Nicolas Jenson Bold Italic

Swash Characters, etc.

A B C D E G L M N P R Y Q U Qu & st | |

The two sizes of Ludlow Nicolas Jenson Bold Italic shown above are one and one-quarter inch matrices.

LUDLOW NICOLAS JENSON BOLD ITALIC

EXHIBITS 12 ***Open Monday***

48 Point Ludlow 1-B1 Caslon Bold Italic

Length of lower-case alphabet: 748 points

BOOKLETS 34 ***Set type by hand***

42 Point Ludlow 1-B1 Caslon Bold Italic

Length of lower-case alphabet: 641 points

ITALICS ARE 56 ***Now in demand by*** ***printers of quality***

36 Point Ludlow 1-B1 Caslon Bold Italic

Length of lower-case alphabet: 558 points

NEWER METHOD 78 ***New lines for every job*** ***cuts press running time***

30 Point Ludlow 1-B1 Caslon Bold Italic

Length of lower-case alphabet: 469 points

LUDLOW EQUIPMENT 91 ***Production costs reduced by*** ***installing the Ludlow system***

24 Point Ludlow 1-B1 Caslon Bold Italic

Length of lower-case alphabet: 374 points

ADVERTISE 21 ***Much progress is*** ***now being made*** ***in type designing*** ***of modern letters***

18 Point Ludlow 1-B1 Caslon Bold Italic
Length of lower-case alphabet: 283 points

COMPOSITORS 345 ***Many fine printers in*** ***all parts of the world*** ***adopting the Ludlow*** ***system of composition***

14 Point Ludlow 1-B1 Caslon Bold Italic
Length of lower-case alphabet: 212 points

STRONG SLUGLINE 79 ***Repeat casting eliminates*** ***a printer's fear of broken*** ***letters in typefaces which*** ***cannot easily be replaced***

12 Point Ludlow 1-B1 Caslon Bold Italic
Length of lower-case alphabet: 175 points

Characters in Complete Font

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 &

\$ 1 2 3 4 5 6 7

8 9 0

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

. , ; - ' ! ? -

LUDLOW CASLON BOLD ITALIC

60 and 72 Point

Ludlow 1-BC Caslon Bold Condensed

NEW DESIGN 12
By the Ludlow for
use in display ads

72 Point Ludlow 1-BC Caslon Bold Condensed

STRONG HEAD 345
A condensed typeface
for advertising heads

60 Point Ludlow 1-BC Caslon Bold Condensed

The two sizes of Ludlow Caslon Bold Condensed shown above are one and one-quarter inch matrices.

LUDLOW CASLON BOLD CONDENSED

60 and 72 Point

Ludlow 1-BEC Caslon Bold Extra Condensed

GREAT DEMAND 123
For modern typefaces
in the newspaper field

72 Point Ludlow 1-BEC Caslon Bold Extra Condensed

CONDENSED LETTER 456
Lower pressroom costs by
using Ludlow composition

60 Point Ludlow 1-BEC Caslon Bold Extra Condensed

The two sizes of Ludlow Caslon Bold Extra Condensed shown above are one and one-quarter inch matrices

LUDLOW CASLON BOLD EXTRA CONDENSED

FINE TYPOGRAPHY 12

Newspapers all over the country endorse Ludlow

48 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 429 points

TRADITIONAL DESIGNS 34

Printers are now using slugs for the best possible results

42 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 371 points

EXTRA CONDENSED TYPES 56

Costs are cut by installation of the Ludlow system of composition and the results are sure to please

36 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 314 points

GOOD TYPEFACE FOR DISPLAY LINE 78

Rush work is now handled with ease by the printers and typesetting houses who use the Ludlow system of composition

30 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 236 points

A NEW SPECIMEN 90

Slug forms lower costs

24 Point Ludlow 1-BEC
Caslon Bold Extra Condensed
Length of lower-case alphabet: 210 points

MODERN EQUIPMENTS 123

Distribution is a thing of the past with the Ludlow system

18 Point Ludlow 1-BEC
Caslon Bold Extra Condensed
Length of lower-case alphabet: 165 points

REDUCE MAKE READY TIME 456

Forms printed from Ludlow slugs help the printer to make a profit

14 Point Ludlow 1-BEC
Caslon Bold Extra Condensed
Length of lower-case alphabet: 129 points

REDUCE COSTS WITH THE LUDLOW 789

Production costs must be kept low in the average shop in order to run successfully

12 Point Ludlow 1-BEC
Caslon Bold Extra Condensed
Length of lower-case alphabet: 109 points

Characters in Complete Font

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 & \$

1 2 3 4 5 6 7 8 9 0

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 . , ; - ' ! ? —

Characters listed below sold separately

% () []

CAPTURE 12 BANDITS ON ATTEMPTED BANK HOLD UP

48 Point Ludlow 35-EC Lafayette Extra Condensed

Railroad Men Revise Prices New Fares Benefit People

48 Point Ludlow 35-EC Lafayette Extra Condensed

Length of lower-case alphabet: 299 points

FLIER KNOCKS 34 HOURS OFF THE ROUND THE WORLD FLIGHT RECORD

36 Point Ludlow 35-EC Lafayette Extra Condensed

Many Vacationists Assemble For Trip Sponsors Guarantee Enjoyable Week

36 Point Ludlow 35-EC Lafayette Extra Condensed

Length of lower-case alphabet: 218 points

56 MINERS KILLED IN GREAT MINE DISASTER

24 Point Ludlow 35-EC
Lafayette Extra Condensed

Home Owners Association Display Modern Comforts

24 Point Ludlow 35-EC
Lafayette Extra Condensed

Length of lower-case alphabet: 150 points

78 PEOPLE INJURED AT THE CLOSING OF THE WORLD'S FAIR

48 Point Ludlow 35-EC
Lafayette Extra Condensed

University Students Show Greater Interest In Financial Problems

48 Point Ludlow 35-EC
Lafayette Extra Condensed

Length of lower-case alphabet: 183 points

Characters in Complete Font

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 & \$
1 2 3 4 5 6 7 8 9 0
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
. : , ; - — ' ' ! ? ()

The per cent mark is made for all sizes
and may be purchased separately.

%

LUDLOW TYPEFACES

IN SIZES RECENTLY PRODUCED

16 Point Ludlow 12-L Nicolas Jensen

FOURSCORE AND SEVEN YEARS
ago our fathers brought forth on this con-
tinent a new nation, conceived in liberty,

16 Point Ludlow 12-L Nicolas Jensen Small Caps

FOURSCORE AND SEVEN YEARS AGO OUR
FATHERS BROUGHT FORTH ON THIS CON-
TINENT A NEW NATION, CONCEIVED IN

12 Point Ludlow 12-L Nicolas Jensen

FOURSCORE AND SEVEN YEARS AGO
our fathers brought forth on this continent a new
nation, conceived in liberty, and dedicated to the

10 Point Ludlow 12-L Nicolas Jensen

FOURSCORE SEVEN YEARS AGO OUR FATHERS
brought forth on this continent a new nation, conceived in
liberty, and dedicated to the proposition that all men are

8 Point Ludlow 12-L Nicolas Jensen

FOURSCORE & SEVEN YEARS AGO OUR FATHERS BROUGHT
forth on this continent a new nation, conceived in liberty, and dedicated
to the proposition that all men are created equal. Now we are engaged in

6 Point Ludlow 12-L Nicolas Jensen

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH
on this continent a new nation, conceived in liberty, and dedicated to the propo-
sition that all men are created equal. Now we are engaged in a great civil war,

16 Point Ludlow 12-LI Nicolas Jensen Italic

FOURSCORE & SEVEN YEARS AGO
our fathers brought forth on this continent a
new nation, conceived in liberty, and dedicated

10 Point Ludlow 12-LI Nicolas Jensen Italic

FOURSCORE & SEVEN YEARS AGO OUR FATHERS
brought forth on this continent a new nation, conceived in liberty,
and dedicated to the proposition that all men are created equal. Now

8 Point Ludlow 12-LI Nicolas Jensen Italic

FOURSCORE & SEVEN YEARS AGO OUR FATHERS BROUGHT
forth on this continent a new nation, conceived in liberty, and dedicated to the
proposition that all men are created equal. Now we are engaged in a great civil

10 Point Ludlow 12-B Nicolas Jensen Bold

FOURSCORE AND SEVEN YEARS AGO OUR
fathers brought forth on this continent a new nation,
conceived in liberty, and dedicated to the proposition

8 Point Ludlow 12-B Nicolas Jensen Bold

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS
brought forth on this continent a new nation, conceived in liberty,
and dedicated to the proposition that all men are created equal.

6 Point Ludlow 12-B Nicolas Jensen Bold

FOURSCORE & SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH
on this continent a new nation, conceived in liberty, and dedicated to the
proposition that all men are created equal. Now we are engaged in a great

10 Point Ludlow 12-BI Nicolas Jensen Bold Italic

FOURSCORE SEVEN YEARS AGO OUR FATHERS
brought forth on this continent a new nation, conceived in
liberty, and dedicated to the proposition that all men are

8 Point Ludlow 12-BI Nicolas Jensen Bold Italic

FOURSCORE SEVEN YEARS AGO OUR FATHERS BROUGHT
forth on this continent a new nation, conceived in liberty, and dedicated
to the proposition that all men are created equal. Now we are engaged in

10 Point Ludlow 27-L Stellar

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS
brought forth on this continent a new nation, conceived in lib-
erty, and dedicated to the proposition that all men are created

8 Point Ludlow 27-L Stellar

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT
forth on this continent a new nation, conceived in liberty, and dedicated
to the proposition that all men are created equal. Now we are engaged in a great

10 Point Ludlow 27-B Stellar Bold

FOURSCORE & SEVEN YEARS AGO OUR FATHERS
brought forth on this continent a new nation, conceived in lib-
erty, and dedicated to the proposition that all men are

8 Point Ludlow 27-B Stellar Bold

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT
forth on this continent a new nation, conceived in liberty, and dedicated
to the proposition that all men are created equal. Now we are engaged

6 Point Ludlow Number 11-BI

FOURSCORE & SEVEN YEARS AGO OUR FATHERS BROUGHT
forth on this continent a new nation, conceived in liberty, and dedicated
to the proposition that all men are created equal. Now we are engaged

24 Point No. 1 Ludlow 17 Engravers Bold

**4 SCORE &
SEVEN YE**

12 Point Ludlow 2-LI Cheltenham Oldstyle Italic

FOURSCORE & SEVEN YEARS AGO
our fathers brought forth on this continent a
new nation, conceived in liberty, and dedicated

6 Point Ludlow 1-LI Caslon Italic

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT
forth on this continent a new nation, conceived in liberty, and dedicated to the
proposition that all men are created equal. Now we are engaged in a great

Ludlow 28-H Tempo Heavy Advertising Figures

36⁸⁹ \$80

144 Point Ludlow 28-H Tempo Heavy Advertising Figures

43⁶⁵ \$62

120 Point Ludlow 28-H Tempo Heavy Advertising Figures

47²⁰ \$56

96 Point Ludlow 28-H Tempo Heavy Advertising Figures

84 Point Ludlow 28-H Tempo Heavy Advertising Figures

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

LUDLOW TEMPO HEAVY ADVERTISING FIGURES

Ludlow 3-H Bodoni Black Advertising Figures

87⁵⁰ \$65

144 Point Ludlow 3-H Bodoni Black Advertising Figures

63⁴⁷ \$50

120 Point Ludlow 3-H Bodoni Black Advertising Figures

30 \$25

96 Point Ludlow 3-H Bodoni Black Advertising Figures

84 Point Ludlow 3-H Bodoni Black Advertising Figures

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

LUDLOW BODONI BLACK ADVERTISING FIGURES

Christmas Borders and Ornaments



A1335 Leaf—A1338 Berries—12 x 12 points



A1336 Leaf—A1339 Berries—12 x 24 points



A1337 Leaf—A1360 Berries—12 x 12 points



A1370 Leaf—A1373 Berries—18 x 18 points



A1371 Leaf—A1374 Berries—18 x 36 points



A1372 Leaf—A1375 Berries—18 x 18 points



A1352—12 x 12 points



A1553—12 x 24 points



A1334—12 x 12 points



A1567—18 x 18 points



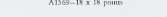
A1568—18 x 36 points



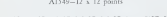
A1569—18 x 18 points



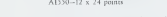
A1549—12 x 12 points



A1550—12 x 24 points



A1331—12 x 12 points



A1376—18 x 18 points



A1577—18 x 36 points



A1578—18 x 18 points



A1400 Leaf—A1401 Berries—12 x 12 points



A1402 Leaf—A1403 Berries—12 x 18 points



A1404 Leaf—A1405 Berries—12 x 12 points



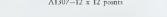
A1305—12 x 12 points



A1306—12 x 18 points



A1307—12 x 12 points



A1412 Leaf—A1413 Berries—24 x 24 points



A1414 Leaf—A1415 Berries—24 x 36 points



A1416 Leaf—A1417 Berries—24 x 24 points



A1406 Leaf—A1407 Berries—18 x 18 points



A1408 Leaf—A1409 Berries—18 x 27 points



A1410 Leaf—A1411 Berries—18 x 18 points



A1311—24 x 24 points



A1312—24 x 36 points



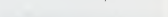
A1313—24 x 24 points



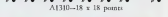
A1308—18 x 18 points



A1309—18 x 27 points



A1310—18 x 18 points



A1380 Wreath—A1381 Berries—36 x 36 points



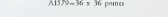
A1379—36 x 36 points



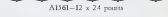
A1561—12 x 24 points



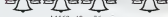
A1562—18 x 36 points



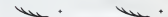
A1565—36 x 36 points



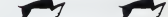
A1566—72 x 72 points



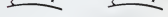
A1567—36 x 36 points



A1568—36 x 36 points



A1569—36 x 36 points



A1570—36 x 36 points



A1571—36 x 36 points



A1572—36 x 36 points



A1573—36 x 36 points



A1574—36 x 36 points



A1575—36 x 36 points



A1576—36 x 36 points



A1577—36 x 36 points



A1578—36 x 36 points

Borders and Ornaments



C1485—48 x 48 points



C1426—36 x 36 points



C1390—24 x 24 points



C1389—18 x 18 points



C1484—14 x 14 points



C2—12 x 12 points



C1483—10 x 10 points



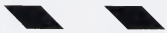
C1623—8 x 8 points



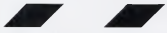
C175—6 x 6 points



C1449—6 x 18 points



C1547—24 x 60 points



C1515—24 x 60 points



C1548—24 x 42 points



C1546—24 x 42 points



C1333—24 x 24 points



C1284—18 x 18 points



C973—18 x 18 points



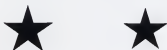
C12—12 x 12 points



C974—12 x 12 points



C965—6 x 6 points



C1011—48 x 48 points

C1010—42 x 42 points



B920—36 x 36 points



B919—24 x 24 points



B918—12 x 12 points

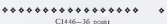
DELPHIAN OPEN ORNAMENTS



AA1448—60 point [B/C matrices]



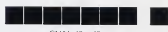
C1447—48 point



C1446—36 point



C1445—24 point



C1454—18 x 18 points



C1366—12 x 12 points



C1453—10 x 10 points



C1—12 x 12 points



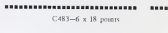
C1452—8 x 8 points



C1451—6 x 6 points



C177—6 x 6 points



C483—6 x 18 points



C1488—18 x 18 points

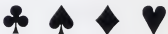


C1489—18 x 18 points



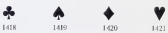
C1490—18 x 18 points

PLAYING CARD SYMBOLS



1422 1423 1424 1425

30 point



1418 1419 1420 1421

24 point

CORNER BLOCK
FOR BUSINESS
REPLY CARD



One and
one-quarter
inch matrix





