

GC  
1314

Supplement  
to the  
TYPEFACE BOOK

Ludlow Typograph Company  
2032 Clybourn Avenue . . . Chicago 14, Illinois

# ***SPECIMENS 8*** ***Of new groups***

72 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 678 points

# ***SALE OF LAND 3*** ***Many big parcels***

60 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 586 points

# ***OPENING PLANTS 12*** ***Buy better equipment***

48 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 493 points

# ***PRINTERS INCREASE 60*** ***Composing room facilities*** ***by providing new methods***

42 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 401 points

# ***DESIGNERS ARE NEEDED 45*** ***For large model home contest*** ***being held during this month***

36 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 345 points

***OPEN SHOW 92***  
***Many will display***  
***new roomy styles***  
***in brighter colors***

30 Point Ludlow 28-BCI Tempo Bold Condensed Italic  
Length of lower-case alphabet: 287 points

***AN ADVERTISER 30***  
***Needs typefaces that***  
***have appeal and will***  
***be pleasing in effect***

24 Point Ludlow 28-BCI Tempo Bold Condensed Italic  
Length of lower-case alphabet: 235 points

***MULTIPLE FORMS ARE 65***  
***Easy to set with this system***  
***of all-slug composition and***  
***helps to build bigger profits***

18 Point Ludlow 28-BCI Tempo Bold Condensed Italic  
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 &  
\$ 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 are sold separately

G a  
%  
 $\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$

**SIXTEEN KILLED IN 30  
Big Railroad Accident  
in Kentucky Thursday  
as Two Trains Collide**

30 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**SPECIAL SALE OF FINE 24  
Irish Linen Handkerchiefs  
Will Begin Next Thursday  
in Reid's Downtown Store**

24 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**MANY LEADING NEWSPAPERS 18  
Have Installed the Ludlow Slug  
System For Setting their News  
and Advertising Display Headings**

18 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**MANY SMALL JOB PRINTERS HAVE 14  
Installed the Ludlow System For Setting  
all of their Job Work thus Enabling them  
to Produce Better Work at Far Less Cost**

14 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**FRESH NEW TYPEFACES ARE AMONG THE MOST 12  
Potent of Tonics for Increasing the Effectiveness  
of Advertising and Printing. They Count for far  
More than Merely so Much Additional Equipment**

12 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

Complete set of Variant Characters

A C E F G  
K M N R S  
U W X Y  
u w x y

**EXHIBIT OF RARE 7  
Books Opens Today**

72 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**MANY ADVERTISERS 7  
Endorse Ludlow Faces**

80 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**LARGE CROWD ATTENDS 48  
Opening of the Yawl Races**

48 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**CITY COUNCIL TO MEET AND 42  
Discuss Plans for the Building  
of a New School Next Monday**

42 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**X-RAY MACHINE IS DONATED TO 36  
The Avenue Hospital by the Estate of  
the Late Mayor of Essex, J. Vacory**

36 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**POWERFUL FACE 18  
IN A POINTSIZE BIG  
AND BOLD FOR ADS**

96 Point Ludlow 6-FEC Franklin Gothic Extra Condensed (Caps, figures and points only)

**MODERN BUILDING 23  
FOR OUR NEWSPAPER  
PLANT IN LOCAL CITY**

84 Point Ludlow 6-FEC Franklin Gothic Extra Condensed (Caps, figures and points only)

These sizes of Ludlow Franklin Gothic Extra Condensed are driven in one and one-quarter inch 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 &  
\$ 1 2 3 4 5 6 7 8 9 0 - . : , ; - ' ' ! ?

**ADDITIONS TO 48**  
*Bodoni family that  
 is increasing in use  
 among newspapers*

30 Point Ludlow 9-BEICI Bodoni Campanile Italic  
 Length of lower-case alphabet: 300 points

**MODERN METHODS 90**  
*Increase the production  
 of composing rooms and  
 facilitate the routing of  
 work through the plant*

24 Point Ludlow 9-BEICI Bodoni Campanile Italic  
 Length of lower-case alphabet: 300 points

**COMPOSITORS WILL LEARN 53**  
*To operate the Ludlow within a  
 very short time and to produce  
 composition for your needs at a  
 saving in time that is profitable*

18 Point Ludlow 9-BEICI Bodoni Campanile Italic  
 Length of lower-case alphabet: 357 points

**AN EXHIBIT OF FINE 53**  
*Books will be opened soon  
 in the college library and  
 you are invited to attend*

48 Point Ludlow 9-BEICI Bodoni Campanile Italic

Length of lower-case alphabet: 400 points

**PUBLISHING HOUSE HAS 72**  
*Large selection of modern and  
 distinctive Ludlow typefaces to  
 offer the many customers who  
 are demanding better printing*

45 Point Ludlow 9-BEICI Bodoni Campanile Italic

Length of lower-case alphabet: 352 points

**THIS CONDENSED LETTER FINE 78**  
*For setting newspaper display that  
 requires tall and slender designs in  
 a narrow measure and this italic is  
 ideal for meeting the demands and  
 needs in your own composing room*

30 Point Ludlow 9-BEICI Bodoni Campanile Italic

Length of lower-case alphabet: 301 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 sold separately

%

For fractions see fraction specimen page

# COMPOSITION 49

## Slug-cast with new and finer typefaces

48 Point Ludlow 45-MI Radiant Medium Italic

Length of lower-case alphabet: 548 points

# THIS DESIGN HAS 18

## Elegance and grace to satisfy the fine printer

42 Point Ludlow 43-MI Radiant Medium Italic

Length of lower-case alphabet: 471 points

# EDITORS OF SCHOOL 35

## Papers to hear the famous North traveler and speaker

36 Point Ludlow 45-MI Radiant Medium Italic

Length of lower-case alphabet: 399 points

# COLLEGE CHOIR ON TRIP 74

## Newspapers acclaim it the best of those having appeared here

30 Point Ludlow 45-MI Radiant Medium Italic

Length of lower-case alphabet: 336 points

# ERECT MODERN BUILDING FOR 62

## Large hospital on northwest side that will render service to this community

24 Point Ludlow 45-MI Radiant Medium Italic

Length of lower-case alphabet: 276 points

*IDEAL FOR HEADS 64*  
*And advertising in the*  
*society pages of today*  
*where an italic is helpful*

18 Point Ludlow 45-MI Radiant Medium Italic  
Length of lower-case alphabet: 211 points

*NEW WONDER DRUGS 39*  
*Help to speed recovery from*  
*many diseases of the young*  
*who otherwise had to suffer*

14 Point Ludlow 45-MI Radiant Medium Italic  
Length of lower-case alphabet: 174 points

*FURNITURE EXHIBIT OPENS 72*  
*Throngs of people visit the show*  
*where information is given about*  
*new patterns for use in the home*

12 Point Ludlow 45-MI Radiant Medium Italic  
Length of lower-case alphabet: 151 points

*INCREASE PRESS CAPACITY BY 86*  
*Casting slug forms in multiple and in*  
*this way increase the production of*  
*all departments in this efficient plant*

10 Point Ludlow 45-MI Radiant Medium Italic  
Length of lower-case alphabet: 128 points

*THE ELROD SLUG AND RULE CASTER IS 59*  
*Constantly helping to supply your compositors*  
*with an abundance of leads, slugs, rule and*  
*base material to help them with daily make-up*

8 Point Ludlow 45-MI Radiant Medium Italic  
Length of lower-case alphabet: 105 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 &amp;

\$ 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 sold separately

%

For fractions see fraction specimen pages

**PUBLISHER TO 57**  
*Increase linage by installing this new system in his plant*

18 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 276 points

**SIMPLE IN DESIGN 78**  
*And operation it affords easy handling of slugs in the make-up of all forms*

14 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 207 points

**BETTER COMPOSITION 90**  
*Is the result of the right type being selected for the job to be set and that it is legible*

12 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 176 points

**PRINTERS HOLD MEETING 72**  
*In Chicago to discuss their many composing room problems which come up every day in their plants*

10 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 151 points

**LUDLOW OFFERS A WIDE RANGE OF 65**  
*Typefaces that will be sure to appeal to the most discriminating advertising manager and buyer of good printing the world over*

8 Point Ludlow 30-MI Karnak Medium Italic  
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

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

The per cent mark is sold separately

%

For fractions see fraction specimen pages

**BIG SHOPS 28**  
*Giving quicker service on jobs*

48 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 758 points

**FOR PROFITS 19**  
*Advertising must be forceful today*

42 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 628 points

**SIX DESIGNERS 26**  
*Meeting to view late styles in furnishings*

30 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 558 points

**THIS SERIES IN BIG 35**  
*Demand for display lines requiring a modern italic*

30 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 442 points

**ALL-SLUG COMPOSITION 81**  
*Provides many advantages in make-up that help production*

24 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 362 points

TEMPO BOLD ITALIC

# BIGGER 48 Space gains

72 Point Ludlow 28-81 Tempo Bold Italic

Length of lower-case alphabet: 871 points

# MEETINGS 10 In art building

60 Point Ludlow 28-81 Tempo Bold Italic

Length of lower-case alphabet: 711 points

RADIANT BOLD CONDENSED ITALIC

# THIS MEMBER OF THE RADIANT 18 Family provides the printer with a useful and narrow italic typeface that is both legible and appealing

36 Point Ludlow 43-BCI Radiant Bold Condensed Italic

Length of lower-case alphabet: 307 points

CASLOW LIGHT

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH 24 POINTS in this country 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 war, testing whether this nation, or any nation so conceived and so dedicated, can long endure. We are now the great battlefield of that war, we here come to dedicate a portion of this ground to a final resting place for those who

4 Point Ludlow 1-1 Caslow Light  
Length of lower-case alphabet: 67 points

These 4-point sizes will set solid when cast with special 4-point mold

TEMPO TYPEFACE CONDENSED

## PUBLISHERS ADOPTING THE LUDLOW 49 Will find it an invaluable asset for the mass production of all their news and advertising

10 Point Ludlow 28-81 Tempo Heavy Condensed  
Length of lower-case alphabet: 110 points

RADIANT BOLD

## BOLD FACE IN SMALLER SIZES MAKE THIS 90 Design popular with advertisers and printers whose requirements need a complete range

8 Point Ludlow 43-8 Radiant Bold  
Length of lower-case alphabet: 110 points

THE LUDLOW RADIANT TYPEFACE FAMILY IS NEW 27  
And original in design. The basic idea for this face  
is sans serif with thick and thin strokes for variety

8 Point Ludlow 43-8 Radiant Bold  
Length of lower-case alphabet: 92 points

Ludlow 28-MI Tempo Medium Italic

VARIANTS

M N U V W  
a d h i l m n t u v w y

The above characters are available in all  
sizes from 8 to 48 point inclusive

RADIANT BOLD CONDENSED ITALIC

# MODERN FABRICS 29 Do much to brighten up the interior of our homes especially the larger rooms where a good color is needed

14 Point Ludlow 43-BCI Radiant Bold Condensed Italic  
Length of lower-case alphabet: 223 points

SQUARE GOTHIC

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH 24  
POINT in this country 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 war, testing whether this nation, or any nation so conceived and  
dedicated, can long endure. We are now the great battlefield of that war,  
we here come to dedicate a portion of this ground to a final resting place for

4 Point Ludlow 8-28 Square Gothic  
Length of lower-case alphabet: 88 points



# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 24-L GARAMOND

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	80 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.

## LUDLOW 24-LI GARAMOND ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	80 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.

## LUDLOW 24-B GARAMOND BOLD

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	80 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.

## LUDLOW 24-BI GARAMOND BOLD ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	80 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.

## LUDLOW 43-MI RADIANT MEDIUM ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point

## LUDLOW 3-B BODONI BOLD

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[For additional Bodoni Bold fractions see page 215]	

## LUDLOW 28-HC TEMPO HEAVY CONDENSED

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[For additional Tempo Heavy Condensed fractions see page 212]	

## LUDLOW 3-BI BODONI BOLD ITALIC

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	80 Point
[Also available from 18 to 48 point inclusive]	

## LUDLOW 28-HI TEMPO HEAVY ITALIC

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point

## LUDLOW 3-H BODONI BLACK

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[For additional Bodoni Black fractions see page 213]	

## LUDLOW 28-H TEMPO HEAVY

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[For additional Tempo Heavy fractions see pages 212 and 218]	

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$      $\frac{1}{3}$      $\frac{2}{3}$      $\frac{1}{4}$      $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL AND EN-SET FRACTIONS

## LUDLOW 30-MI KARNAK MEDIUM ITALIC

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 30-M KARNAK MEDIUM

**3/4**

72 Point

(For additional Karnak Medium fractions see page 211)

**3/4**

60 Point

## LUDLOW 3-M BODONI MODERN

**3/4**

48 pt.

**3/4**

42 pt.

**3/4**

36 pt.

**3/4**

30 pt.

**3/4**

24 pt.

**3/4**

18 pt.

## LUDLOW 30-H KARNAK BLACK

**3/4**

72 Point

(For additional Karnak Black fractions see page 211)

**3/4**

60 Point

**3/4**

72 Point

(For additional Medium Condensed Gothic fractions see page 215)

**3/4**

60 Point

**3/4**

72 pt.

**3/4**

60 pt.

**3/4**

48 pt.

**3/4**

42 pt.

**3/4**

36 pt.

**3/4**

30 pt.

**3/4**

24 pt.

**3/4**

18 pt.

**3/4**

14 pt.

**3/4**

12 pt.

**3/4**

10 pt.

**3/4**

8 pt.

**3/4**

6 pt.

## LUDLOW 28-B TEMPO BOLD EN-SET FRACTIONS

**3/4**

72 pt.

**3/4**

60 pt.

**3/4**

48 pt.

**3/4**

42 pt.

**3/4**

36 pt.

**3/4**

30 pt.

**3/4**

24 pt.

**3/4**

18 pt.

**3/4**

14 pt.

**3/4**

12 pt.

## LUDLOW 28-H TEMPO HEAVY EN-SET FRACTIONS

**3/4**

72 pt.

**3/4**

60 pt.

**3/4**

48 pt.

**3/4**

42 pt.

**3/4**

36 pt.

**3/4**

30 pt.

**3/4**

24 pt.

**3/4**

18 pt.

**3/4**

14 pt.

**3/4**

12 pt.

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

**1/5**

72 Point

**1/5**

60 Point

**1/5**

48 Point

**1/5**

42 Point

**1/5**

36 Point

**1/5**

30 Point

**1/5**

24 Point

**1/5**

18 Point

## LUDLOW 8-B MEDIUM CONDENSED GOTHIC

**4/5**

72 Point

**4/5**

80 Point

**4/5**

48 Point

**4/5**

42 Point

**4/5**

36 Point

**4/5**

30 Point

**4/5**

24 Point

**4/5**

18 Point

## LUDLOW EN-SET BOLD FRACTIONS

**3/4**

72 Point

(For additional En-set bold fractions see page 217)

**3/4**

60 Point

**3/4**

72 Point

(For additional En-set light fractions see page 217)

**3/4**

60 Point

