



LUDLOW TYPEFACES

A SUPPLEMENT
NOVEMBER · 1933

LUDLOW TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE

CHICAGO, ILLINOIS



LUDLOW TYPEFACES

A SUPPLEMENT
NOVEMBER • 1933

*This supplement shows all the Ludlow type-
faces produced since the publication of the
blue cloth-bound specimen book in June 1930*

LUDLOW TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE CHICAGO, ILLINOIS

60 and 72 Point
Ludlow 28-L Tempo Light

COSTS ARE CUT
By Ludlow method
states the manager

72 Point Ludlow 28-L Tempo Light

MODERN TYPES ARE
Pleasing to advertiser
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

PRINTERS LIKE THE
New typefaces that
Ludlow is designing

48 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 521 points

OLD MANUSCRIPT IS
Discovered by worker
in ruins of razed abbey

42 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 448 points

MODERN MODE IS MET
With approval by the large
advertisers of the country
to put punch into their ads

36 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 391 points

COMMITTEE OF PRINTERS TO
Meet and hold discussion as to
what effect the new postal bills
will have on the printing industry

30 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 323 points

BOOK IS GIVEN
By Cicero dealer

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

EASE OF OPERATION
Greatest of its features

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

PRINTING PERIODICALS ARE
Helpful to graphic arts student

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

SMALL ILLUSTRATED WORK WITH
Large circulation gains in popularity.

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

SYMBOL ON THE BOAT APPEARED TO
Be a black swastika within a large red circle

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

REPUBLICAN NATIONAL CONVENTION WILL
Meet in the country's second largest city next year

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.

◻ &

Variants 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

*IDEAL TYPE FOR
Better Display Of
delicate character*

72 Point Ludlow 28-LI Tempo Light Italic

*MAIN LINES SET UP
In This Type Design
will attract prospects*

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.

BETTER DESIGNS To Increase Sales

48 Point Ludlow 28-L1 Tempo Light Italic

Length of lower-case alphabet: 532 points

NEWEST VERSIONS OF Styles Shown at Chicago in recent March exhibition

36 Point Ludlow 28-L1 Tempo Light Italic

Length of lower-case alphabet: 393 points

ANNIVERSARY SALE OF THE Zuror Stores To Be Celebrated with banquet and dance tonight

30 Point Ludlow 28-L1 Tempo Light Italic

Length of lower-case alphabet: 321 points

MODERN DRESS WITH NEW TYPE Stimulates Advertising Of The State's largest department store and aids the business growth to an invaluable extent

24 Point Ludlow 28-L1 Tempo Light Italic

Length of lower-case alphabet: 266 points

SUPPLEMENT TO SPECIMEN BOOK IS FOUND A Source Of Newest Typefaces, Fresh Ideas For the most enterprising printers who are steps ahead in typographic style with the new Ludlow Tempo series

18 Point Ludlow 28-L1 Tempo Light Italic

Length of lower-case alphabet: 197 points

CARLE LANE APARTMENTS
*Built Last Year Costing Over
two million dollars present an
impressive picture from the old
north side Mansfield highway*

14 Point Ludlow 28-L1 Tempo Light Italic

Length of lower-case alphabet: 151 points

ANNOUNCEMENT OF POLICIES

*Follows an important conference of
manufacturers in San Francisco and
it is conceded that the foremost of
the rate problems has been settled*

12 Point Ludlow 28-L1 Tempo Light Italic

Length of lower-case alphabet: 128 points

SERIES OF BROADSIDES COMPOSED

*In modern style merit the highest award of
the judges in the twenty-sixth annual fine
printing exhibition being held in the Greer
Library during the months of January and
February under the auspices of the society*

10 Point Ludlow 28-L1 Tempo Light Italic

Length of lower-case alphabet: 110 points

The 42 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

Curive Capitals made from 14 to 72 point
anchave.

%

The per cent mark is made for all sizes.

All sizes shown on this page are 7/8 inch
roman body matrices.

60 and 72 Point

Ludlow 28-M Tempo Medium

MORE DESIGNS
in modern mode
pleasing printers

72 Point Ludlow 28-M Tempo Medium

ADVERTISING HAS
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.

MODERN PRINTER Installs new Ludlow

48 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 533 points

LUDLOW PRODUCES New modernistic faces

42 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 461 points

NEW MEMBER OF CLUB IS Endorsed for president of a local typographical society

36 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 391 points

PRODUCTION IN BOTH PRESS And composing room is greatly increased by the Ludlow system

30 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 321 points

MODERN EQUIPMENT IS NECESSARY If the printer wants to make a fair profit and produce printing of a high standard such as will assure him of repeat orders

24 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 264 points

NEW MODE IN TYPE IS Favored by most of the country's typographers

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

FOURTEENTH SEMI-ANNUAL Exposition of the direct-by-mail advertising associations opens

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

FIFTEENTH CENTURY BOOKS NOW 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 REPORTS NEW Composing equipment a great success in the production of a large special edition

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

OLD EQUIPMENT WOULD HAVE BEEN TAXED 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

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.

PLANE MAKES RECORD

Army Flyer Lands Safely

48 Point Ludlow 28-MI Tempo Medium Italic

MORNING MAIL BRINGS NEWS

International Bankers Form Plans

36 Point Ludlow 28-MI Tempo Medium Italic

PRINTING INTERESTS
Many students learning modern Ludlow methods

24 Point Ludlow 28-MI Tempo Medium Italic

GATHERING OF LUDLOW MATRICES
One of the cardinal features making for greater speed of composition which may be attained with the Ludlow system is the process of "gathering" matrices rapidly

14 Point Ludlow 28-MI Tempo Medium Italic

HIGH TIDE FLOODS VILLAGE
No lives lost in worse flood that can be remembered by old folks residing in village for fifty years

18 Point Ludlow 28-MI Tempo Medium Italic

THE DISTRIBUTION OF LUDLOW MATRICES
Distribution should follow immediately after the casting of the line. This is a fundamental in efficient Ludlow operation. As soon as the stick is released after the operation of casting, the matrices should be returned to the open case

12 Point Ludlow 28-MI Tempo Medium Italic

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 sold separately %

Cursive Capitals are made from 14 to 48 point inclusive

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 28-MI Tempo Medium Italic, when complete will consist of all 10 sizes ranging from 8 to 48 point inclusive. Sizes not shown on this page are now in process and matrices will be available at an early date. All matrices for this series are made on roman body.

NOTE

In this showing the all-cap lines are set with the regular capitals; the upper and lower-case lines are set with cursive capitals.

UNITED STORES BIG CLOSING OUT SALE NOW IN PROGRESS

48 Point Ludlow 28-HN Tempo Heavy Inline

BOARD MEMBERS DECIDE ON AN INCREASE IN CLUB DUES TO MEET OLD NOTES

36 Point Ludlow 28-HN Tempo Heavy Inline

PRINTING OFFICES SHOULD BE FITTED WITH NEW TYPES

30 Point Ludlow 28-HN Tempo Heavy Inline

DEPARTMENT STORES HOLD THEIR ANNUAL FURNITURE SALE AND ACQUIRE CUSTOMERS

24 Point Ludlow 28-HN Tempo Heavy Inline

MEETING WILL BEGIN AT EIGHT IN THE MORNING AT THE REES HOTEL AND WILL CONTINUE IN SESSION UNTIL FOUR O'CLOCK

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.

‰

60 and 72 Point
Ludlow 28-B Tempo Bold

HEAD IS BOLD
But harmonizes
well in a layout

72 Point Ludlow 28-B Tempo Bold

MADE PRODUCT
Of superior merits
for the trade buyer

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

SELECT WRITER Of fine character analysis for prize

48 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 614 points

EXPERIMENTS On type metal

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

COLORED FRESCO In municipal theatre

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

BETTER PRINTING PRESS Mechanism found possible

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

THE SAVING OF FIVE OR TEN Million dollars will be effected

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

COUNTRY CLUB ORGANIZED BY Men of civic prominence in Warren

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

LARGE DEPARTMENT STORE BETTERS ITS Advertising by acquiring a modern typeface

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

PUBLICITY OFFICE Starts big campaign for important client

42 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 532 points

SELLS MERITORIOUS 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 THE 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.

60 and 72 Point
Ludlow 28-BC Tempo Bold Condensed

LUDLOW DESIGNS
Display face suitable
for narrow measures

72 Point Ludlow 28-BC Tempo Bold Condensed

CONDENSED FACE AN
Asset to the printer when
crowded for space in ads

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.

USE CONDENSED SANS-SERIF Headings to gain more strength and conserve the required space

48 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 467 points

LUDLOW TEMPO BOLD CONDENSED IN New newspaper is harmonious with other headings, and aids pleasing modern format

36 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 349 points

LINEAGE LEADERS THAT ARE Ludlow owners extol economy and speed of all-slug make-up plus untaxed type composition

24 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 233 points

MODERN METHODS AND MACHINERY Are investments in stability and security and will pay for themselves during their period of new economy with the savings they afford over unnecessary operations

18 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 174 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 points inclusive

%

The per cent mark is made for all sizes.

The 12, 14, and 30 point sizes are now in process.

60 and 72 Point
Ludlow 28-H Tempo Heavy

**THIS MIGHTY
Heavy letter is
cast in slugline**

72 Point Ludlow 28-H Tempo Heavy

**STRONG HEADS
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

BOLD LETTERS Necessary to all printers in Italy

48 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 678 points

NEWEST STYLES Captivate women all over the world

42 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 592 points

SCIENTIFIC HALL IS One of the beautiful buildings erected for this town's world fair

36 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 523 points

AKRON OPERA HOUSE Presents a dramatic play for the entertainment of our sophisticated guests

30 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 414 points

SPRING SALE In our bargain

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

MANILA CIGARS Are very mild and

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

STEAMSHIP LINES ARE Prepared to transport a

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

CANADIAN NEWSPAPERS Using Ludlow for display do

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

MANY DEPARTMENT STORES Make good use of this bold type

10 Point Ludlow 28-H 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

Variants from 18 to 72 point inclusive.

%

The per cent mark is made for all sizes.

FORWARD!

72 Point Ludlow No. 34 Umbra

UMBRA IS GOOD LETTER ON HEADS

48 Point Ludlow No. 34 Umbra

THIS TYPE ALSO MAKES FINE INITIALS FOR TEXT

36 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 . , ; - ' " ! ? +

LUDLOW UMBRA

Reached High Point

72 Point Ludlow 31-MIC Mayfair Cursive

Big Drive Helps Charity

60 Point Ludlow 31-MIC Mayfair Cursive

*Great progress is now being made
in type designing of modern letters*

48 Point Ludlow 31-MIC Mayfair Cursive

*Ludlow system will help to increase the profits
of any printer who will inquire about its merits*

36 Point Ludlow 31-MIC Mayfair Cursive

*Some good scores were made
by every player on the team
in final test for contest games*

24 Point Ludlow 31-MIC Mayfair Cursive

*Colorful lighting effects please people
attending the opening night of the new
amusement park located on the campus*

18 Point Ludlow 31-MIC Mayfair Cursive

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 30-L Karnak Light

THE MODERN
Prevailing style
is distinguished

72 Point Ludlow 30-L Karnak Light

KARNAK DESIGN
Has good qualities
for advertisements

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

GOOD WILL IS A Needed Asset

48 Point Ludlow 30-L Kernak Light

Length of lower-case alphabet: 659 points

ADVERTISE SHOP Recently organized

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

PRINTERS USING Ludlow Typefaces

42 Point Ludlow 30-L Kernak Light

Length of lower-case alphabet: 372 points

NATION'S PERIODICAL Combine will be effected

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

NEWSPAPER ENDORSES THE Ludlow for greater efficiency

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

FINE TYPOGRAPHY Easily attained using the Ludlow principle

36 Point Ludlow 30-L Kernak Light

Length of lower-case alphabet: 494 points

CONCERNING THE REQUISITES Of fine pieces of advertising copy

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

BEACHES ATTRACT MANY PEOPLE THIS Sunday for relief from the very hot weather

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

SINGING IN A LOW AND Monotonous tone is now in popular demand on radio

30 Point Ludlow 30-L Kernak Light

Length of lower-case alphabet: 403 points

NEW PRIVATE PRESS EDITION Entirely hand-set and is printed direct from the Ludlow sluglines

24 Point Ludlow 30-L Kernak Light

Length of lower-case alphabet: 329 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

**NO FEAR OF
Broken letters
if Ludlow cast**

72 Point Ludlow 30-M Karnak Medium

**USING KARNAK
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.

BOOK SET IN This face wins

48 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 709 points

EXHIBIT SHOW Modern art work

42 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 616 points

NEW DESIGNS ON Unique jackets play ever important part

36 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 519 points

INTERESTING STORES Many merchants attract customers with offerings

30 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 429 points

TYPE STYLES CHANGE THE Same as they do constantly in things that we wear and use

24 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 351 points

LUDLOW SLUGS Stand heavy runs

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

NOVEL SALES GROW And twelve best sellers break previous records

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

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

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

THRILLING AIRPLANE STUNTS 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

THIS DESIGN LOOKS GOOD IN SMALL 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 24-L Garamond

FINE OLDSTYLE
Garamond pleases all
high class publishers

72 Point Ludlow 24-L Garamond

TYPE AUTHORITIES
Recommend this design
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.

SHOW SPECIMEN Of valuable collection

48 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 474 points

LEADERS BUY CLUB Equipment after the start

42 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 415 points

NEW PRINTING PLANT Utilizes unused raw material

36 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 356 points

BROCHURES DESIGNED FOR Better business movement are good

30 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 293 points

CHINESE MANDARIN PLEASSED TO Comply with the request of the foreigners

24 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 235 points

SMALLER JOB SHOPS PROFIT WITH LUDLOW Equipment and also raise the quality of the work produced

18 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 180 points

MIDDLE OF THE EIGHTEENTH CENTURY FOUND New styles in book design in vogue with zeal throughout France

16 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 164 points

LEADERSHIP IN THE FIELD Shifted very quickly to Augsburg

14 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 141 points

FIRST PRINTED BOOKS WERE Sans preliminary matter and title page

12 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 128 points

MEETING THE DEMANDS FOR A Legible and new character to a type design

10 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 109 points

GARAMOND CAN BE USED WITH EFFECT
In this particular piece of mail advertising printing
8 Point Ludlow 24-L Garamond
Length of lower-case alphabet: 89 points

Characters in Complete Four

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 ff ll
. : ; - ' ' - 1 ? ()

Supplementary Ligatures, etc.

QU Qu f ff fa ffa fe ffe
ffn fo ffo fr ffr fs ffs ft
fu ffu fy ct êt | |

Oldstyle Figures

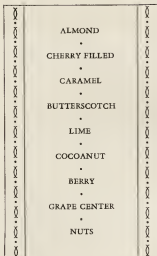
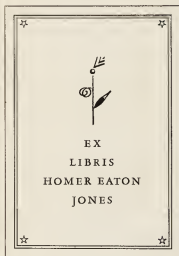
1 2 3 4 5 6 7 8 9 0

Modern or oldstyle figures should be specified in ordering matrices. Fonts from 12 to 72 point size 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.

FINE GARAMOND

Design cut for the printer

48 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 396 points

SCOUTS OF DENVER

Holding contest for members

42 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 359 points

OCEAN LINERS ARRIVE

Many hours late because of storms

36 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 299 points

REFINED OIL PRODUCTS ARE

Most useful in our modern homes today

30 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 243 points

HISTORIC BUILDINGS IN GERMANY

Destroyed by huge fire which burns for many days

24 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 196 points

BEN FRANKLIN CLUB ORGANIZED TO SECURE

Rare and valuable specimens of printing by this Colonial printer

18 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 150 points

MODERN METHODS ARE INCREASING PRODUCTION

In many of the large manufacturing plants throughout the United States

16 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 136 points

MUCH PROGRESS HAS BEEN

Made in the last year for improvements

14 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 118 points

PRODUCE MORE PRINTING OF

A better quality by having an assortment

12 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 107 points

ADVERTISERS HOLD CONVENTION

In Milwaukee with many printers in attendance

10 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 93 points

THE LUDLOW TYPOGRAPH COMPANY IS AN
Independent corporation manufacturing the electric Etrel

8 Point Ludlow 24-L1 Garamond Italic

Length of lower-case alphabet: 77 points

Characters on 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 ff fi ff
., ; ' ' ? () -

Swash Characters, etc.
12 to 48 point

A B C D E G F L M
N P R Y Q U Qy T b a
c k m n L v w d H a
u w ||

Extra Characters,
8 to 10 point

Qy QU d H ||

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

Modern or oldstyle figures should be specified on 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.

%

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

60 and 72 Point
Ludlow 24-B Garamond Bold

BOLDER TYPE
Of fine character
for classic display

72 Point Ludlow 24-B Garamond Bold

MANY PRINTERS
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

60 and 72 Point

Ludlow 2-BEC Cheltenham Bold Extra Condensed

BOLDER CONDENSED

**Letter for the ad head
gave it great contrast**

72 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

NEW CLUB IS ORGANIZED

**By the printers of Chicago
interested in good printing**

60 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

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

60 and 72 Point

Ludlow 12-B Nicolas Jenson Bold

STRONG LINE
Displays new face
printers are using

60 Point Ludlow 12-B Nicolas Jenson Bold

SHOW LEADING
Papers new economy
in production of type

72 Point Ludlow 12-B Nicolas Jenson Bold

Extra Characters

QU Qu & 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

MODERN HOME
*Builders are seeking
to lower all tax rates*

· 72 Point Ludlow 12-BI Nicolas Jenson Bold Italic

JOB COMPOSITION
*Department 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 QU 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

60 and 72 Point
Ludlow 3-H Bodoni Black

**AMERICAN
Industry far
in new fields**

72 Point Ludlow 3-H Bodoni Black

**U.S. AIR CLUB
Honors a flyer
for new record**

60 Point Ludlow 3-H Bodoni Black

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

MUSEUM TO Receive a new odd specimen

48 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 757 points

BOLD LETTER For display line pleases readers

42 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 660 points

MODERN PLANT Is equipped with a Ludlow and Elrod

36 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 566 points

LITERARY CLUB TO Hold their election of officers next Monday evening at the library

30 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 479 points

THIS TYPE Makes good display face

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

BOOK OF BEST Poems to be sold by leading shops

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

EIGHTY MEN FORM Committee to discuss plans for coming year in regard to athletics

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

UP-TO-DATE PRINTER Endorses the Ludlow and says it has reduced costs and increased his profits

12 Point Ludlow 3-H 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 &
\$ 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.
It may be purchased separately.

9/6

BOLD TYPE Pleases most of the people

48 Point Ludlow 3-III Bodoni Black Italic

Length of lower-case alphabet: 806 points

BEST PRINTS In Europe will be sold in Italy

42 Point Ludlow 3-III Bodoni Black Italic

Length of lower-case alphabet: 703 points

CRAFTSMEN TO Meet in Fraying Hotel on Monday

36 Point Ludlow 3-III Bodoni Black Italic

Length of lower-case alphabet: 593 points

IF A CONTRASTING Face is necessary for display purposes this is an excellent design

30 Point Ludlow 3-III Bodoni Black Italic

Length of lower-case alphabet: 507 points

EXACTING Men praise the Ludlow

24 Point Ludlow 3-III Bodoni Black Italic
Length of lower-case alphabet: 409 points

PRINTERS TO Fight proposed postal measure

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

MODERN PLANTS Improve conditions with new air spray

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

STRONG HEADS FOR Display gain attention and notice from many

12 Point Ludlow 3-III 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.

J B D M N P 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.

60 and 72 Point
Ludlow 3-B Bodoni Bold

FINDS BODONI
Best for contrast
and good display

72 Point Ludlow 3-B Bodoni Bold

NORTH SUPREME
In latest poll returns
by hundred majority

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

PRINTERS BUY *Sparkling design*

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

Length of lower-case alphabet: 392 points

THE WHOLE DUTY
Of typography is the
easy communication
of the thought image
conveyed by authors

18 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]
Length of lower-case alphabet: 214 points

REVIEW MODERN *Controversy in meet*

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

Length of lower-case alphabet: 486 points

EXAMPLES OF SPLENDID
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 [McMurtrie]
Length of lower-case alphabet: 159 points

LEADING PRINCIPLE *Present in fine printing* *subject of school essays*

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

Length of lower-case alphabet: 438 points

THIS NEW DESIGN WILL BE
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 [McMurtrie]
Length of lower-case alphabet: 149 points

SETS PRIZE POSTER ON *Ludlow using italic typeface* *of dominance and freshness*

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

Length of lower-case alphabet: 365 points

SLUG COMPOSITION FOREVER *Eliminates the expensive operation* *of distribution and insures the use* *of a perfect virgin printing surface*

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

Length of lower-case alphabet: 286 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 &
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.

ARTISTS ADMIRE

This letter because of its graceful simplicity

48 Point Ludlow 3-TCl True-Cut Bodoni Italic

Length of lower-case alphabet: 465 points

MODERN PLANTS ARE
Busy because their methods enable them to do finer work without increasing their costs

36 Point Ludlow 3-TCl True-Cut Bodoni Italic

Length of lower-case alphabet: 353 points

MASTER CRAFTSMEN PREFER TO
Set their better jobs of composition on the 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-TCl True-Cut Bodoni Italic

Length of lower-case alphabet: 237 points

THE FLOWING LINES OF THIS TYPE STYLE
Make it a beautiful letter for use on many printing jobs especially when it is realized that the full-kerning letters are unbreakable and thus can be printed on any kind of stock or mats can be rolled without fear of breakage

18 Point Ludlow 3-TCl True-Cut Bodoni Italic

Length of lower-case alphabet: 173 points

LUDLOW SYSTEM HELPS

Lower costs in composing rooms

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

FINE COPIES OF OLD BOOKS

Are offered for sale by collector at prices far below their market value

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

PRINTERS WILL EXHIBIT THEIR

Best work next Saturday evening at a meeting in the new Memorial Library

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

THE OLD CRAFTSMEN ORGANIZATION Will discuss the new trend in typography and the effect it will have on direct-mail advertising

8 Point Ludlow 3-TCl 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.

BATTLESHIP HAS MANY CONVENIENCES ABOARD

48 Point Ludlow 35-EC
Lafayette Extra Condensed

Railroad Men Revise Prices New Fares Benefit People

48 Point Ludlow 35-EC
Lafayette Extra Condensed

LIBERAL REWARD OFFERED FOR THE RETURN OF RARE JEWELRY

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

FLOWER SHOW OPENED NOTABLES ATTENDED

24 Point Ludlow 35-EC
Lafayette Extra Condensed

Home Owners Association Display Modern Comforts

24 Point Ludlow 35-EC
Lafayette Extra Condensed

NATIONAL ADVERTISING CLUB HOLDS SPECIAL CONVENTION

18 Point Ludlow 35-EC
Lafayette Extra Condensed

University Students Show Greater Interest In Financial Problems

18 Point Ludlow 35-EC
Lafayette Extra Condensed

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.

1/2

ARTISTS BALL TO BENEFIT CHARITY

48 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Start Drive To Aid City's Unemployed

48 Point Ludlow 1-BEC Caslon Bold Extra Condensed

ORIGINAL MANUSCRIPT CONTAINS LOST RECORD

36 Point Ludlow 1-BEC Caslon Bold Extra Condensed

European Situation Needs Careful Handling—George

36 Point Ludlow 1-BEC Caslon Bold Extra Condensed

BIG FIRE ROUTS 100 CO-EDS IN Scanty Attire As Crowd Looks On

30 Point Ludlow 1-BEC Caslon Bold Extra Condensed

HIGH SCHOOL AT OUTDOOR GAMES

24 Point Ludlow 1-BEC
Caslon Bold Extra Condensed

Millions Daily Pour Into City For Visit

24 Point Ludlow 1-BEC
Caslon Bold Extra Condensed

BAKERS CONVENTION OPENS ON THURSDAY

18 Point Ludlow 1-BEC
Caslon Bold Extra Condensed

Payrolls Increase In All Middle Western States

18 Point Ludlow 1-BEC
Caslon Bold Extra Condensed

Characters in Complete Font

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ&\$
1234567890
abcdefghijkl
mnopqrstuvw
xyz.:;-'!?

Characters listed below sold separately.

$\frac{9}{16}$ () []

LUDLOW TYPEFACES

IN SIZES RECENTLY PRODUCED

42 Point Ludlow 3-1C True-Cut Bodoni

FOURSCORE
& seven years

30 Point Ludlow 3-TC True-Cut Bodoni

FOURSCORE AND
seven years ago our

10 Point Ludlow 3-TC True-Cut Bodoni

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 3-TC True-Cut Bodoni

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 civil war, testing whether

10 Point Ludlow 3-B Bodoni 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

8 Point Ludlow 3-B Bodoni 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 civil war, testing whether that nation

10 Point Ludlow 3-BI Bodoni Bold Italic

FOURSCORE & SEVEN YEARS AGO OUR FATHERS brought forth on this continent a new nation, conceived in liberty, and dedicated to the propo-

8 Point Ludlow 3-BI Bodoni 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 a great civil war, testing whether that

10 Point Ludlow 24-B Garamond 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

8 Point Ludlow 24-B Garamond 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 in a great civil war, testing whether

10 Point Ludlow 24-BI Garamond 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

8 Point Ludlow 24-BI Garamond 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 a great civil war, testing whether that nation, or any na-

6 Point Ludlow I-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 civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war; we

10 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

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 civil war, testing whether that nation, or any nation so conceived and so

10 Point Ludlow 27-B Stellar 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 cre-

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 in a great civil war, testing whether that nation, or any nation so conceived

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,
testing whether that nation, or any nation so conceived and so dedicated, can long
endure. We are met on a great battle-field of this war, we have come to dedicate

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.
Now we are engaged in a great civil war, testing whether that nation,

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 civil
war, testing whether that nation, or any nation so conceived and so dedicated,
can long endure. We are met on a great battle-field of this war, we have come so

10 Point Ludlow 12-BI, Nicolas Jensen Bold Italic

FOURSCORE AND SEVEN YEARS AGO OUR FA-
thers 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 a
great civil war, testing whether that nation, or any nation so conceived

12 Point Ludlow 2-LI, Cheltenham Oldstyle Italic

FOURSCORE AND SEVEN YEARS
ago our fathers brought forth on this continent
a new nation, conceived in liberty, and dedi-

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 in
a great civil war, testing whether that nation, or any nation so con-
ceived and so dedicated, can long endure. We are met on a great battle-

8 Point Ludlow 6-C Condensed Gothic

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
civil war, testing whether that nation, or any nation so conceived and so

24 Point No. 1 Ludlow 17 Engravers Bold

**4 SCORE &
SEVEN YE**

Ludlow Tempo Heavy and Bodoni Black Advertising Figures

98⁵⁰ \$125

96 Point Ludlow 28-H Tempo Heavy Advertising Figures

39⁷⁵ \$67

84 Point Ludlow 28-H Tempo Heavy Advertising Figures

69⁰⁰ \$25

96 Point Ludlow 3-H Bodoni Black Advertising Figures

75⁹⁸ \$49

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.

Miscellaneous Ornaments and Sorts



1485—48 x 48 points



1426—36 x 36 points



1390—24 x 24 points



1389—18 x 18 points



1484—14 x 14 points



2—12 x 12 points



1483—10 x 10 points



175—6 x 6 points



1353—24 x 24 points



1284—18 x 18 points



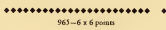
975—18 x 18 points



C-12—12 x 12 points



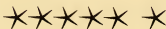
974—12 x 12 points



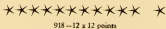
965—6 x 6 points



920—36 x 36 points



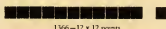
919—24 x 24 points



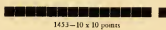
918—12 x 12 points



1454—18 x 18 points



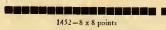
1366—12 x 12 points



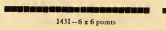
1453—10 x 10 points



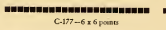
C-1—12 x 12 points



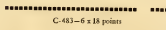
1452—8 x 8 points



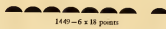
1451—6 x 6 points



C-177—6 x 6 points



C-483—6 x 6 points



1449—6 x 18 points



1011—48 x 48 points

1010—42 x 42 points

CORNER BLOCK FOR BUSINESS REPLY CARDS



One and one-quarter inch matrix

TEMPO BOLD EN-SET FRACTIONS



72 point



48 point



36 point



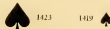
24 point



18 point

Tempo Bold En-set Fractions are made in each of the point sizes shown in the following denominations: $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$, $\frac{1}{3}$, and $\frac{2}{3}$.
The 72 point fractions are one and one-quarter inch matrices.

PLAYING CARD SYMBOLS



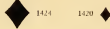
1423

1419



1425

1421



1424

1420



1422

1418

30 pt.

14 pt.

