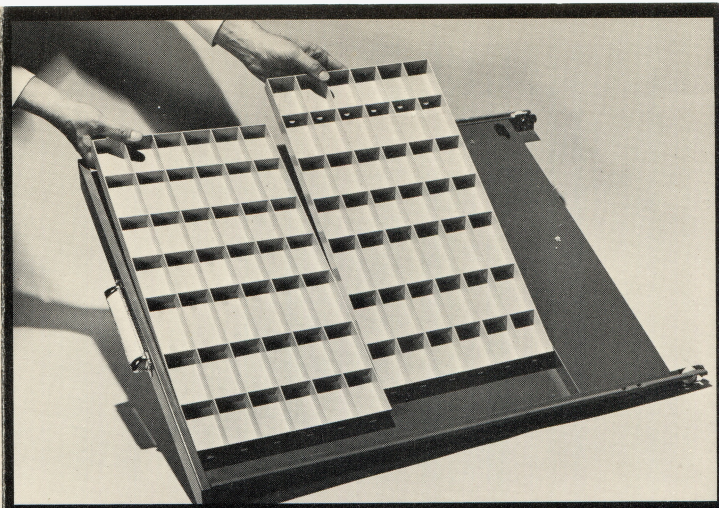


Introducing a new kind of Ludlow cabinet with *interchangeable* matrix trays that fit any case

We called this new Ludlow cabinet "Convertible" because each of its 20 cases will accommodate either $\frac{7}{8}$ inch or $1\frac{1}{4}$ inch and the larger $1\frac{1}{2}$ inch matrices.

The new Convertible 20 will provide *one-third more capacity* in the larger case drawers . . . offering greater space for more convenient gathering of matrices than in the familiar angle-top cabinet.



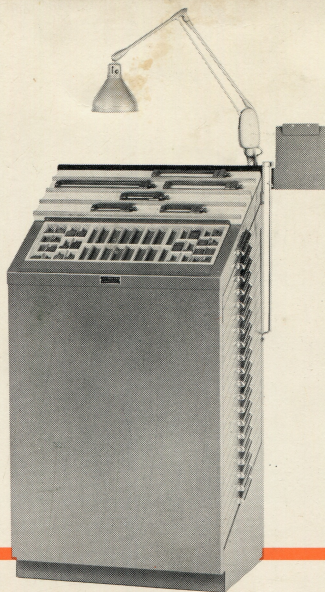
New matrix trays for any size matrix fit any drawer

Sturdy new Polyethylene trays designed for $\frac{7}{8}$ inch and $1\frac{1}{4}$ inch Ludlow matrices have rounded compartment corners that provide for easy cleaning. Wooden trays for larger $1\frac{1}{2}$ inch Ludlow matrices also are interchangeable.

A new efficient component for the Ludlow System

The new Ludlow "Convertible 20" matrix cabinet offers more than just the interchangeable case feature. You get a new positive-control sliding copy holder. There is stand-up-close toe space in front of the cabinet, too. And spaces and quads fit into a recessed tray built into the cabinet top. An optional multi-position light and composing stick rack on the convenient slanted top make work easier.

You can order the Convertible 20 cabinet with drawers on the left or right side . . . order the size of trays that fit the fonts you now have . . . get the roll-down dust cloth that protects the composing sticks, spaces and quads when not in use. With the Convertible 20, you will get a more rigid, more solidly constructed all-steel matrix cabinet built to last longer . . . wear better . . . work better.



**Now you can "package" your order
for this new cabinet and the new
matrices you need**

If you have been waiting to order new Ludlow typeface matrices because you have no room for them—now is the time to "package" both your font order and this new 20 case convertible cabinet...and take advantage of Ludlow's extended terms to qualified purchasers. For example: you might order 6 different fonts together with the Convertible 20 Cabinet and pay for them for as little as \$10.00 per week.

**For more complete information about the new Ludlow
Convertible 20 matrix cabinet . . . call or write your
nearest Ludlow office shown below:**

Ludlow Typograph Co.
2032 Clybourn Avenue
Chicago 60614
Phone: 312-549-5151

Ludlow Typograph Co.
200 Summer Street
Boston 02210
Phone: 617-426-5879

Ludlow Typograph Co.
589 Fifth Avenue
New York 10017
Phone: 212-753-0367

Ludlow Typograph Co.
120 Marietta Street
Atlanta 30303
Phone: 404-688-3841

Ludlow Typograph Co.
760 Market Street
San Francisco 94102
Phone: 415-421-4137

Ludlow Typograph Company

2032 Clybourn Avenue • Chicago, Ill. 60614

*Previously priced
at \$525.00
10/2/66*

**New
Ludlow**

**Convertible
20**

Matrix Cabinet

