

FONTS

The Ludlow matrix fonts are listed by families as follows:

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|---------------------------|----------------------|
| # 1 Caslon | # 29 Hebrew |
| # 2 Cheltenham | # 30 Karnak |
| # 3 Bodoni | # 31 Mayfair Cursive |
| # 4 Cushing Antique | # 34 Umbra |
| # 5 Century | # 35 Lafayette |
| # 6 Gothic | # 36 Mandate |
| # 7 Laureate | # 37 Eden |
| # 8 Clearface | # 38 Hauser Script |
| # 9 Powell | # 39 Plantin |
| # 10 Artcraft | # 40 Eusebius |
| # 11 Ludlow No. 11 series | # 41 Stencil |
| # 14 Bockman | # 42 Coronet |
| # 15 Ludlow Black | # 43 Radiant |
| # 16 Fraktur | # 44 Commerce Gothic |
| # 17 Engravers Bold | # 45 Lining Litho |
| # 18 Victoria Italic | # 46 Greenwich |
| # 19 Cameo | # 47 Samson |
| # 20 Old English | # 48 Flair |
| # 21 Delphian | # 49 Admiral Script |
| # 22 Ultra-Modern | # 50 Society Text |
| # 23 Typewriter | # 51 Formal Script |
| # 24 Garamond | # 52 Florentine |
| # 25 Stygian Black | # 53 Wave |
| # 27 Stellar | # 54 Times New Roman |
| # 28 Tempo | |

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FONT SCHEMES

Ludlow font schemes are worked out on the basis of the average line to be set on the 22½-em slug or multiples of the 22½-em slug. The font schemes have not been "loaded" but they are large enough for average requirements. They are not intended to be large enough for the setting of long streamer lines in all point sizes. When fonts are purchased for such a purpose, a font plus a sorts font, or a double font, should be ordered.

Since standard fonts are made only to fit average requirements, care must be taken when selling users who may have unusual requirements. For example, Kankakee, Illinois, users will require additional K's in all fonts. Millville, New Jersey, users will require additional L's in all fonts, etc.

SORTS PRICES

The standard sorts price per matrix listed opposite the font prices in the Confidential Manual is approximately the price per matrix obtained by dividing the font price by the total number of matrices in a font.

The unit of Ludlow matrix manufacturing is the complete Ludlow matrix font. Filling orders for miscellaneous sorts matrices by breaking fonts, and driving miscellaneous sorts matrices separately to fill in such broken fonts, is obviously a source of loss if sorts matrices are billed at approximately the same price as matrices in full fonts.

As a service accommodation, we are willing to furnish sorts matrices at regular listed sorts prices to Ludlow users who have previously purchased full fonts of the same series and point size. However, since two sorts fonts can be made from one font, the proportionate expense of furnishing sorts fonts is not as great as of breaking a font for a number of miscellaneous matrices which must later be filled in—so it is obviously to the company's best interest for representatives, wherever possible, to sell sorts fonts, rather than sorts orders.

The sorts price on orders for sorts matrices sold as miscellaneous characters, cap fonts, sorts fonts or figure fonts to users who have not purchased the full standard matrix font in the same typeface series and point size, is the regular listed sorts price, plus 11¢ per matrix.

NON-SET-SOLID 6, 8, 10 and 12-Pt. Matrix Fonts

The majority of matrix fonts in the 6, 8, 10 and 12-point sizes of all typefaces are now manufactured to set solid. As some of the older typefaces in these sizes are re-driven they, too, will be manufactured to set solid.

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The following sizes are not available in "Set-Solid" 6, 8, 10 and 12 pt. matrix fonts.

1-TCI	8, pt.
4	12 pt.
5-E	12 pt.
10-L	12 pt.
10-LI	12 pt.
10-B	6, 8, 10, 12 pt.
14-L	12 pt.
14-LI	12 pt.
15	8, 10 pt.
19-I	12 pt.

SELF-SIZE RECESS

Fonts of most recent manufacture, as well as all 60 and 72 pt. (1 1/4") fonts, are driven in a self-size recess. The "self-size recess" fonts are made to cast without ascender or descender shoulders.

As some of the older fonts are re-driven, they, too, will be available in "self-size recess" matrices.

The following are not available in "self-size recess" fonts:

1-L	42 Pt.
1-TCI	8 Pt.
2-LC	42, 48 Pt.
2-LIC	18, 30, 36, 42, 48 Pt.
4	12, 14, 18, 24, 30, 36, 42 Pt.
5-E	12, 14, 18, 30, 42 Pt.
7	18, 24, 30, 36 Pt.
8-B	42, 48 pt.
8-BI	30 42, pt.
9	14, 18, 24, 30, 36, 42, 48 pt.
10-L	12, 14, 30, 36, 42, 48 pt.
10-LI	12, 14, 18, 24, 30, 36, 42, 48 pt.
10-B	6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48 pt.
14-L	12, 14, 24, 30, 36, 42, 48 pt.
14-LI	12, 14, 18, 24, 30, 36, 42, 48 pt.

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15	8, 10 pt.
15-I	42, 48 pt.
19	42 pt.
19-I	12, 14 Pt.
22-MI	42, Pt.
22-B	14, 42 pt.
25	14, 18, 30, 42, 48 Pt.
25-I	14, 30, 42, 48 pt.
27-B	8 pt.

Listed below is a breakdown of advertising figures and fonts as to size of matrix stick required for their use.

A 3/4" Roman Matrix Stick must be used when casting the following:

2-BC	72, 84 and 96 pt.
3-BEC	96 and 120 pt.
6-B	84 and 96 pt.
30-HC	84 and 96 pt.
6-EC	144 pt.
6-EC	144 pt. Caps, Figures & Points (excepting Caps "M" and "W" and per cent mark which require 1 1/4" Roman Matrix Stick)

A 1 1/4" Roman Matrix Stick must be used when casting the following:

2-BC	120 pt.
3-BEC	144 and 240 pt.
3-H	84, 96, 120 and 144 pt.
6-B	120 and 144 pt.
6-BCT	Caps, Figures and Points 60, 72, and 84 pt
28-L	84, 96, 120 and 144 pt.
28-B	84, 96, 120 and 144 pt.
28-H	84, 96, 120 and 144 pt.
28-HC	120 and 144 pt.
30-HC	120 and 144 pt.
28-HC	Caps, Figures and Points 120 and 144 pt.
30-HC	Caps, Figures and Points 120 and 144 pt.

All matrices listed (3/4" and 1 1/4") are cast in the vertical or lengthwise position on the slug with the exception of the 6-BCT 60, 72 and 84 pt. fonts which are cast in the regular position.