

Confidential Information for Ludlow Salesmen

TYPEFACE FAMILY No. 41

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Stencil			Stenc		
41	36	K40-04	Rough	Price List "A"	Price List "J"

STANDARD FORM NO. 64

DATE	DESCRIPTION	AMOUNT	INITIALS	REMARKS
1950				
1951				
1952				
1953				
1954				
1955				
1956				
1957				
1958				
1959				
1960				

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TYPEFACE FAMILY No. 42

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
<b>Coronet</b>			<b>Coron</b>		
42MIC	14	K510-24	Dooty		
42-MIC	18	K47-24	Robes		
42-MIC	24	K47-24	Boble		
42-MIC	30	K47-24	Rocky	Price	Price
42-MIC	36	K35-24	Boily	List	List
42-MIC	42	K35-24	Pacas	"B"	"B"
42-MIC	48	K35-24	Rolls		
42-MIC	60	K35-25	Romps		
42-MIC	72	K34-25	Roots		
<b>Coronet Bold</b>			<b>Corbo</b>		
42BIC	14	K510-24	Dobla		
42-BIC	18	K47-24	Paced		
42-BIC	24	K47-24	Pachy		
42-BIC	30	K47-24	Palen	Price	Price
42-BIC	36	K35-24	Palet	List	List
42-BIC	42	K35-24	Palla	"B"	"B"
42-BIC	48	K35-24	Palpi		
42-BIC	60	K35-25	Papas		
42-BIC	72	K34-25	Pappy		

The font schemes listed above now include parentheses and brackets in addition to the other characters listed on the font scheme sheets.

STATE OF CALIFORNIA

Year	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950
Assets	1,000,000	1,200,000	1,500,000	1,800,000	2,000,000	2,200,000	2,500,000	2,800,000	3,000,000	3,200,000	3,500,000	3,800,000	4,000,000	4,200,000	4,500,000	4,800,000	5,000,000	5,200,000	5,500,000	5,800,000
Liabilities	500,000	600,000	700,000	800,000	900,000	1,000,000	1,100,000	1,200,000	1,300,000	1,400,000	1,500,000	1,600,000	1,700,000	1,800,000	1,900,000	2,000,000	2,100,000	2,200,000	2,300,000	2,400,000
Equity	500,000	600,000	800,000	1,000,000	1,100,000	1,200,000	1,400,000	1,600,000	1,700,000	1,800,000	2,000,000	2,200,000	2,300,000	2,400,000	2,600,000	2,800,000	3,000,000	3,000,000	3,200,000	3,400,000

The first column lists the assets and liabilities of the company for each year. The second column shows the equity of the company for each year.

Confidential Information for Ludlow Salesmen

TYPEFACE FAMILY No. 43

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Radiant Medium			Dots		
With Plain Caps only.					
43-M	8	K812-18	Dotes		
43-M	8	K812-18	Dotty		
43-M	10	K812-18	Dotys		
43-M	12	K510-18	Dourn		
43-M	14	K510-18	Dours		
43-M	18	K47-18	Dowry	Price List	Price List
43-M	24	K47-18	Doxye	"A"	"A"
43-M	30	K47-18	Dozes		
43-M	36	K35-18	Dozer		
43-M	42	K35-18	Dozye		
43-M	48	K35-18	Draco		
43-M	60	K35-19	Drees		
43-M	72	K34-18	Drewe		
Radiant Medium			Dribs		
"Round Caps" only. (6 Characters)					
	6	28 mats	Drier		
	8	28 mats	Drily		
	10	28 mats	Droll		
	12	25 mats	Drome		
	14	25 mats	Drone		
	18	21 mats	Drool	Price List	Price List
	24	21 mats	Droop	"A"	"A"
	30	21 mats	Drupe		
	36	18 mats	Dryas		
	42	18 mats	Dryly		
	48	18 mats	Duads		
	60	15 mats	Duals		
	72	15 mats	Ducal		
Radiant Medium Italic			Lowat		
*43-MI	8	K812-18	Trull		
*43-MI	10	K812-18	Trunk		
*43-MI	12	K510-18	Trina		
*43-MI	14	K510-18	Turbo		
43-MI	18	K 47-18	Trill	Price List	Price List
43-MI	24	K 47-18	Turma	"B"	"B"
43-MI	30	K 47-18	Turps		
43-MI	36	K 35-18	Trilo		
43-MI	42	K 35-18	Turna		
43-MI	48	K 35-18	Turus		

\*NOTE: The 8, 10, 12, and 14 pt. sizes of the Radiant Medium Italic are on a Roman body. Larger sizes are on an Italic body.

## TYPEFACE FAMILY No. 43

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
<b>Radiant Bold</b>			<b>Peaks</b>		
With Plain Caps only.					
43-B	6	K812-18	Omber		
43-B	8	K812-18	Ombre		
43-B	10	K812-18	Opake		
43-B	12	K510-18	Opals		
43-B	14	K510-18	Ophir		
43-B	18	K47-18	Orang	Price List	Price List
43-B	24	K47-18	Orcin	"A"	"A"
43-B	30	K47-18	Orion		
43-B	36	K35-18	Orlop		
43-B	42	K35-18	Ostec		
43-B	48	K35-18	Otter		
43-B	60	K35-18	Ouphe		
43-B	72	K34-19	Ousta		

<b>Radiant Bold</b>			<b>Pekin</b>		
"Round Caps" only. (8 Characters)					
	6	28 mats	Outer		
	8	28 mats	Ouzel		
	10	28 mats	Ovals		
	12	25 mats	Owlet		
	14	25 mats	Oxbow		
	18	21 mats	Pagod	Price List	Price List
	24	21 mats	Palla	"A"	"A"
	30	21 mats	Paleo		
	36	16 mats	Parca		
	42	16 mats	Pente		
	48	16 mats	Petit		
	60	15 mats	Philo		
	72	15 mats	Phlox		

<b>Radiant Bold Condensed</b>			<b>Resty</b>		
With Plain Caps only.					
43-BC	12	K510-18	Resun		
43-BC	14	K510-18	Resye		
43-BC	18	K47-18	Retch		
43-BC	24	K47-18	Retex	Price List	Price List
43-BC	30	K47-18	Rethe	"A"	"A"
43-BC	36	K35-18	Retro		
43-BC	42	K35-18	Rouda		
43-BC	48	K35-18	Rouel		
43-BC	60	K35-18	Rouer		
43-BC	72	K34-19	Reune		

## TYPEFACE FAMILY No. 43

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
<b>Radiant Bold Condensed</b>			<b>Reuse</b>		
"Round Caps" only. (8 Characters)					
	12	25 mats	Reuyn		
	14	25 mats	Revar		
	18	21 mats	Revuy		
	24	21 mats	Revet	Price List	Price List
	30	21 mats	Revie	"A"	"A"
	36	16 mats	Revol		
	42	16 mats	Rowbo		
	48	16 mats	Rowch		
	60	15 mats	Rewot		
	72	15 mats	Rewin		
<b>Radiant Bold Cond. Italic</b>			<b>Retio</b>		
43-BCI	18	K 47-18	Resup		
43-BCI	24	K 47-18	Resur		
43-BCI	30	K 47-18	Reten	Price List	Price List
43-BCI	36	K 35-18	Ribal	"B"	"B"
43-BCI	42	K 35-18	Riata		
43-BCI	48	K 35-18	Ridic		
43-BCI	60	K 35-18	Rimos		
43-BCI	72	K 34-18	Ripar		
<b>Radiant Bold Extra Condensed</b>			<b>Eaces</b>		
With Plain Caps only.					
43-BEC	14	K510-18	Dusky		
43-BEC	18	K47-18	Dusty		
43-BEC	24	K47-18	Dyadd		
43-BEC	30	K47-18	Dyads	Price List	Price List
43-BEC	36	K35-18	Dyaks	"A"	"A"
43-BEC	42	K35-18	Dykes		
43-BEC	48	K35-18	Dyng		
43-BEC	60	K35-18	Dynes		
43-BEC	72	K34-18	Earls		
*43-BEC	96 (Caps)	K50-02	Neaps	"A"	"H"
*Cap Font 1¼" Matrices					

## TYPEFACE FAMILY No. 43

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Radiant Bold Extra Condensed			Emias		
"Round Caps" only. (5 Characters)					
	14	20 mats	Esces		
	18	17 mats	Eator		
	24	17 mats	Ebons		
	30	17 mats	Ectos	Price	Price
	36	13 mats	Eddas	List	List
	42	13 mats	Eddos	"A"	"A"
	48	13 mats	Eddys		
	60	12 mats	Eerie		
	72	12 mats	Eerys		
	96	17 mats	Nepho		

Radiant Heavy			Lares		
With Plain Caps only.					
43-H	10	K612-18	Lauda		
43-H	12	K510-18	Lough		
43-H	14	K510-18	Lawny		
43-H	18	K47-18	Laxly		
43-H	24	K47-18	Lazys	Price	Price
43-H	30	K47-18	Leach	List	List
43-H	36	K35-18	Lents	"A"	"A"
43-H	42	K35-18	Leapt		
43-H	48	K35-18	Learn		
43-H	60	K35-18	Leash		
43-H	72	K34-19	Lease		

Radiant Heavy			Ledas		
"Round Caps" only. (8 Characters)					
	10	28 mats	Leary		
	12	25 mats	Leets		
	14	25 mats	Lifts		
	18	21 mats	Letup		
	24	21 mats	Lenco	Price	Price
	30	21 mats	Lewds	List	List
	36	18 mats	Lices	"A"	"A"
	42	16 mats	Liche		
	48	16 mats	Licit		
	60	15 mats	Liets		
	72	15 mats	Liege		



## TYPEFACE FAMILY No. 44

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
<b>Commerce Gothic Light</b>			<b>Liles</b>		
44-L	6 Pt. No. 1	K16	Lious		
44-L	6 Pt. No. 2	K16	Liers		
44-L	6 Pt. No. 3	K16	Likes		
44-L	6 Pt. No. 4	K16	Liken		
44-L	12 Pt. No. 1	K17	Limbo	Price List "C"	Price List "C"
44-L	12 Pt. No. 2	K17	Limen		
44-L	12 Pt. No. 3	K17	Limna		
44-L	12 Pt. No. 4	K17	Limya		
44-L	18 Pt. No. 1	K9	Linia		
44-L	18 Pt. No. 2	K9	Linna		

(Caps, figures and points only)

<b>Commerce Gothic Light Condensed</b>			<b>Lumba</b>		
44-LC	6-Pt. No. 1	K-16	Lexic		
44-LC	6-Pt. No. 2	K-16	Lettu		
44-LC	6-Pt. No. 3	K-16	Letha		
44-LC	6-Pt. No. 4	K-16	Leopa		
44-LC	12-Pt. No. 1	K-17	Lepre	Price List "C"	Price List "C"
44-LC	12-Pt. No. 2	K-17	Lemmi		
44-LC	12-Pt. No. 3	K-17	Lesbo		
44-LC	12-Pt. No. 4	K-17	Laxit		
44-LC	18-Pt. No. 1	K-9	Lavab		
44-LC	18-Pt. No. 2	K-9	Lugwo		

<b>Commerce Gothic Medium</b>			<b>Liras</b>		
44-M	6 Pt. No. 1	K16	Litas		
44-M	6 Pt. No. 2	K16	Lithe		
44-M	6 Pt. No. 3	K16	Litre		
44-M	6 Pt. No. 4	K16	Livid		
44-M	12 Pt. No. 1	K17	Llama	Price List "C"	Price List "C"
44-M	12 Pt. No. 2	K17	Loach		
44-M	12 Pt. No. 3	K17	Loais		
44-M	12 Pt. No. 4	K17	Lobed		
44-M	18 Pt. No. 1	K9	Locts		
44-M	18 Pt. No. 2	K9	Locca		

(Caps, figures and points only)

**TYPEFACE FAMILY No. 44**

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
<b>Commerce Gothic Medium Condensed</b>			<b>Saand</b>		
44-MC	6 Pt. No. 1	K16	Ridgy		
44-MC	6 Pt. No. 2	K16	Ridle		
44-MC	6 Pt. No. 3	K16	Riewe		
44-MC	6 Pt. No. 4	K16	Rigid		
44-MC	12 Pt. No. 1	K17	Rimer	Price List "C"	Price List "C"
44-MC	12 Pt. No. 2	K17	Rimey		
44-MC	12 Pt. No. 3	K17	Rimic		
44-MC	12 Pt. No. 4	K17	Rince		
44-MC	18 Pt. No. 1	K9	Ringy		
44-MC	18 Pt. No. 2	K9	Rinse		

(Caps, figures and points only)

## TYPEFACE FAMILY No. 45

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Lining Litho Light			Paths		
45-L	6 Pt. No. 1	K16	Neuro		
45-L	6 Pt. No. 2	K16	Nieve		
45-L	6 Pt. No. 3	K16	Nisus		
45-L	6 Pt. No. 4	K16	Nobby		
45-L	12 Pt. No. 1	K17	Nobly	Price List	Price List
45-L	12 Pt. No. 2	K17	Noggs	"C"	"C"
45-L	12 Pt. No. 3	K17	Nooks		
45-L	12 Pt. No. 4	K17	Noose		
45-L	18 Pt. No. 1	K9	Plica		
45-L	18 Pt. No. 2	K9	Foult		

(Caps, figures and points only)

Lining Litho Bold			Plato		
45-B	6 Pt. No. 1	K16	Nopal		
45-B	6 Pt. No. 2	K16	Noria		
45-B	6 Pt. No. 3	K16	Noter		
45-B	6 Pt. No. 4	K16	Nouns		
45-B	12 Pt. No. 1	K17	Platy	Price List	Price List
45-B	12 Pt. No. 2	K17	Playa	"C"	"C"
45-B	12 Pt. No. 3	K17	Pleas		
45-B	12 Pt. No. 4	K17	Pleam		
45-B	18 Pt. No. 1	K9	Pouts		
45-B	18 Pt. No. 2	K9	Pleon		

(Caps, figures and points only)

DEPARTMENT OF STATISTICS

Year	1950	1951	1952	1953	1954
1950	100	100	100	100	100
1951	100	100	100	100	100
1952	100	100	100	100	100
1953	100	100	100	100	100
1954	100	100	100	100	100

DEPARTMENT OF STATISTICS

Year	1950	1951	1952	1953	1954
1950	100	100	100	100	100
1951	100	100	100	100	100
1952	100	100	100	100	100
1953	100	100	100	100	100
1954	100	100	100	100	100

DEPARTMENT OF STATISTICS

Year	1950	1951	1952	1953	1954
1950	100	100	100	100	100
1951	100	100	100	100	100
1952	100	100	100	100	100
1953	100	100	100	100	100
1954	100	100	100	100	100