

L

U

D

L
*A Selection
of alphabets
from Ludlow...*

O

W

This is just a Sample of the more than 2200 different typeface designs and sizes available now on Ludlow. For a complete showing write for your copy of the Ludlow Alphabet Book — or you may request specimen lines for your approval.

Record Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopq 123456

6-RME / 6 8 10 12 14 18 **24** 30 36 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopq 12345

6-RBME / 6 8 10 12 14 18 **24** 30 36 48 60 72 Point

ABCDEFGHIJKLMNO P Q
abcdefghijklmnopno 12345

6-RHME / 6 8 10 12 14 18 **24** 30 36 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 1234567

6-RC / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 12345678

6-RCI / 8 10 12 14 18 **24** 30 36 48 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqr 123456

6-RB / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrs 123456

6-RBI / 8 10 12 14 18 **24** 30 36 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm 123456

6-RBE / 6 8 10 12 14 18 **24** 30 36 48 60 72 Point

ABCDEFGHIJKLMN
op
abcdefghijklmnop 12345

6-RBEI / 8 10 12 14 18 **24** 30 36 48 60 72 Point

Century

ABCDEFGHIJKLMN
opqr
abcdefghijklmnop 1234567

5-M / 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMN
opq
abcdefghijklmnopq 123456

5-MI / 12 14 18 **24** 30 36 42 48 Point

ABCDEFGHIJKLMN
opq
abcdefghijklmnop 123456

5-MB / 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMN
opqrstuvwxyz &
abcdefghijklmnopqrstu
vwxyz 1234567

5-BC / 18 **24** 30 36 42 48 60 72 Point

Times New Roman

ABCDEFGHIJKLMNO P Q
abcdefghijklmnopq 12345678

54-L / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNO P Q R
abcdefghijklmnopqrs 1234567

54-LI / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNO P Q
abcdefghijklmnopqrs 1234567

54-B / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNO P Q R S
abcdefghijklmnopq 1234567

5-BI / 12 14 18 **24** 30 36 42 48 60 72 Point

Tempo

ABCDEFGHIJKLMNO P Q R S T U V
abcdefghijklmnopqrstu 12345678

28-L / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv 1234567

28-LI / 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv 12345678

28-AM / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu 1234567

28-AB / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 84 96 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu 1234567

28-ABI / 18 **24** 30 36 48 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrs 12345

28-AH / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456

28-HC / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 84 96 120 144 Point

ABCDEFGHIJKL

abcdefghij 12345

28-EHE / 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKL

abcdefghijkl 1234

28-EHEI / 12 14 18 **24** 30 36 48 Point

ABCDEFGHIJKLMNO

PQRSTUVWXYZ& 1234567

28-HN / 18 **24** 30 36 48 Point

Bodoni

ABCDEFGHIJKLMN

OPQRSTUVWXYZ 1234

3-T / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv 123456

3-TI / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv 123456

3-BT / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrst 123456

3-BTI / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345678

3-BC / 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdeighijklmnopqrstuvw 123456

3-HC / 18 **24** 30 36 42 48 Point

ABCDEFGHIJKLMNO
abcdefghijklmno 12345

3-H / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNO
abcdefghijklmno 1234

3-HI / 12 14 18 **24** 30 36 42 48 60 72 Point

Caslon

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstu 1234567

1-TC / 8 10 12 14 18 22 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuv 1234567890

1-TCI / 8 10 12 14 18 22 **24** 30 36 42 48 60 72 Point

Garamond

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxy 1234567

24-L / 6 8 10 12 14 16 18 **24** 30 36 42 48 60 72 Point Small Caps 12 14 16 18

A B C D E F G H I J K L M N O P Q R S T

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

42-BIC / Coronet 14 18 **24** 30 36 42 48 60 72 Point

A B C D E F G H I J K L M N O P Q R S

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

42-BIC / Coronet Bold 14 18 **24** 30 36 42 48 60 72 Point

A B C D E F G H I J K L M N O P Q R

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

57-BIC / Parkway Script 12 14 18 **24** 30 36 Point

A B C D E F G H I J K L M

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

49-BIC / Admiral Script 12 14 18 **24** 30 36 48 Point

A B C D E F G H I J K L M N O P

a b c d e f g h i j k l m n o p q r s t u 1 2 3 4 5 6 7

53-BIC / Wave 12 14 18 **24** 30 36 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

27-B / 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

Clarendon

ABCDEFGHIJKLMNO
abcdefghijklmn 123456

58-M / 14 18 **24** 30 36 48 60 72 Point

ABCDEFGHIJKLMNO
abcdefghijklmn 12345

58-B / 14 18 **24** 30 36 48 60 72 Point

ABCDEFGHIJKLMN
abcdefghijklm 12345

58-H / 14 18 **24** 30 36 48 60 72 Point

Scripts

A B C D E F G H I J K L M N O P Q R
abcdefghijklmnopqrstuvwxyz 1234567890

51-MIC / Formal Script 14 18 **24** 30 36 Point

ABCDEFGHIJKLMNO P Q
abcdefghijklmnop 12345

30-H / 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNO P Q R S T U V W X Y
abcdefghijklmnopqrstuvw x 1234567

30-HC / 14 18 **24** 30 36 42 48 60 72 120 144 Point

Eden

ABCDEFGHIJKLMNO P Q R S T U V W X
abcdefghijklmnopqrstuvw x y z 123456

37-L / 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNO P Q R S T U V
abcdefghijklmnopqrstuvw x y z 123

37-B / 10 12 14 18 **24** 30 36 42 48 60 72 Point

Stellar

ABCDEFGHIJKLMNO P Q R S T U V W
abcdefghijklmnopqrstuvw x y z 1234567

27-L / 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

Plantin

ABCDEFGHIJKLMNO P Q
abcdefghijklmnopqr 1234567

39-L / 6 8 10 12 14 18 **24** Point

Small Caps 6 8 10 12

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z &

abcdefghijklmnopqrstu vwxyz 1234567890

39-LI / 6 8 10 **12**

Karnak

ABCDEFGHIJKLMNO P Q R S
abcdefghijklmnopqrs 12345

30-L / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNO P Q R
abcdefghijklmnopqr 12345

30-LM / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMN O P Q R
abcdefghijklmnopq 12345

30-LMI / 8 10 12 14 18 **24** 30 36 42 48 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567

40-0P / 14 18 **24** 36 48 Point

Radiant

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv 123456

43-M / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu 123456*

43-MI / 8 10 12 14 18 **24** 30 36 42 48 Point

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz 12345678**

43-8C / 12 14 18 **24** 30 36 42 48 60 72 Point

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnop 123456**

43-H / 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

24-LI / 6 8 10 12 14 16 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv 12345678

24-B / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456

24-BI / 6 8 10 12 14 18 **24** 30 36 42 48 60 72 Point

Eusebius

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy 123456

40-L / 6 8 10 12 14 16 18 **24** 30 36 42 48 60 72 Point

Small Caps 12 14 16 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

40-LI / 8 10 12 14 16 18 **24** 30 36 42 48 60 72 Point

Find out more about Ludlow

Send for your free copy of the Ludlow "Alphabet-Book" . . . 32 pages showing complete Ludlow alphabets.

Individual specimen pages have been prepared showing sample lines in many Ludlow typeface series in all available point sizes. For specialty work — you will be interested in the Ludlow 50 page brochure showing a wide variety of useful Ludlow borders and ornaments in actual sizes. Also available are Ludlow special logotypes . . . ruleform matrices . . . advertising figures up to 144 point . . . and foreign alphabets with accents.

Write us — or ask your Ludlow representative for complete typeface literature and information.



LUDLOW TYPOGRAPH COMPANY
2032 N. Clybourn Avenue • Chicago, Illinois 60614