

MIDWEST EPHEMERA
LUDLOW MATRICES AVAILABLE (as of NOVEMBER 2025)

NEW LINES FOR EVERY JOB 61
*Is one of the fine features of Ludlow
system of all-slug hand composition*
10 Point Ludlow Number 11-B1
Length of lower-case alphabet: 137 points

COMPOSITOR CAN NOW 57
Enjoy all the advantages of the
Ludlow method of composition
14 Point Ludlow 3-M Bodoni Modern
Length of lower-case alphabet: 161 points

SOCIAL CLUB MEMBERS 45
Hold annual luncheon Monday
14 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 150 points

WORK TO START 23
On new subway Monday
18 Point Ludlow 3-B Bodoni Bold
Length of lower-case alphabet: 211 points

MASTER PRINTERS 23
Prefer the Ludlow system
18 Point Ludlow 3-MI Bodoni Modern Italic
Length of lower-case alphabet: 187 points

GOOD DESIGN 10
For display heads
18 Point Ludlow 3-H Bodoni Black
Length of lower-case alphabet: 284 points

NO LOST TIME ON PRESSES 84
Because slugs are uniform in height
10 Point Ludlow 1-B Caslon Bold
Length of lower-case alphabet: 140 points

LUDLOW INSTALLATION IN THE 31
Oldest newspaper in the United States
highly praised by owner for efficiency
12 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 127 points

CHICAGO IS HOST TO 21
News reporters' convention
18 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 177 points

CYCLIST HURT 53
In six-day race trials
24 Point Ludlow 37-L Eden Light
Length of lower-case alphabet: 234 points

TWENTY PAGES OF
GROCERY ADS SET
ON NIGHT SHIFT
36 Point Ludlow 6-H Headline Gothic

THE LUDLOW PROVIDES 61
An unlimited typeface supply
12 Point Ludlow 30-M Karnak Medium
Length of lower-case alphabet: 172 points

THE TREND OF THE ART 11
Of today demands the use
of a design that is modern
in tone and is easy to read
12 Point Ludlow 30-H Karaak Black
Length of lower-case alphabet: 191 points

DEMAND USE OF 23
Condensed gothics
24 Point Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of lower-case alphabet: 256 points

CUB REPORTERS 71
Get big assignment
48 Point Ludlow 8-B Medium Condensed Gothic (Modernized)
Length of lower-case alphabet: 526 points

FINER FURS 90
On sale today at
Excel style shop
24 Point Ludlow 43-B Radiant Bold
Length of lower-case alphabet: 314 points

SUMMERDALE GOLF CLUB ANNOUNCES THE 36
Dates for its eleventh annual professional golf meet
8 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 96 points

SPORT OF KINGS OPENS ITS SEASON 73
Amid the cheers of thousands of spectators
10 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 112 points

CITY COUNCIL WILL MEET TO 47
Discuss plans for the school project
10 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 141 points

OPEN CONSTRUCTION BIDS FOR 16
Bridle path in the forest preserve district
12 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 124 points

GROUND CREW PRAISED 40
For accident prevention work
12 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 171 points

ALL-EXPENSE TOURS 83
Attract many vacationers
18 Point Ludlow 28-M Tempo Medium
Length of lower-case alphabet: 198 points

NINE ENTRIES IN 58
City golf tournament
18 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 232 points

INSURANCE 11
Rate decreases
24 Point Ludlow 28-H Tempo Heavy
Length of lower-case alphabet: 345 points

BUSINESS UPTURN 15
Is shown by daily check
38 Point Ludlow 28-B Tempo Bold
Length of lower-case alphabet: 460 points

ALPHABETICAL LIST:

10 No 11 (Goudy) Bold Italic

14 Bodoni
14 Bodoni Italic
18 Bodoni Bold
18 Bodoni Italic
18 Bodoni Black

10 Caslon Bold

12 Eden Light
18 Eden Light
24 Eden Light

36 Headline Gothic

12 Karnak Medium
12 Karnak Black

24 Medium Condensed Gothic
48 Medium Condensed Gothic

24 Radiant Bold

8 Tempo Medium
10 Tempo Medium
10 Tempo Heavy
12 Tempo Medium
12 Tempo Heavy
18 Tempo Medium
18 Tempo Bold
24 Tempo Heavy
36 Tempo Bold