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Ludlow Typograph Company  
Ludlow typefaces



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# LUDLOW

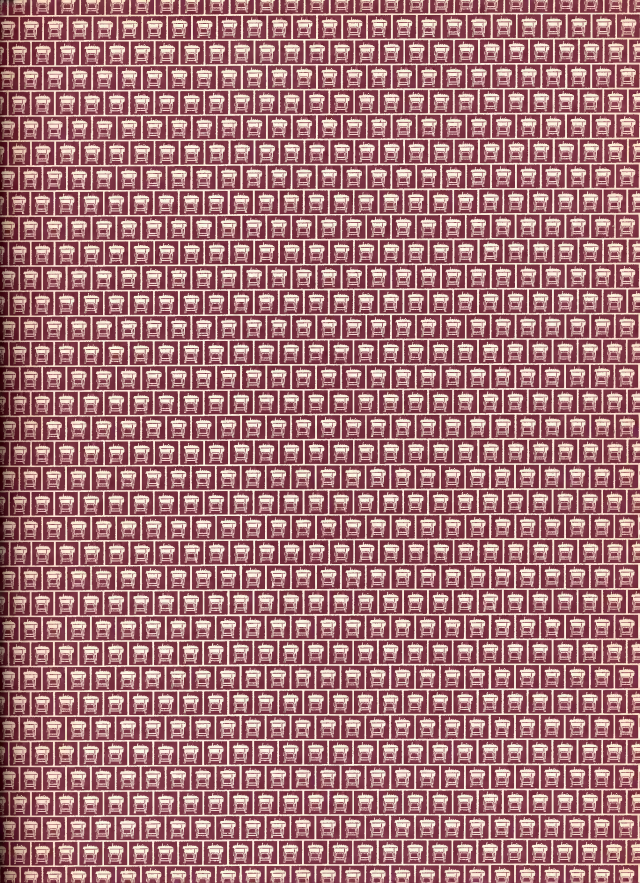
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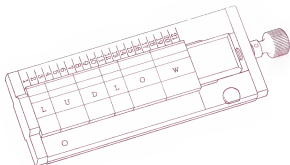


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209 SOUTH STATE STREET  
CHICAGO 4, ILLINOIS

LUDLOW  
TYPEFACES



# LUDLOW TYPEFACES



## LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue • Chicago, Illinois

NEW YORK: 63 PARK ROW + + BOSTON: 470 ATLANTIC AVENUE  
ATLANTA: 120 MARIETTA STREET + + SAN FRANCISCO: 5 THIRD STREET





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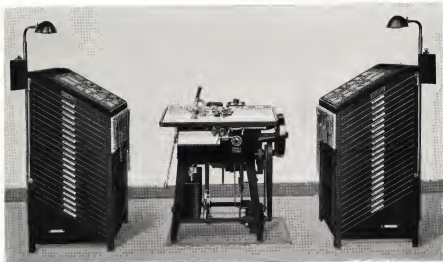
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A complete Ludlow equipment, consisting of casting machine and two universal cabinets of matrices

# INTRODUCTION

IN THIS VOLUME are presented specimens of the typefaces available in matrix form for the Ludlow system of hand-set, slug-cast composition in type sizes ranging from 4-point to 96-point. Still larger sizes can be cast vertically on the slug.

This system provides for that wide range of composition which, regardless of point size, is logically set by hand. Whatever should properly be set by hand in a well-operated composing room, can be produced more efficiently and more economically with the Ludlow. Within its scope falls the bulk of job and display composition, exclusive of straight matter in quantity in what are usually termed the "body sizes."

With the Ludlow system of composition, individual matrices are set from the matrix case by hand in a special stick, which is then inserted in the casting machine to produce the corresponding line of type in slug form. Whatever their face size, typelines may be cast on the Ludlow without mold, magazine, or other machine changes, since the slug-head which carries and supports the typeface itself is formed wholly in the casting recess of the

matrices themselves. Ordinarily the mold-formed slug-shank is 12 points thick, but when copy calls for more than 6 lines to the inch, set in typefaces smaller than 12-point, a 6-point mold, or even a special 4-point mold, can readily be substituted. Ludlow-cast typeslugs, set in any typesize larger than 12-point when the 12-point mold is used, or set in any typesize larger than 6-point when the 6-point mold is used, are of T-section and differ from each other pointwise with respect only to their matrix-formed head-portions.

Both in mechanism and operation the Ludlow system is characterized by extreme simplicity. This makes it the ideal method for the hand compositor, who is enabled to keep his mind on setting the copy in hand, without distraction of his attention by machine changes or adjustments.



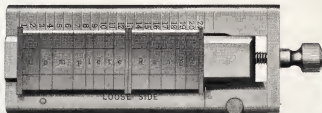
Ludlow matrices of same letter in 6-pt. and 48-pt.

The vital result from the use of the Ludlow is that the conversion of job and display copy into a type form ready for printing is accomplished more directly than by any other known method. Because it wholly eliminates many of the operations ordinarily involved either

in preparation for or in execution of composition, and because it simplifies other operations, the completed form is produced in less time and at less cost.

The notable time savings in setting composition the Ludlow way are accounted for in

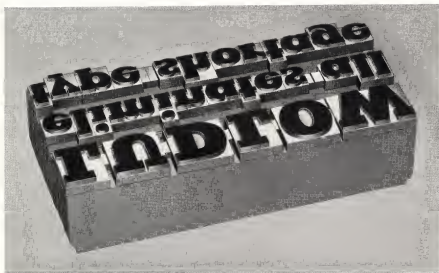
large degree by the "gathering" of a number of matrices to be transferred collectively to the stick, instead of picking up one character at a



The Ludlow matrix stick showing the matrices assembled and justified, face downward, ready for casting. Note the reading characters.

time; the simplicity of spacing for satisfactory appearance, using one set of universal spaces and quads for a wide range of point sizes; the elimination of the secondary operation of spacing "tight to lift;" the ease of handling individual typelines after composition, and of making them up into the form.

In producing each line from matrices of exceptionally accurate manufacture, the Ludlow system provides an always-new typeface of uniform height-



A Ludlow form made up and ready for printing

to-paper and requiring minimum press make-ready. The worries and defects inherent in the use over and over again of types in a greater or less state of wear are thus forever eliminated—and without any expense for type supply replenishment.

**F**ROM specimens of italic typefaces in this volume, it will be noted that Ludlow italics have notable spirit and character, in part due to the unique feature of the angular italic matrix, pioneered by the Ludlow, which makes possible italics of full-kerning design but with strength and durability equal to roman.

There are many other Ludlow features and advantages which cannot well be discussed in detail in this book of typefaces. Literature explaining operation and advantages of the Ludlow system in full detail will be sent cheerfully on request to anyone interested in becoming better acquainted with "the fastest-growing system of job and display composition"—which has come into such general use and recognition in the printing world in recent years.

AS a method of type composition, the important fact to keep in mind regarding the Ludlow system is its simple directness in producing job and display composition. With the Ludlow, as soon as the compositor has in hand a piece of copy ready to set, he immediately starts to convert that copy direct from molten metal into new sluglines ready to drop into the form, having right under his hands the equivalent of an always-full case of new type, with no prior expense whatsoever except that of heating the crucible and, of course, the investment in equipment and a minimum amount of type metal. All of the compositor's time is productive time and when he has completed a job there is no subsequent distribution to be done and to be paid for, although in effect his cases are always full.

This volume itself affords the best evidence of the quality of design of Ludlow matrix faces and of the strides made in recent years in extending their range for users of the Ludlow system. While the assortment of standard faces has been rounded out and amplified, a vigorous program of original design has also supplied the Ludlow user with a number of distinguished faces not otherwise obtainable.



LUDLOW  
TYPEFACES

NEWSPAPERS 78  
Install this system

34 Point Ludlow 49-M Radiant Medium  
Length of lower-case alphabet: 276 points

LUDLOW QUALITY 49  
Faces cast in sluglines

18 Point Ludlow 49-M Radiant Medium  
Length of lower-case alphabet: 213 points

LUDLOW IS A PRECISION 38  
Built machine and will give a  
good many years fine service

14 Point Ludlow 49-M Radiant Medium  
Length of lower-case alphabet: 185 points

MORE PUBLISHERS EACH YEAR 21  
Are installing the Ludlow in their  
composing rooms for better work

12 Point Ludlow 49-M Radiant Medium  
Length of lower-case alphabet: 141 points

GET GREATER PROFIT FROM YOUR 65  
Press equipment by adopting the thrifty  
Ludlow all-slug system of composition

10 Point Ludlow 49-M Radiant Medium  
Length of lower-case alphabet: 121 points

A GOOD LEGIBLE TYPEFACE SUCH AS THIS IS 75  
Greatly in demand by advertisers who are always  
trying to make their newspaper ads more readable

8 Point Ludlow 49-M Radiant Medium  
Length of lower-case alphabet: 93 points

A SIMPLE AND ATTRACTIVE DESIGN IS COMBINED WITH 40  
The basic principles of legibility to produce a typeface that will  
attract the most exacting demands of the modern typographer

5 Point Ludlow 49-M Radiant Medium  
Length of lower-case alphabet: 75 points

IDEAL FACE 2

For display ad

72 Point Ludlow 49-M Radiant Medium

Length of lower-case alphabet: 705 points

EACH LINE IS 4

Clear and sharp

60 Point Ludlow 49-M Radiant Medium

Length of lower-case alphabet: 641 points

PRODUCES BIG 68

Display in slug form

48 Point Ludlow 49-M Radiant Medium

Length of lower-case alphabet: 550 points

LEGIBLE FACES IN 23

Advertising get results

42 Point Ludlow 49-M Radiant Medium

Length of lower-case alphabet: 487 points

MAGAZINE OWNER IS 41

Pleased with lineage gains

36 Point Ludlow 49-M Radiant Medium

Length of lower-case alphabet: 403 points

ADVERTISING CAMPAIGN 84

Is most successful one in years

30 Point Ludlow 49-M Radiant Medium

Length of lower-case alphabet: 357 points

Characters in Complete Font

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  
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  
. , ; - ' ! ? ( ) [ ] - .

Characters listed below sold separately

A K M N R W

Round Caps

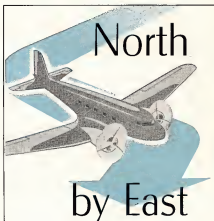
g  
%

For fractions see fraction specimen pages

## DRAKE

1

Sixteen practical ideas for your living room. Arranged by John Thomas Drake, well known in America for his sense of color and for his natural decorative ability.



The path of commerce is in the air. Every year more and more executives who believe in top-flight results turn to air travel. Their safety and comfort is the keynote to our growth and continued expansion of our service.

Northeast Lines

For  
Spring



Sonia  
PERFUME

CONTENTMENT      REFINEMENT



## CRESTWOOD

Large modern four and five-room apartments conveniently located near the heart of the downtown shopping center. Complete maid service and garage service will be included.

LEWIS AND JOHNSTON, Agents

**FINER FURS 90**  
On sale today at  
Excel style shop

14 Point Ludlow 45-B Radiant Bold  
Length of lower-case alphabet: 214 points

**A STRIKING NEW 53**  
Display face that has  
the attractiveness to  
create more interest

18 Point Ludlow 45-B Radiant Bold  
Length of lower-case alphabet: 239 points

**THERE IS NO LIMIT TO 68**  
Quantities of display faces  
in shops that are equipped  
with the Ludlow system for  
producing slugline display

14 Point Ludlow 45-B Radiant Bold  
Length of lower-case alphabet: 187 points

**THE ADVANTAGES GAINED 19**  
By a printer using the Ludlow  
system enable him to produce  
more and better work and also  
to increase his margin of profit

12 Point Ludlow 45-B Radiant Bold  
Length of lower-case alphabet: 163 points

**DISPLAY LINES ARE PRODUCED 37**  
Direct from the copy with a Ludlow  
all-slug system. Thus the time spent  
in casting large quantities of single  
type sorts can be entirely eliminated

10 Point Ludlow 45-B Radiant Bold  
Length of lower-case alphabet: 139 points

The 6 and 8 point sizes now in process

Characters in Complete Font

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  
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  
. , ; - ' ! ? [ ] ( ) - -

Round oops and percent mark sold separately

A K M N R W %

For fractions see fraction specimen pages

**SUPERIOR 3**  
**Selling force**

72 Point Ludlow 45-B Radiant Bold

Length of lower-case alphabet: 894 points

**MEETS NEED 7**  
**For real display**

60 Point Ludlow 45-B Radiant Bold

Length of lower-case alphabet: 697 points

**A SHARP NEW 12**  
**Face for every job**

48 Point Ludlow 45-B Radiant Bold

Length of lower-case alphabet: 516 points

**PLANT OWNERS 34**  
**Increase their profit**

42 Point Ludlow 45-B Radiant Bold

Length of lower-case alphabet: 516 points

**MAKEUP IS EASIER 56**  
**With an all-slug system**

36 Point Ludlow 45-B Radiant Bold

Length of lower-case alphabet: 400 points

**LUDLOW EQUIPMENT IS 78**  
**Invaluable composition tool**

30 Point Ludlow 45-B Radiant Bold

Length of lower-case alphabet: 374 points

## CROSSROADS?



If crossroads threaten to narrow your objective and to restrict your future intellectual growth, your inspiration will soar after reading "New Horizon."

IN STOCK AT YOUR FAVORITE DEALER

**Good morning!**

May we suggest our  
breakfast specials  
for this morning...?

HOTEL NORRIS

## Achievements



CRANSTON  
BUSINESS  
COLLEGE



## CONCERT

The Music Club is pleased to announce  
the forthcoming concert of the Scranton  
Symphony Orchestra in the Opera House

SEPTEMBER 23

AUTUMN & WINTER

**CALVERT**  
Shoes for Men

LATEST STYLES



**MILLER**  
and  
**TAYLOR**

Decorative Painting  
Painted Furniture  
Paper Lampshades

**Harbor  
Inn**

at the water's edge

**Lobsters • Sea Food**  
Chicken and Steak Dinners

Dine in the Marine Room  
DELIGHTFULLY COOL



the  
perfect touch

There's a good reason why discriminating women patronize regularly the queen of all the make-up salons—the REGINA. Keeping your skin in good condition throughout the seasons and always looking like a portrait are assured if you visit the REGINA each week. Telephone Lewis 191 for an appointment.

**REGINA** make-up salon

PARK AVENUE • NEW YORK

# AN ADDITION TO 2 The Radiant family

72 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 560 points

# THE SIMPLICITY OF 3 This new slug system

60 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 478 points

# IDEAL DESIGN FOR USE 14 In newspaper display ads

42 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 403 points

# RECORD CROWD ATTENDS 56 Opening of the opera season

42 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 388 points

# MANY LEADING NEWSPAPERS 78 Have installed the Ludlow system

36 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 331 points

# LUDLOW SLUGLINES STAND UP UNDER 81 The most severe stereotyping pressure

30 Point Ludlow 43-BC Radiant Bold Condensed

Length of lower-case alphabet: 280 points

**CITY COUNCIL WILL 38  
Meet Friday to discuss  
new traction schedule**

24 Point Ludlow 43-BC Radiant Bold Condensed  
Length of lower-case alphabet: 211 points

**EXHIBIT OF FINE PRINTING 10  
Will open Friday evening on  
the first floor of the library  
and will continue for a week**

18 Point Ludlow 43-BC Radiant Bold Condensed  
Length of lower-case alphabet: 172 points

**MANY PRINTERS ARE INSTALLING 45  
The Ludlow system of composition  
for setting all of their job work and  
magazine display advertising heads**

14 Point Ludlow 43-BC Radiant Bold Condensed  
Length of lower-case alphabet: 138 points

**FREEDOM OF SPEECH AND THE PRESS 23  
Is an inherent right of a free people. It is  
equally the duty of the exercisers of such  
a freedom to adhere religiously to truth  
on all occasions regardless of prejudices**

12 Point Ludlow 43-BC Radiant Bold Condensed  
Length of lower-case alphabet: 118 points

Characters in Complete Post

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  
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

Characters listed below sold separately

A K M N R W

Round Caps

0/0

The per cent mark is made for all sizes

For fractions see fraction specimen page»

**FASHION  
FORECAST**

Keep yourself young and beautiful  
by having your hair style changed  
to the last thing in Paris creations.

**salon two - hotel moore**

**CREATIVE  
PLANNING**

HANCOCK  
UNBERLUND  
SCHNEIDER  
COMPANY



**BONNET**

style shop

fifty-fifth avenue and woolworth

**OWENS INC.**



**OWENS INC.**



ADVERTISING COUNSELORS FOR THE PRINTING TRADES  
TYPOGRAPHY - LAYOUT - LETTERING - COLOR BLENDING  
3400 BEACON STREET - CHICAGO, ILL.

3400 beacon street  
chicago, illinois



# HIGH STANDARD 4

94 Point Ludlow 43-BEC Radiant Bold Extra Condensed (Cape only)

# ADVANCES TOWARDS 75 Perfection in typefaces

72 Point Ludlow 43-BEC Radiant Bold Extra Condensed

Length of lower-case alphabet: 498 points

# TYPEFACE LEGIBILITY IS 42 Important in all advertising

62 Point Ludlow 43-BEC Radiant Bold Extra Condensed

Length of lower-case alphabet: 378 points

# A BRAND NEW LUDLOW FACE 12 With greater appeal to the eye

48 Point Ludlow 43-BEC Radiant Bold Extra Condensed

Length of lower-case alphabet: 310 points

# THE SIZES SHOWN HERE ARE NOW 34 Available in matrix form and may be cast in solid sluglines on the Ludlow

41 Point Ludlow 43-BEC Radiant Bold Extra Condensed

Length of lower-case alphabet: 279 points

## INVESTIGATE THE 11 Advantages offered

36 Point Ludlow 43-BEC Radiant Bold Extra Condensed  
Length of lower-case alphabet: 544 points

## NEWNESS OF LUDLOW 90 Typefaces receive praise

30 Point Ludlow 43-BEC Radiant Bold Extra Condensed  
Length of lower-case alphabet: 190 points

## ALL TYPEFACES IN MATRIX 61 Form and cast in solid slugs

54 Point Ludlow 43-BEC Radiant Bold Extra Condensed  
Length of lower-case alphabet: 150 points

## NEWSPAPERS AND JOB SHOPS IN 84 All parts of the world use the Ludlow

18 Point Ludlow 43-BEC Radiant Bold Extra Condensed  
Length of lower-case alphabet: 137 points

## RUSH WORK IS NOW HANDLED WITH EASE 95 By the progressive printers and typesetting houses that have installed the Ludlow system

14 Point Ludlow 43-BEC Radiant Bold Extra Condensed  
Length of lower-case alphabet: 103 points

Characters in Complete Font

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  
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  
. : ; ' ! ? ( ) | \_ -

Characters listed below sold separately

R K M W  
Round Caps  
of  
%

For fractions see fraction specimen pages

# LUDLOW 91 Slug system

30 Point Ludlow 45-H Radiant Heavy  
Length of lower-case alphabet: 408 points

# COMPLETE 72 Range of faces

24 Point Ludlow 45-H Radiant Heavy  
Length of lower-case alphabet: 334 points

# HIGH SPEED IN 35 Job and ad work is typical of a Ludlow

18 Point Ludlow 45-H Radiant Heavy  
Length of lower-case alphabet: 253 points

# WITH THE LUDLOW 86 Installed in your shop an efficient system prevails

14 Point Ludlow 45-H Radiant Heavy  
Length of lower-case alphabet: 198 points

# GREATER PRODUCTION 23 Demands are filled with the rapid Ludlow display system

12 Point Ludlow 45-H Radiant Heavy  
Length of lower-case alphabet: 172 points

# WITH AN AMPLE SUPPLY OF 64 Attractive new typefaces always on hand better work is produced

10 Point Ludlow 45-H Radiant Heavy  
Length of lower-case alphabet: 150 points

# QUALITY 8 Big display

72 Point Ludlow 45-H Radiant Heavy

Length of lower-case alphabet: 953 points

# A MODERN 4 New typeface

60 Point Ludlow 45-H Radiant Heavy

Length of lower-case alphabet: 795 points

# PROMINENT 51 Ad price figures

48 Point Ludlow 45-H Radiant Heavy

Length of lower-case alphabet: 660 points

# MORE POWER 68 In sale advertising

42 Point Ludlow 45-H Radiant Heavy

Length of lower-case alphabet: 577 points

# LINAGE LEADERS 23 Say build-up is due to use of attractive faces

36 Point Ludlow 45-H Radiant Heavy

Length of lower-case alphabet: 487 points

Characters in Complete Font

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

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

.,;:~'!?'()[]-..

Characters listed below sold separately

A K M N R W

Bound Caps

%

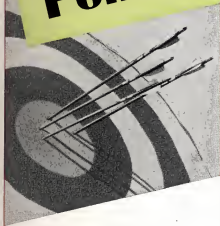
For fractions see fraction specimen pages

# photography

Merchandise correctly illustrated  
in color or black and white by our  
staff of experienced technicians

## Owen Studios

**To the  
Point!**



## Connors

*Sports Equipment*

# Annual Report



**GUARDIAN STEEL  
& WIRE COMPANY**

# PROGRESS



NEW  
Spring Flower  
SHADES

Fresh, delicate,  
luxurious textures

Marcel's  
FACE POWDER

From New York



# CHICAGO

The modern way to travel... by air! Saving of time and the conservation of energy more than make up for the slight additional cost of luxurious air travel. The thrill of making "impossible" business schedules with firms you deal with is the modern stimulant for better relations in business.

Non-Stops Daily  
at  
12 Noon - 4 p. m.

To DETROIT  
in 3 Hrs. 42 min.  
Free Luncheon

Call AIRWAYS BUREAU  
Central 4955

# PITTMAN & SONS

Diamonds of extra fine color and brilliancy. New York's largest selection of precious and semi-precious stone jewelry of smart new design. Silverware, china and glassware of modern or period design. Pittman quality is known all over the country. Come in today.

FIFTH AVENUE + NEW YORK

MODISH 8

New gown

72 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 983 points

ECONOMY 2

Of this system

60 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 808 points

NEWSPAPER 36  
Ads modernized

48 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 659 points

IDEAL DESIGN 23  
For news headings

42 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 572 points

LUDLOW SYSTEM 41  
For better typography

38 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 494 points

COSTS ARE CUT WITH 71  
Ease by the all-slug system

50 Point Ludlow 30-L Karnak Light

Length of lower-case alphabet: 403 points

ADVERTISE 89  
Lineage leaders24 Point Ludlow 30-L Karnak Light  
Length of lower-case alphabet: 920 pointsFINER QUALITY 84  
Printing from Ludlow18 Point Ludlow 30-L Karnak Light  
Length of lower-case alphabet: 843 pointsTHIS SYSTEM A BOON 21  
To many leading printers14 Point Ludlow 30-L Karnak Light  
Length of lower-case alphabet: 190 pointsHUNDREDS OF FACES ARE 16  
Now available in matrix form12 Point Ludlow 30-L Karnak Light  
Length of lower-case alphabet: 157 pointsELROD STRIP MATERIAL CAST 42  
In sizes ranging from 1 to 36 points10 Point Ludlow 30-L Karnak Light  
Length of lower-case alphabet: 157 pointsLUDLOW SPACES ARE UNIVERSAL WITH 20  
Never any shortage because the same spaces  
are used for all sizes from six to forty-eight point8 Point Ludlow 30-L Karnak Light  
Length of lower-case alphabet: 106 pointsPRINTERS ALL OVER THE WORLD HAVE FOUND 53  
The Ludlow a most valuable tool as their composing rooms  
due to its efficiency and speed in producing quality display6 Point Ludlow 30-L Karnak Light  
Length of lower-case alphabet: 95 points

## Characters in Complete Font

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  
 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  
 . : ; ' - ! ? — ( ) [ ] +

Characters listed below said separately

Æ Ē Ħ M N W

The Æ and Capitals are made for all sizes  
but are not included in the regular fonts

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages

**FINE BOOK 21**  
Set on Ludlow

24 Point Ludlow 30-LM Karnak Intermediate  
Length of lower-case alphabet: 350 points

**LARGE CROWD 45**  
Sees football game

18 Point Ludlow 30-LM Karnak Intermediate  
Length of lower-case alphabet: 250 points

**CHICAGO TO START 46**  
Digging on new subway

14 Point Ludlow 30-LM Karnak Intermediate  
Length of lower-case alphabet: 180 points

**THERE IS NO LOST TIME 98**  
For users of the Ludlow system

12 Point Ludlow 30-LM Karnak Intermediate  
Length of lower-case alphabet: 160 points

**NEW LINES FOR EVERY JOB 456**  
Save time and money in pressroom  
and help to turn out better printing

10 Point Ludlow 30-LM Karnak Intermediate  
Length of lower-case alphabet: 140 points

**THE INSTALLATION OF AN ELROD IN 25**  
The composing room eliminates distribution  
thus making for more production in the shop

8 Point Ludlow 30-LM Karnak Intermediate  
Length of lower-case alphabet: 110 points

**NEWSPAPERS AND JOB PRINTERS BENEFIT BY THE 56**  
Addition of new equipment and well designed typefaces  
for setting their newspaper heads and advertising display

7 Point Ludlow 30-LM Karnak Intermediate  
Length of lower-case alphabet: 80 points

Characters in Complete Font

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  
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  
.,;:-'!?'[]()-+

The per cent mark is sold separately

%

For fractions see fraction specimen pages

**SHOP IS 9**  
**Never idle**

72 Point Ludlow 30-LM Karnak Intermediate

Length of lower-case alphabet: 1040 points

**PRESERVE 4**  
**Early cabins**

60 Point Ludlow 30-LM Karnak Intermediate

Length of lower-case alphabet: 850 points

**ACCURACY 31**  
**In Ludlow mats**

48 Point Ludlow 30-LM Karnak Intermediate

Length of lower-case alphabet: 680 points

**PRINTERS TO 45**  
**Meet in New York**

42 Point Ludlow 30-LM Karnak Intermediate

Length of lower-case alphabet: 600 points

**EXHIBIT OF FINE 61**  
**Prints in new library**

36 Point Ludlow 30-LM Karnak Intermediate

Length of lower-case alphabet: 480 points

**NEWSPAPER DISPLAY 17**  
**Ads are set by this system**

30 Point Ludlow 30-LM Karnak Intermediate

Length of lower-case alphabet: 420 points

## MEIGHA & SON

For over forty-five years we have been catering to those who desire the very best in mosaic artistry. Our staff of highly trained artists have decorated many churches and chapels in this country and in Europe, which have been commented upon by numerous church officials.



## MOSAIC ARTISTS



## EXHIBITION OF BOOK ENDS

Featuring an interesting collection from all parts of the world... Don't miss it!  
Newell Library—July 26

# The MODEL Book

## Sales Promotion

# Fall

## BOAT SHOW Admit One



Commencing Friday, June 12—Syke's Pier.  
Doors open at 9 A. M. and close at 10 P. M.

ON THE ROOF



**DAN RENI**

*and his band*

*Every evening except  
Monday 9 p. m. to 2 a. m.*

*The Rooney Hotel*

**Modern  
Cooking  
Methods**

INSTITUTE OF COOKING

CONDUCTING FOOD RESEARCH

**DRAMA**



*Mirth* *Mystery, Murder*

*A thrilling three-act play  
presented by the Norman  
actors at the New theatre  
Wednesday evening at 8.*

*Forest Hills*

*Horse Show*



*The tenth annual horse show will  
be held September ninth and tenth*

**FOREST HILLS FARMS**  
*Madison, Connecticut*



# HUNDREDS 12

## Protest traction system revision

42 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 703 points

# TUITION FEES 43

## Reduced at Keller school of printing

42 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 610 points

# HIGH COURT TO 56

## Rule on famous libel case at next meeting

36 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 517 points

# SPORTS COMMITTEE 78

## Maps campaign for fund to support softball teams

30 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 428 points

# AIR-MINDED YOUNG MEN 90

## May enroll today for a special aviation course by noted flyer

24 Point Ludlow 30-LMI Karnak Intermediate Italic

Length of lower-case alphabet: 347 points

**STRIKING NEW 62**  
*Creations in gowns  
are being shown at  
Oakton style center*

18 Point Ludlow 30-LMI Karnak Intermediate Italic  
Length of lower-case alphabet: 250 points

**COMPOSITION FOR 74**  
*Display produced with a  
large saving to printers  
when set the Ludlow way*

14 Point Ludlow 30-LMI Karnak Intermediate Italic  
Length of lower-case alphabet: 207 points

**THE LUDLOW AFFORDS 53**  
*Printers many advantages in  
efficient plant operation and  
an improved printing quality*

12 Point Ludlow 30-LMI Karnak Intermediate Italic  
Length of lower-case alphabet: 174 points

**COMPETENT COMPOSITORS 26**  
*Will find no difficulty in learning  
to operate the Ludlow because it  
is not complicated but easy to use*

10 Point Ludlow 30-LMI Karnak Intermediate Italic  
Length of lower-case alphabet: 147 points

**COMMERCIAL PRINTERS HAVE FOUND 11**  
*The Ludlow to be a big help in holding forms  
standing and ready for the press when needed  
for that customer who is invariably in a hurry*

8 Point Ludlow 30-LMI Karnak Intermediate Italic  
Length of lower-case alphabet: 111 points

The 8 to 14 point sizes use roman body matrices

## Characters in Complete Font

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 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 |   |   |   |    |
| 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 | . | :  |
| ; | ' | ' | ! | ? | ( | )  |
| [ | ] | - | + |   |   |    |

%

The per cent mark is sold separately

**INCREASE 23  
Monthly sales**

24 Point Ludlow 30-M Karnak Medium  
Length of lower-case alphabet: 351 points

**BOLD LETTERS 41  
Are cast in slugline**

18 Point Ludlow 30-M Karnak Medium  
Length of lower-case alphabet: 355 points

**MODERN PRINTERS 45  
Endorse this new system**

14 Point Ludlow 30-M Karnak Medium  
Length of lower-case alphabet: 326 points

**THE LUDLOW PROVIDES 61  
An unlimited typeface supply**

12 Point Ludlow 30-M Karnak Medium  
Length of lower-case alphabet: 372 points

**NEWSPAPER PUBLISHER SAYS 17  
The Ludlow system has increased  
production of his composing room**

10 Point Ludlow 30-M Karnak Medium  
Length of lower-case alphabet: 344 points

**TYPE SHORTAGE IS NOW ELIMINATED 89  
With the installation of the efficient Ludlow  
slug system of job and display composition**

8 Point Ludlow 30-M Karnak Medium  
Length of lower-case alphabet: 311 points

**MANY TYPOGRAPHERS FIND THIS FLAT SERIF 80  
Typeface good for use in the commercial printing field  
and in newspaper headlines and display advertising**

6 Point Ludlow 30-M Karnak Medium  
Length of lower-case alphabet: 322 points

Characters in Complete Font

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  
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  
. : ; - ' ! ? - ( ) [ ] +

Round Capitals sold separately

A E K M N W

The per cent mark is sold separately

%

For fractions see fraction specimen pages

**RECAST 7  
Solid lines**

72 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 1060 points

**A LIST OF 6  
Advantages**

60 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 891 points

**PUBLISHER 45  
Buys a Ludlow**

48 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 710 points

**PRINTERS TO 67  
Hold big meeting**

42 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 618 points

**SIXTH ANNUAL 89  
Exhibit of rare prints**

36 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 519 points

**THE FLEXIBILITY OF 10  
This fine all-slug system**

30 Point Ludlow 30-M Karnak Medium

Length of lower-case alphabet: 431 points

101

facts  
for the  
home  
owner

china  
and  
glass



Uncommon Pieces Imported  
from England • Italy • France  
and America • Second Floor

CHICAGO

KENNEL CLUB



DOG SHOW



Styled  
in Hollywood  
by HARVEY

HARVEY HATS from \$5 to \$20

Feel their built-in comfort—admire the rich chamois finish—tailored duo-stitch brims and sleek outdoor styles. Made in a large array of colors, including blue, green, grey, and brown.

Stores in Chicago • Boston • New York



LUDLOW  
Karnak  
Obelisk

Karnak Obelisk is a tall, slender member of the popular Ludlow Karnak family of flat serifs, reflecting the present trend in typographic design. Karnak Obelisk will prove useful to the composing room by getting in a high letter count within a narrow measure.



F-M Radio

• Get the latest news flashes! Hear the finest of musical programs! Keep in step with the world with this great new F-M superheterodyne 5-tube radio.

The Music Shop

32 N. Third Street • Ludington

GIFTS

for every purse . . .

• Here you will find the largest selection of gifts and clever novelties ever assembled. Produced by some of America's best-known manufacturers of quality merchandise.

BENNETT

GIFTS OF QUALITY

# KARNAK OBELISK 2

## Is a distinctive design

72 Point Ludlow 30-MEC Karnak Obelisk

Length of lower-case alphabet: 495 points

# TYPE SHORTAGE NOW 3

## Eliminated with a Ludlow

67 Point Ludlow 30-MEC Karnak Obelisk

Length of lower-case alphabet: 408 points

# LUDLOW EQUIPMENT IS OF 41

## Great importance to the printer

48 Point Ludlow 30-MEC Karnak Obelisk

Length of lower-case alphabet: 331 points

# A LUDLOW MACHINE PROVIDES 39

## The printer with the equivalent of an unlimited supply of brand new type

42 Point Ludlow 30-MEC Karnak Obelisk

Length of lower-case alphabet: 327 points

# PUBLISHERS FIND KARNAK OBELISK 56

## Excellent for contrast in news headlines and display in their newspaper advertising

35 Point Ludlow 30-MEC Karnak Obelisk

Length of lower-case alphabet: 269 points

**MANY MAGAZINES 78**  
Are now using Ludlows  
for setting display lines

30 Point Ludlow 30-MEC Karnak Obelisk  
Length of lower-case alphabet: 304 points

**THE PRINTERS WHO ARE 11**  
Using the Ludlow need not  
worry about broken letters

24 Point Ludlow 30-MEC Karnak Obelisk  
Length of lower-case alphabet: 170 points

**OUTMODED DESIGNS AND OLD 78**  
Equipment will not prove sufficient  
to satisfy the insistent demands of  
the successful modern typographer

18 Point Ludlow 30-MEC Karnak Obelisk  
Length of lower-case alphabet: 128 points

**THE PARTICULAR NEEDS OF ANY MODERN 91**  
Job shop or trade plant composing room are  
adequately met by the installation of this new  
system for setting job and display composition

14 Point Ludlow 30-MEC Karnak Obelisk  
Length of lower-case alphabet: 103 points

Characters in Complete Font

|   |   |   |   |   |   |   |    |   |   |
|---|---|---|---|---|---|---|----|---|---|
| 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  |   |   |
| 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 |   |    |   |   |
| . | ; | ; | ' | ' | ! | ? | (  | ) | [ |
| ] | — | + |   |   |   |   |    |   |   |

Round Capitals sold separately

A E M N W

The per cent mark is sold separately

%

For fractions see fraction specimen pages

**FESTIVAL 90**  
To be held in  
Atlanta today

24 Point Ludlow 30-H Karnak Black  
Length of lower-case alphabet: 374 points

**PRODUCTION 23**  
Increased by the  
Ludlow system of  
all-slug make-up

19 Point Ludlow 30-H Karnak Black  
Length of lower-case alphabet: 298 points

**IDEAL DESIGN FOR 23**  
Newspaper heads and  
in advertising display  
where it will stand out

14 Point Ludlow 30-H Karnak Black  
Length of lower-case alphabet: 222 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 Karnak Black  
Length of lower-case alphabet: 181 points

**PRINTERS FIND KARNAK 10**  
Black good for contrast and  
display in large circulars and  
in general commercial work

10 Point Ludlow 30-H Karnak Black  
Length of lower-case alphabet: 172 points

Characters in Complete Point

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  
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  
.,;-'!?'()[]-+

The per cent mark is sold separately

%

For fractions see fraction specimen pages

**MURAL 5**  
**Showings**

72 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 1127 points

**PRESENT 4**  
**Club leader**

60 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 915 points

**TYPEFACE 32**  
**Good headline**

48 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 751 points

**AUTO SHOW 45**  
**Draws big crowd**

42 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 656 points

**FLEXIBILITY OF 61**  
**The Ludlow system**

38 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 551 points

**KARNAK BLACK IS 78**  
**Ideal for display heads**

30 Point Ludlow 30-H Karnak Black

Length of lower-case alphabet: 455 points

A BEST SELLER

# Jungle Trails



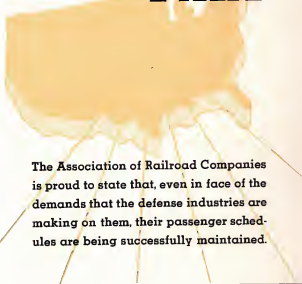
By Jim Drew

**T**he true story of a big game hunter who was lost for nine months in the jungle of South Africa. Jim Drew has hunted in Africa for many years, and is the author of two other books, *Hunting in Africa* and *Wild Animals of Africa*.

**DRAKE, inc.**  
publisher  
2546 Elm Street • New York

**Proof  
am**  
PRINTING CO.

# DOING OUR PART



The Association of Railroad Companies is proud to state that, even in face of the demands that the defense industries are making on them, their passenger schedules are being successfully maintained.



# Safety

... There is nothing like a savings account for giving one a sense of security. All savings at the Central Bank are insured under provision of the Federal Banking Act.

**CENTRAL BANK**  
590 Carmen Street, Gary

**A HIT!**



The biggest hit in years is what the critics are now saying about the new Forman line of Sport Clothes.

**FORMAN COMPANY**

304 Easton Avenue, Cleveland, Ohio



**ARABIAN  
HORSES**

*A Revised listing for  
the Year ending 1942*

**SEND FULL PARTICULARS ABOUT**

**THE POWER  
OF DIRECT MAIL**

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_



# TRUCK 3 Is leased

72 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 1174 points

# PHOTOS 4 On display

60 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 976 points

# POPULAR 82 Discount sale

48 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 799 points

# SPECIMENS 45 Of a rare metal found in Japan

42 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 695 points

# HUNTING FOR 61 Sorts unknown in the Ludlow plants

36 Point Ludlow 30-HI Karnak Black Italic

Length of lower-case alphabet: 599 points

## HEAVY 89 Design for new effect

30 Point Ludlow 30-HI Karnak Black Italic  
Length of lower-case alphabet: 478 points

## CHICAGO 90 Will start on new subway

24 Point Ludlow 30-HI Karnak Black Italic  
Length of lower-case alphabet: 394 points

## PROMINENT 67 Advertisers are using the latest Ludlow designs

18 Point Ludlow 30-HI Karnak Black Italic  
Length of lower-case alphabet: 304 points

## BOLD TYPEFACES 23 Are best for contrast in newspaper heads and for display lines

14 Point Ludlow 30-HI Karnak Black Italic  
Length of lower-case alphabet: 299 points

Characters in Complete Font

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 &amp; \$

1 2 3 4 5 6 7

8 9 0

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

.;, - ' ! ? ( ) [ ] - +

The per cent mark is sold separately

%

For fractions see fraction specimen paper

**JOB TIME IS 67**  
Cut with ease by  
this new system

30 Point Ludlow 20-NC Karnak Black Condensed  
Length of lower-case alphabet: 317 points

**PRINTERS LIKE 45**  
The modern designs  
cast on the Ludlow

34 Point Ludlow 20-NC Karnak Black Condensed  
Length of lower-case alphabet: 251 points

**MODERN EQUIPMENT 78**  
Is essential if the printer  
wants to make a profit and  
produce high class work

18 Point Ludlow 20-NC Karnak Black Condensed  
Length of lower-case alphabet: 194 points

**THE LUDLOW LOWERS COSTS 49**  
The distribution of the matrices  
should be done immediately after  
the line is cast eliminating all the  
hazards of ever looking for sorts

14 Point Ludlow 20-NC Karnak Black Condensed  
Length of lower-case alphabet: 150 points

**CONDENSED 2**  
**Design for ads**

72 Point Ludlow 20-NC Karnak Black Condensed

Length of lower-case alphabet: 765 points

**FAST METHOD 3**  
**Of setting display**

60 Point Ludlow 20-NC Karnak Black Condensed

Length of lower-case alphabet: 627 points

**DESIGNED TO GET 51**  
**Attractiveness in ads**

66 Point Ludlow 20-NC Karnak Black Condensed

Length of lower-case alphabet: 616 points

**PUBLISHERS PRAISE 82**  
**Efficient all-slug system**

42 Point Ludlow 20-NC Karnak Black Condensed

Length of lower-case alphabet: 442 points

**HUNDREDS OF PRINTING 17**  
Plant owners have found the  
Ludlow a most valuable tool

36 Point Ludlow 20-NC Karnak Black Condensed

Length of lower-case alphabet: 383 points

Characters in Complete Font

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

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

. : ; - ' ! ? ( ) [ ] - +

The per cent mark is sold separately

$\frac{7}{8}$

For fractions see fraction specimen pages

**DEALER 8**

**Sets record**

144 Point Ludlow 30-HC Karnak Black Condensed

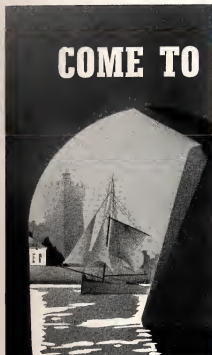
**INSTALLS 5**

**New designs**

120 Point Ludlow 30-HC Karnak Black Condensed

These are engraved matrices. Each character is a separate unit, cast the long way of the slug.

**COME TO**



# **BERMUDA**

**For an  
Inexpensive  
Vacation**

**TOURIST INFORMATION BUREAU**

**Vote For  
PAUL A.**

**STRONG**  
**for**  
**MAYOR**

**So  
Easy!**

★ **makes  
cars  
like  
new**

**85<sup>65</sup> \$72**

144 Point (Title) Ludlow 30-HC Karnak Black Condensed Advertising Figures  
with 72 Point (regular) Ludlow Karnak Black Condensed Superior Figures and Dollar Sign

**90<sup>23</sup> \$54**

120 Point (Title) Ludlow 30-HC Karnak Black Condensed Advertising Figures  
with 60 Point (regular) Ludlow Karnak Black Condensed Superior Figures and Dollar Sign

**31<sup>94</sup> \$67**

96 Point (Title) Ludlow 30-HC Karnak Black Condensed  
Advertising Figures with 48 Point (regular) Ludlow Karnak  
Black Condensed Superior Figures

84 Point (Title) Ludlow 30-HC Karnak Black Condensed  
Advertising Figures with 42 Point (regular) Ludlow Karnak  
Black Condensed Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of  
the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

*Harvey's Annual  
FALL EXHIBIT  
5 North Huron Street*

*National  
A. A. U.  
Championship*



*JUNE  
3, 4, 5, 6*

*The STADIUM*

*The  
TOY  
Shop*



*Christmas  
Catalog*

*FIRST LOAN BANK*

*The Annual  
Statement  
and Report*



**CAPITAL AND SURPLUS \$850,000**

**POWER TO 8  
Catch the eye**

72 Point Ludlow 30-HCI Karnak Black Condensed Italic

Length of lower-case alphabet: 810 points

**A PUBLISHER 6  
Buys large shop**

60 Point Ludlow 30-HCI Karnak Black Condensed Italic

Length of lower-case alphabet: 668 points

**AN ADDITION TO 21  
Fine modern family**

60 Point Ludlow 30-HCI Karnak Black Condensed Italic

Length of lower-case alphabet: 636 points

**CONDENSED ITALIC 49  
With plenty of strength  
for advertising display**

42 Point Ludlow 30-HCI Karnak Black Condensed Italic

Length of lower-case alphabet: 468 points

**NO SHORTAGE OF THE 38  
More popular typefaces in  
the Ludlow-equipped plant**

36 Point Ludlow 30-HCI Karnak Black Condensed Italic

Length of lower-case alphabet: 400 points

**MODERN IN 56  
Design and will  
attract your eye**

30 Point Ludlow 30-HCI Karnak Black Condensed Italic  
Length of lower-case alphabet: 327 points

**MODERN SHOP 39  
Will produce more  
work at lower cost**

24 Point Ludlow 30-HCI Karnak Black Condensed Italic  
Length of lower-case alphabet: 268 points

**AN EXHIBIT OF FINE 23  
Printing will open today  
at the Hammond Library**

18 Point Ludlow 30-HCI Karnak Black Condensed Italic  
Length of lower-case alphabet: 208 points

**MANY LEADING PRINTERS 45  
Have installed the Ludlow slug  
system to set commercial work  
and advertising display heads**

14 Point Ludlow 30-HCI Karnak Black Condensed Italic  
Length of lower-case alphabet: 162 points

Characters in Complete Font

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  
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  
.:;,-'!?( )[]+—

Characters listed below sold separately

%

The per cent mark is made for all sizes  
Fractions available from 18 to 48 pt. inclusive

CYCLIST HURT 53  
In six-day race trials

24 Point Ludlow 37-L Eden Light  
Length of lower-case alphabet: 234 points

CHICAGO IS HOST TO 21  
News reporters' convention

18 Point Ludlow 37-L Eden Light  
Length of lower-case alphabet: 177 points

AROUND THE WORLD TOUR 93  
By plane completed in record time

16 Point Ludlow 37-L Eden Light  
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

HIGHLIGHTS OF IMPORTANT SPEECH 54  
On world affairs will be reviewed in broadcast  
by country's most popular news commentator

10 Point Ludlow 37-L Eden Light  
Length of lower-case alphabet: 104 points

PARTY OF MOUNTAIN CLIMBERS STRANDED ON 86  
Ledges for four days and three nights without food or drink  
before government rescuers saw brought word of their plight

6 Point Ludlow 37-L Eden Light  
Length of lower-case alphabet: 80 points

EACH LINE 4

Clear and sharp

72 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 690 points

REPORT SHIP 9

Stranded on rocks

60 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 640 points

CHOIR FOR MEN 38

Organized by musician

48 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 462 points

WRECK BUILDINGS 68

Held unsafe for occupants

42 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 394 points

ROSTER OF MEMBERS 43

Now completed for publication

36 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 341 points

HUGE IRON ORE SHIPMENT 79

Ready for delivery to foreign market

30 Point Ludlow 37-L Eden Light

Length of lower-case alphabet: 280 points

Characters in Complete Font:

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

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

. : ; - ' ! ? - [ ] ( ) ·

The per cent mark is sold separately

7/0



# JUSTICE IS 9 A better policy

72 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 793 points

# COURT FINES 6 On fraud charges

60 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 625 points

# BONDS HIGH IN 52 Heavy day of buying

48 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 503 points

# TRACE FELONS TO 18 Deserted farm dwelling

42 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 450 points

# ENTHUSIASM GROWS 61 In county civic organization

36 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 385 points

# CENTENNIAL EXPOSITIONS 62 Being held in three communities

30 Point Ludlow 37-B Eden Bold

Length of lower-case alphabet: 319 points

## RESTRICTION 90 Seen advantageous to all land owners

24 Point Ludlow 37-B Eden Bold  
Length of lower-case alphabet: 255 points

## NEW SUBDIVISION 32 Site near wooded section one mile from city limits

18 Point Ludlow 37-B Eden Bold  
Length of lower-case alphabet: 203 points

## BUILDING CONTRACTORS 42 Report sharp increase in home construction since first of year

14 Point Ludlow 37-B Eden Bold  
Length of lower-case alphabet: 156 points

## MANY NEW PROJECTS BEING 78 Considered by governmental officials will aid civic beautification program and make employment for thousands

22 Point Ludlow 37-B Eden Bold  
Length of lower-case alphabet: 233 points

## COMPOSITORS KNOW THE LUDLOW 68 system of all-slug composition enables them to set and make-up ads and display faster than the estimated time allowed to set them

19 Point Ludlow 37-B Eden Bold  
Length of lower-case alphabet: 212 points

## Characters in Complete Font

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  
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  
., ; , - ' ' ! ? - [ ] ( ) ·

The per cent mark is sold separately

%

TREASURER OF 15  
Athletic club here

34 Point Ludlow 28-L Tempo Light  
Length of lower-case alphabet: 264 points

FIRE DESTROYS THE 79  
Brockton business district

18 Point Ludlow 28-L Tempo Light  
Length of lower-case alphabet: 193 points

CITY COUNCIL VOTES TO 49  
Retain present fire commissioner

14 Point Ludlow 28-L Tempo Light  
Length of lower-case alphabet: 146 points

GARDEN CLUB MEMBERS VIE FOR 13  
Honors in city's greatest flower contest

12 Point Ludlow 28-L Tempo Light  
Length of lower-case alphabet: 125 points

THE SPORTS COMMITTEE OF THE REGAL 41  
Society meets today to discuss future events to be held at the Regal Municipal Athletic Park

10 Point Ludlow 28-L Tempo Light  
Length of lower-case alphabet: 104 points

BONES OF HUGE PRE-HISTORIC ANIMAL WHICH 16  
Were recently found are being assembled for museum placement by the nation's outstanding anthropologists

8 Point Ludlow 28-L Tempo Light  
Length of lower-case alphabet: 80 points

SPECIALY BUILT CAR SPEEDS OVER COURSE AT NEARLY 58 72  
Miles per minute in preparation for establishing land speed record for this country that will be difficult to exceed for some time to come

6 Point Ludlow 28-L Tempo Light  
Length of lower-case alphabet: 72 points

MACHINES 4

Help business

78 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 757 points

CONSTRUCT 8

Wider highways

60 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 637 points

COMPOSITION 19

Material being used

48 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 523 points

SUBURBAN CLUBS 96

Plan park development

62 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 648 points

ERECT MEMORIAL TO 48

Pioneers of the community

36 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 381 points

ORE DEPOSITS ARE FOUND 10

By excavation crew near Redcliff

30 Point Ludlow 28-L Tempo Light

Length of lower-case alphabet: 303 points

Characters in Complete Font

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  
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  
. : ; , - ' ! ? [ ] ( ) - +

Characters listed below sold separately

M W a j t &

Variants from 6 to 72 point inclusive

e g 1 2

Variants from 18 to 72 point inclusive

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages



# 1400 BUILDING

Now Ready  
for Occupancy

★ Large modern apartments conveniently located near the heart of the downtown shopping district. Maid service and complete garage service in connection for a modest additional monthly cost.

Telephone CENTral 234

# MILLER

in the  
Wellington Arcade  
Detroit



SMART SHOES  
FOR SPECIAL  
OCCASIONS



Monroe at Jackson Street

# JACK EVAR, Inc.

Specialize in High Class  
Color Printing and offer  
you the benefit of their  
fifty years of experience

GRAPHIC ARTS  
BUILDING  
4690 23rd Ave.



MODERN  
FURNITURE  
& DESIGN BY  
BOWMAN



## Tempo Light Italic

*This typeface imparts to advertising and commercial printing the added touch of style which is the hall-mark of truly superior typography.*

# LUDLOW

## SEAFOOD

*at its best*

|                |                     |
|----------------|---------------------|
| Red Snapper    | Fresh-Water Shrimps |
| Crab Imperial  | Baltimore Oysters   |
| Maine Lobsters | Soft-Shell Crabs    |
| Gulf Pompano   | Bay Scallops        |

### The Hotel Leland

Liqueurs  
Rare  
for those  
who care



## CIRO'S

McKENNA, GETCHELL & COMPANY

# FABRIC FACTS and FANCIES

*Printed Silks, Plain Silk Crepes,  
Tweeds from England and Scotland,  
Virgin Wool Dress Crepe, Gabardines*

546 NORTH MICHIGAN AVENUE

DESIGNER 6

*Reveals plans*

73 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 791 points

SHOREVIEW 2

*Society calendar*

80 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 858 points

GLEE CLUB ON 45

*New radio program*

83 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 892 points

BOY SCOUTS OFF 61

*On yearly camping trip*

83 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 892 points

COURTESY WEEK IS 98

*Proclaimed by city officers*

86 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 923 points

SOCIETY TURNS OUT FOR 81

*Dance held for benefit of charity*

86 Point Ludlow 28-LI Tempo Light Italic

Length of lower-case alphabet: 921 points

NEW ORGAN 93

*Installed in church*94 Point Ludlow 28-LI Tempo Light Italic  
Length of lower-case alphabet: 956 points

BUSINESS LEADERS 56

*Hold luncheon to discuss city street lighting system*118 Point Ludlow 28-LI Tempo Light Italic  
Length of lower-case alphabet: 1197 points

CONVENTION HALL WILL 10

*Be the scene of many important meetings during the coming year*146 Point Ludlow 28-LI Tempo Light Italic  
Length of lower-case alphabet: 1511 points

SHORE ACRES COUNTRY CLUB 23

*Adds two new golf courses which will tend to further increase its membership*120 Point Ludlow 28-LI Tempo Light Italic  
Length of lower-case alphabet: 1248 points

MOVIES OF EXPEDITION INTO THE 64

*Darkest parts of Africa will be shown soon in conjunction with speech by noted explorer*100 Point Ludlow 28-LI Tempo Light Italic  
Length of lower-case alphabet: 1110 points

## Characters in Complete Font

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  
 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  
 . , ; - ' ' ! ? - ( ) [ ] +

## Characters listed below sold separately

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

Cursive Capitals made from  
14 to 72 point inclusive

e j

Variants from 18 to 72 point inclusive

%

The per cent mark is made for all sizes

All sizes shown on this page are  
roman body measures

LANDMARK IS 40  
Popular tourist stop

24 Point Ludlow 28-M Tempo Medium  
Length of lower-case alphabet: 264 points

ALL-EXPENSE TOURS 83  
Attract many vacationers

18 Point Ludlow 28-M Tempo Medium  
Length of lower-case alphabet: 198 points

DEDICATE MONUMENT TO 49  
Old settlers of Creighton County

14 Point Ludlow 28-M Tempo Medium  
Length of lower-case alphabet: 152 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

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

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

SEVENTY STREAMLINED LOCOMOTIVES ORDERED TODAY 48  
By Eastern railroad for service between Miami and Pittsburgh

6 Point Ludlow 28-M Tempo Medium  
Length of lower-case alphabet: 78 points

BEAUTIFUL 7

Lake regions

72 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 638 points

FOREST LANE 4

Summer resorts

80 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 688 points

UPTON RAPIDS 95

Is auto tourist haven

48 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 528 points

TOURNAMENT TO 38

Attract polo enthusiasts

42 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 461 points

BREAK GROUND FOR 56

New fraternity gymnasium

36 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 391 points

SPORTSMEN PRAISE WORK 49

Of your conservation commission

30 Point Ludlow 28-M Tempo Medium

Length of lower-case alphabet: 321 points

Characters in Complete Font

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  
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  
. , ; - ' ' ! ? - ( ) [ ] +

Characters listed below sold separately

M N W a j t &  
Variants from 6 to 72 point inclusive

AKRWYAGMNVW  
egbdefghklvw12

Variants from 18 to 72 point inclusive

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages



An advance showing  
of a series of modern  
designs by the noted  
Norman M. Johnstone  
43 East Ohio Avenue

NJ

ON NOVEMBER THE TWENTY-SEVENTH  
WE WILL RE-OPEN OUR SALON AT  
SEVEN EAST OAK STREET

RENÉE



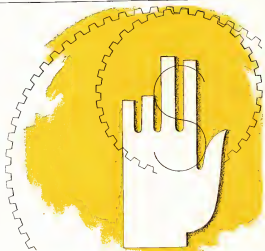
NAVAAR

The  
POWER-FULL  
Station



WYZ

50,000 WATTS



keep  
trade  
moving

ADVERTISE  
Use Printed Salesmen

BUTTER  
gives  
concentrated  
energy



Use it generously—  
it's an investment  
in HEALTH!

It's Better with  
Butter



Neighborhood Actors  
present the premier performance of

LOST HORIZON

Beecher Playhouse

Saturday, June 7



**INTERMISSION 72**  
*Motion overruled in  
 famous kidnap trial*

48 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 528 points

**POLICE CORPS IN 18**  
*Review by a prominent  
 officer of army division*

48 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 451 points

**REPRODUCTIONS OF 14**  
*Old masterpieces included  
 in magnificent art displays*

90 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 592 points

**THE ART OF TYPOGRAPHY 71**  
*Is title of talk to be delivered by  
 well-known authority on printing*

90 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 593 points

**PRELIMINARIES BEING HELD FOR 10**  
*Semi-annual amateur boxing competition  
 in the newly constructed west side arena*

94 Point Ludlow 28-MI Tempo Medium Italic

Length of lower-case alphabet: 578 points

**POLITICAL GROUPS 56**  
*Select stump speakers for  
 spring election campaign*

18 Point Ludlow 28-MI Tempo Medium Italic  
 Length of lower-case alphabet: 155 points

**RESTORE OLD RESIDENCE 59**  
*of pioneer in commemoration of  
 his work as a community leader*

14 Point Ludlow 28-MI Tempo Medium Italic  
 Length of lower-case alphabet: 151 points

**FUNDS PROVIDED FOR STREET 72**  
*Resurfacing program now in treasury  
 and work will start in the near future*

18 Point Ludlow 28-MI Tempo Medium Italic  
 Length of lower-case alphabet: 152 points

**PRINTED PIECES FROM ALL OVER THE 98**  
*World are part of a general display now on  
 view in the foyer of the city public library*

10 Point Ludlow 28-MI Tempo Medium Italic  
 Length of lower-case alphabet: 113 points

**THE BUYING OF AN UP-TO-DATE TYPESETTING 90**  
*Equipment in any composing room will tend to increase  
 production and also boost efficiency to a high degree*

8 Point Ludlow 28-MI Tempo Medium Italic  
 Length of lower-case alphabet: 87 points

## Characters in Complete Font

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  
 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  
 . : ; - ' ! ? - ( ) [ ] +

Characters listed below sold separately

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

Cursive Capitals are made from  
 14 to 68 point inclusive

e j

Variants from 18 to 68 point inclusive

%

The per cent mark is made for all sizes

All sizes shown on this page are  
 7/8 inch roman body measure

# 9 KILLED IN BIG Miami Explosion

42 Point Ludlow 28-MC Tempo Medium Condensed  
Length of lower-case alphabet: 287 points

# 17 ENTER ANNUAL Local Skating Meet

31 Point Ludlow 28-MC Tempo Medium Condensed  
Length of lower-case alphabet: 251 points

# 150 PLANES PARTAKE In Cross Country Race For Large Cash Prizes

50 Point Ludlow 28-MC Tempo Medium Condensed  
Length of lower-case alphabet: 316 points

# 11 DROWN IN Lake Collision

98 Point Ludlow 28-MC Tempo Medium Condensed (1½ inch matrices) Length of lower-case alphabet: 701 points

# 14 FINE TRAINS TO Be Put Into Service

72 Point Ludlow 28-MC Tempo Medium Condensed Length of lower-case alphabet: 497 points

# 15 MILES OF CONCRETE Roadway Is Completed

80 Point Ludlow 28-MC Tempo Medium Condensed Length of lower-case alphabet: 451 points

# A 20 PER CENT INCREASE IN Advertising Linage Reported

48 Point Ludlow 28-MC Tempo Medium Condensed Length of lower-case alphabet: 342 points

Characters in Complete Font

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  
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  
. : ; , - ' ! ? [ ] ( ) — +

The per cent mark is sold separately

%

For fractions see fraction specimen pages

# FM

FREQUENCY  
MODULATION

See and hear

# ACE

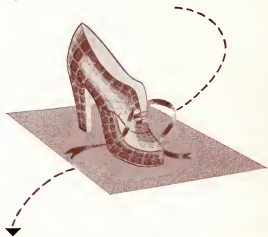
FM RADIO



Lewis Radio Co.

310 Oak Street, Cleveland

Shoes of genuine  
**ALLIGATOR**



Cunningham & Johnstone

2490 Madison Avenue + + Columbus, Ohio

# Auction



Of Antique Furniture  
June 15th to July 7th

DEAN ART SHOP



**THE  
REAL  
FACTS**  
about oil heating

# Gift

## Suggestions

Gloves • Hosiery  
Electric Heaters  
Neckties • Shirts  
Fountain Pens  
Watches • Rings  
Pocketbooks  
Books • Purses  
Pencil Sets  
Cameras • Films  
Perfumes

FOR  
ANY TASTE  
AND PURSE

LIME • LEMON • CHERRY • ORANGE

**Soda...**  
and how to  
serve it

GREEN RIVER

RASPBERRY • MINT • SARSAPARILLA

STRAWBERRY • GRAPE • CHOCOLATE

## RETAIL PRICE LIST

These prices subject to  
change without notice.  
Effective on August 1st

# NU•SILK

Fall

# PRESENT 9 Useful hints

72 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 311 points

# SOUTHERN 7 District meets

10 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 791 points

# BASKETBALL 56 Officials convene

48 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 614 points

# EXHIBITS GEMS 48 In new jewelry mart

62 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 532 points

# BUSINESS UPTURN 15 Is shown by daily check

38 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 460 points

# PRESIDES AT ANNUAL 28 Gathering of press reporters

50 Point Ludlow 28-B Tempo Bold

Length of lower-case alphabet: 577 points

## STEAMSHIP 32 Sets new record

24 Point Ludlow 28-B Tempo Bold  
Length of lower-case alphabet: 310 points

## NINE ENTRIES IN 58 City golf tournament

18 Point Ludlow 28-B Tempo Bold  
Length of lower-case alphabet: 332 points

## STRIKING NEW DESIGN 10 Wins in architecture contest

14 Point Ludlow 28-B Tempo Bold  
Length of lower-case alphabet: 375 points

## EXPLORER SPENDS TWELVE 34 Months in search for rare animals

12 Point Ludlow 28-B Tempo Bold  
Length of lower-case alphabet: 142 points

## SONG FESTIVAL COMMITTEE TO 59 Engage several world-famous vocalists

10 Point Ludlow 28-B Tempo Bold  
Length of lower-case alphabet: 151 points

## THE DIRECTOR OF THE RARE BOOK ROOM 14 Announces the addition of two precious volumes

8 Point Ludlow 28-B Tempo Bold  
Length of lower-case alphabet: 151 points

## DEPARTMENT STORE ANNOUNCES GALA OPENING OF 86 Its newly constructed section which comprises nine floors

6 Point Ludlow 28-B Tempo Bold  
Length of lower-case alphabet: 85 points

## Characters in Complete Font

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  
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  
. : ; - ' ! ? - ( ) [ ] +

## Characters listed below sold separately

A M M N V W a v w &  
Variants from 6 to 72 point inclusiveA K R W Y e s j t  
Variants from 14 to 72 point inclusive

1 2 3 5 R

Variants from 12 to 72 point inclusive

%

The per cent mark is made for all sizes

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$      In set fractions 18, 24, 36,  
48 and 72 point

For diagonal fractions see fraction pages

**EDITORS USE 11**  
*This typeface for  
their news heads*

24 Point Ludlow 28-B1 Tempo Bold Italic  
Length of lower-case alphabet: 290 points

**COMPOSITION IS 68**  
*Speedily set when the  
Ludlow all-slug system  
of composition is used*

18 Point Ludlow 28-B1 Tempo Bold Italic  
Length of lower-case alphabet: 213 points

**MANY PRINTERS IN ALL 81**  
*Parts of the world are using  
this new system for setting all  
of their display and job work*

16 Point Ludlow 28-B1 Tempo Bold Italic  
Length of lower-case alphabet: 195 points

**EXHIBIT OF FINE PRINTING 90**  
*Will be opened to the public next  
week on the ground floor of the  
new Washington public library and  
will remain open for fourteen days*

12 Point Ludlow 28-B1 Tempo Bold Italic  
Length of lower-case alphabet: 140 points

**AN ADDITION 12**  
*To the popular list  
of Ludlow designs*

48 Point Ludlow 28-B1 Tempo Bold Italic

Length of lower-case alphabet: 583 points

**ADS WILL GAIN 34**  
*Attention when set in  
this popular new face*

42 Point Ludlow 28-B1 Tempo Bold Italic

Length of lower-case alphabet: 503 points

**MODERN PRINTERS 41**  
*Endorse the new Ludlow  
designs for use in setting  
heads and display lines*

30 Point Ludlow 28-B1 Tempo Bold Italic

Length of lower-case alphabet: 430 points

**SHORTAGE OF SORTS IS 71**  
*Unknown in the shop that is  
Ludlow equipped because the  
matrices are at once returned  
to the case after cast is made*

30 Point Ludlow 28-B1 Tempo Bold Italic

Length of lower-case alphabet: 353 points

Characters in Complete Font

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

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

. : ; - ' ! ? [ ] ( ) - +

The per cent mark is sold separately

%

For fractions see fraction specimen pages

# MEXICO in one day

- In complete safety and comfort. Traveling by airplane is the modern and most economical way to travel.

THE ASSOCIATED AIRLINES

# Designs for . . . AMERICA

We take pleasure in announcing the showing of our Spring and Summer creations, proclaimed by foremost stylists to be sensationally styled.

ANDRE'S + CHICAGO + NEW YORK

BY AMERICA'S FOREMOST DESIGNER

10th ANNUAL

Army  
Navy

benefit-hop

- Dance to the music of Kenneth Delancy and his Melodiers—enjoy the voices of his two star vocalists.

• MANHATTAN HALL •

# the Maestro



And his Swingsters with their enchanting music will open the Fall season of the Crystal Blue Ballroom. Here amid the gay happy couples and the modern atmosphere of sophistication you can be sure of a "grand time" at any time.

**MAKE-READY IS 39**  
Reduced to a minimum

34 Point Ludlow 28-BC Tempo Bold Condensed  
Length of lower-case alphabet: 293 points

**A DEMONSTRATION OF 10**  
The Ludlow proves its merit

18 Point Ludlow 28-BC Tempo Bold Condensed  
Length of lower-case alphabet: 174 points

**CLEAN BRASS MATRICES USED 54**  
For setting Ludlow display and text

14 Point Ludlow 28-BC Tempo Bold Condensed  
Length of lower-case alphabet: 156 points

**THE NEW IMPROVED LUDLOW WILL 74**  
Enable you cut costs in the composing room

12 Point Ludlow 28-BC Tempo Bold Condensed  
Length of lower-case alphabet: 118 points

**EFFICIENCY EXPERTS ALL AGREE THAT THE 21**  
Ludlow all-slug system is time and money saver  
for large and small print shop composing rooms

10 Point Ludlow 28-BC Tempo Bold Condensed  
Length of lower-case alphabet: 101 points

**NO MATTER HOW MUCH DISPLAY A JOB MAY HAVE 29**  
The Ludlow will supply it in any quantity of the same face  
with greater speed and accuracy and with less expense

8 Point Ludlow 28-BC Tempo Bold Condensed  
Length of lower-case alphabet: 89 points

**IT IS LUDLOW'S PRIME AIMS TO MAKE TYPESETTING EASIER AND MORE SO**  
Efficient this enables its users to realize a profit in their composing rooms  
and also to speed up the pressroom production by printing direct from slugs

6 Point Ludlow 28-BC Tempo Bold Condensed  
Length of lower-case alphabet: 64 points

**ADDRESSES 2**

**Are educational**

**A CONDENSED 8**

**Design for ad lines**

**PRESTIGE GAINED 79**  
**With better advertising**

**LUDLOW EQUIPMENT 12**  
**Bought by a leading printer**

**INCREASED DEMAND FOR 15**  
**Latest Ludlow typeface designs**

**FLUSH LEFT NEWS HEADS GIVE 28**  
**A striking effect to newspaper makeup**

Characters in Complete Font

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  
 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  
 . : ; - ' ! ? - ( ) [ ] +

Characters listed below sold separately

¶ &  
 Variants from 6 to 72 point inclusive

%

For fractions see fraction specimen pages

72 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 636 points

60 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 574 points

48 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 467 points

45 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 399 points

36 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 349 points

30 Point Ludlow 28-BC Tempo Bold Condensed

Length of lower-case alphabet: 289 points



**A STRIKING 58  
Display face that  
finds much favor**

96-Point Ludlow 28-BC Tempo Bold Condensed

**ADVERTISER 6  
Reports largest  
volume of sales**

96-Point Ludlow 28-HC Tempo Heavy Condensed

The 96-Point sizes shown above are driven in 1½-inch matrices

**INSURANCE 11**  
**Rate decreases**

24 Point Ludlow 28-H Tempo Heavy  
Length of lower-case alphabet: 242 points

**NEW SCHEDULE 15**  
**Arranged by official**

18 Point Ludlow 28-H Tempo Heavy  
Length of lower-case alphabet: 202 points

**NINE GRADUATES OF 21**  
**Boston law school placed**

14 Point Ludlow 28-H Tempo Heavy  
Length of lower-case alphabet: 191 points

**GROUND CREW PRAISED 40**  
**For accident prevention work**

12 Point Ludlow 28-H Tempo Heavy  
Length of lower-case alphabet: 171 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: 143 points

**A THRILLING EXPERIENCE IN SOUTH 50**  
**America told by two young adventurers**

8 Point Ludlow 28-H Tempo Heavy  
Length of lower-case alphabet: 123 points

**MANY OF THE LEADING NEWSPAPERS ARE NOW 19**  
**Using the Ludlow system for setting display heads**

8 Point Ludlow 28-H Tempo Heavy  
Length of lower-case alphabet: 95 points

Characters in Complete Font

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  
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  
. : ; - ' ! ? ( ) [ ] - +

Characters listed below sold separately

**M a e g j t**

Variants from 6 to 72 point inclusive

**A M N V W v w**

Variants from 10 to 72 point inclusive

**1 2 3 5**

Variants from 18 to 72 point inclusive

**%**

The per cent mark is made for all sizes

For fractions see fraction specimen pages

**SELECTS 4**  
**Four jurors**

72 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 2000 points

**STORY OF 8**  
**Flight is told**

60 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 827 points

**BIG SHIP IN 65**  
**New speed trial**

48 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 678 points

**PILOT LANDS 24**  
**Safely after storm**

42 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 592 points

**WOMEN PILOTS 32**  
**Beat men at air meet**

36 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 523 points

**NEW MOTORS BEING 93**  
**Tried out in stratosphere**

30 Point Ludlow 28-H Tempo Heavy

Length of lower-case alphabet: 414 points

## TEMPO HEAVY

LUDLOW TEMPO HEAVY successfully interprets the matter-of-fact activity of modern business. Its weight, within simple geometrical contours, carries conviction. Its four-square construction reflects stability.

Tempa Heavy is ably designed and has none of the staidy or rigid feeling so often associated with heavy typefaces. It will prove a versatile and useful typeface in any composing room.

## The KENT PLAN for Industrial Expansion



Engineers for 40 years

Build for  
Permanence  
with  
PRECISION  
LUMBER

World's Championship

# RODEO

\$25,000  
in  
Prizes



The STADIUM



**FLORIDA**  
in **WINTER**

**Eastern** and

**Southern**

*A Railway to Our Own Southland*

**Carey  
Players**

present

**Laura**

*by Raymond Lee Cudahy*

You'll laugh, you'll cry  
and you'll thrill to the  
story of a modern fam-  
ily, enacted for you by  
a group of finished art-  
ists at their best. It is  
rated by critics as the  
best play of the year.  
Tickets are now on sale  
at all ticket agencies.

*new modes in furniture*

**SANFORD UHL**

**MODERNS**

**ANTIQUES**

Mahogany End Tables  
Bleached Oak Dinette  
Maple Cocktail Table

Louis XV Console Table  
Windsor Chair  
Tilt-Top Piecrust Table

Bleached Coffee Table  
Mexican Pottery Lamps  
White Leather Chair

French Regency Chair  
Queen Ann Chair  
Kidney-Shaped Table

Crystal Candelabra  
Modern Plaques  
Blond Bedroom Suite

Jacobean Joint Stool  
Salem Oak Rocker  
Sheraton Sideboard

# ORDERS 2 New styles

72 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 1026 points

# SEMINOLE 7 Rug bargain

60 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 841 points

# FURNITURE 51 Of high quality

68 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 705 points

# STORE HOURS 10 Nine to five-thirty

45 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 591 points

# SPECIAL SALE OF 18 New coats for spring

98 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 521 points

# BASEMENT BARGAIN 43 Festivals now in progress

30 Point Ludlow 28-HI Tempo Heavy Italic

Length of lower-case alphabet: 451 points

## ODDS AND 92 Ends sale to be held on Friday

24 Point Ludlow 28-HI Tempo Heavy Italic  
Length of lower-case alphabet: 335 points

## ATTRIBUTE BIG 82 Increase in business to the power of their direct mail printing

28 Point Ludlow 28-HI Tempo Heavy Italic  
Length of lower-case alphabet: 351 points

## LUDLOW AFFORDS A 72 Great opportunity to the printer who has a limited space for composing room

14 Point Ludlow 28-HI Tempo Heavy Italic  
Length of lower-case alphabet: 195 points

## THE SIMPLICITY OF THE 63 Ludlow in setting ads and jobs is revealed by all compositors in plant where an installation has recently been completed

12 Point Ludlow 28-HI Tempo Heavy Italic  
Length of lower-case alphabet: 165 points

Characters in Complete Font

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  
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  
. : ; - ' ! ? ( ) [ ] - ♦

All sizes shown on this page are on  
Roman body matrices

%

The per cent mark is sold separately

STYLING · ADVERTISING

RESEARCH · MERCHANDISING

LOOKING TO  
THE FUTURE  
IN INDUSTRY

PRODUCTION · MARKETING

# Easy-Hang Wallpaper



Featuring the newest trends  
in modern interior decoration

# Exhibition



ART LEAGUE · MARCH 10-15

modern painting  
for advertising  
poster painting  
mural painting  
industrial design

# EXHIBITS OF 1 Finer typefaces

72 Point Ludlow 28-NC Tempo Heavy Condensed

Length of lower-case alphabet: 703 points

# NEW LUDLOW 3 Design for display

60 Point Ludlow 28-NC Tempo Heavy Condensed

Length of lower-case alphabet: 576 points

# AN ADDITION TO 45 The fine Tempo family

48 Point Ludlow 28-NC Tempo Heavy Condensed

Length of lower-case alphabet: 467 points

# MECHANISM OF THE 34 Ludlow is not complicated

42 Point Ludlow 28-NC Tempo Heavy Condensed

Length of lower-case alphabet: 403 points

# THE LUDLOW SYSTEM OF 18 Spacing is simple and accurate

36 Point Ludlow 28-NC Tempo Heavy Condensed

Length of lower-case alphabet: 347 points

# DELEGATION GATHERS IN CITY 78 For the sixth annual meeting of police

30 Point Ludlow 28-NC Tempo Heavy Condensed

Length of lower-case alphabet: 283 points

**GLOBE-TRIBUNE 90**  
Display advertising is more effective since a Ludlow was installed

24 Point Ludlow 28-NC Tempo Heavy Condensed  
Length of lower-case alphabet: 250 points

**MASS PRODUCTION OF 62**  
Display line composition can be handled quickly and more effectively with the Ludlow

18 Point Ludlow 28-NC Tempo Heavy Condensed  
Length of lower-case alphabet: 173 points

**MANY PEOPLE KILLED BY 82**  
Tornado and flood which cut a path through the heart of the city causing over eleven million dollars damage

14 Point Ludlow 28-NC Tempo Heavy Condensed  
Length of lower-case alphabet: 143 points

**THE OPERATION OF THE LUDLOW 23**  
Is extremely simple and compositors need not have any special mechanical training to become efficient and speedy operators

12 Point Ludlow 28-NC Tempo Heavy Condensed  
Length of lower-case alphabet: 123 points

## Characters in Complete Font

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  
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  
. : ; - ' ' ! ? ( ) [ ] - +

Characters listed below sold separately

G a

Variants from 12 to 96 point inclusive

A M N V W v w

Variants from 24 to 96 point inclusive

%

The per cent mark is made for all sizes

For fractions see fraction specimen pages

For the 96-point size of this face see page 45

**CITY SCHOOL 71**  
*Reports a record enrollment in the technical division*

39 Point Ludlow 28-HCI Tempo Heavy Condensed Italic  
Length of lower-case alphabet: 290 points

**CITY COUNCIL TO 91**  
*Sponsor a new series of open air concerts in the four public parks*

54 Point Ludlow 28-HCI Tempo Heavy Condensed Italic  
Length of lower-case alphabet: 256 points

**PROTECTION AGAINST 48**  
*Loss of time and profit can be gained by installation of the Ludlow all-slug system*

18 Point Ludlow 28-HCI Tempo Heavy Condensed Italic  
Length of lower-case alphabet: 177 points

**A STIRRING DRAMA OF THE 30**  
*Orient by a widely-known author is announced by the publisher and will be in bookstores next month*

14 Point Ludlow 28-HCI Tempo Heavy Condensed Italic  
Length of lower-case alphabet: 146 points

**CONDENSED 2**  
*Face for heads*

72 Point Ludlow 28-HCI Tempo Heavy Condensed Italic

Length of lower-case alphabet: 724 points

**FOR A LARGER 5**  
*Profit use Ludlow*

80 Point Ludlow 28-HCI Tempo Heavy Condensed Italic

Length of lower-case alphabet: 592 points

**LINES PRODUCED 12**  
*Quickly and efficiently*

48 Point Ludlow 28-HCI Tempo Heavy Condensed Italic

Length of lower-case alphabet: 470 points

**A SUPERIOR DESIGN 34**  
*In heavy condensed italic for producing forceful ads*

42 Point Ludlow 28-HCI Tempo Heavy Condensed Italic

Length of lower-case alphabet: 412 points

**TYPOGRAPHIC EXPERTS 56**  
*Agree that Ludlow typefaces have what it takes to attract*

36 Point Ludlow 28-HCI Tempo Heavy Condensed Italic

Length of lower-case alphabet: 356 points

Character in Complete Font

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  
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  
. : ; ' ' ! ? ( ) [ ] - +

Characters listed below sold separately

G %

For fractions see fraction specimen pages



# CAST DISPLAY ON 59 THE LUDLOW IN ANY AMOUNT AS NEEDED

48 Point Ludlow 28-11N Tempo Heavy Inline

# NEW TYPEFACES IN EACH 48 SET-UP IS ASSURED IF SHOP IS EQUIPPED WITH EFFICIENT AND FAST LUDLOW METHOD

36 Point Ludlow 28-11N Tempo Heavy Inline

# EACH LINE CAST ON 23 THE LUDLOW MACHINE IS UNIFORM IN HEIGHT

30 Point Ludlow 28-11N Tempo Heavy Inline

# LUDLOW OFFERS A WIDE 60 SELECTION OF FACES WHICH MAKE FOR BETTER QUALITY IN EVERY LINE OF PRINTING

54 Point Ludlow 28-11N Tempo Heavy Inline

# WHEN REAL QUANTITIES OF LARGE 93 FACES ARE NEEDED FOR MASS BLOCKS OF DISPLAY YOU CAN DEPEND UPON THE LUDLOW TO SUPPLY IT IN A SOLID SLUG FORM SIMPLY AND EFFICIENTLY

18 Point Ludlow 28-11N Tempo Heavy Inline

Characters in Complete Font

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

..,;-'!/?-+

The per cent mark is made for all sizes  
but is not included in the regular font.  
It may be purchased separately.

‰ ( ) [ ]

# LUDLOW TEMPO LIGHT ADVERTISING FIGURES

---

84<sup>75</sup>

\$30

144 Point (title) Ludlow 28-L Tempo Light Advertising Figures  
with 72 Point (regular) Ludlow Tempo Medium Superior Figures and Dollar Sign

73<sup>60</sup>

\$92

120 Point (title) Ludlow 28-L Tempo Light Advertising Figures  
with 72 Point (regular) Ludlow Tempo Medium Superior Figures and Dollar Sign

95<sup>50</sup>

\$84

96 Point (title) Ludlow 28-L Tempo Light Advertising Figures  
with 60 Point (regular) Ludlow Tempo Medium Superior Figures

84 Point (title) Ludlow 28-L Tempo Light Advertising Figures  
with 48 Point (regular) Ludlow Tempo Medium Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

8960 \$57

144 Point (Title) Ludlow 28-B Tempo Bold Advertising Figures  
with 84 Point (Title) Ludlow 28-B Tempo Bold Advertising Figures

72<sup>25</sup> \$30

120 Point (Title) Ludlow 28-B Tempo Bold Advertising Figures  
with 72 Point (regular) Ludlow Tempo Bold Superior Figures and Dollar Sign

65<sup>84</sup> \$14

96 Point (Title) Ludlow 28-B Tempo Bold Advertising  
Figures with 60 Point (regular) Ludlow  
Tempo Bold Superior Figures

84 Point (Title) Ludlow 28-B Tempo Bold Advertising  
Figures with 42 Point (regular) Ludlow  
Tempo Bold Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of  
the slug. Sold in figure fonts of one set of figures, a dollar sign, a period and a comma.

**36<sup>89</sup> \$80**

144 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures  
with 72 Point (regular) Ludlow Tempo Heavy Superior Figures and Dollar Sign

**43<sup>65</sup> \$62**

120 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures  
with 72 Point (regular) Ludlow Tempo Heavy Superior Figures and Dollar Sign

**47<sup>20</sup> \$56**

96 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures  
with 48 Point (regular) Ludlow Tempo Heavy Superior Figures

84 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures  
with 48 Point (regular) Ludlow Tempo Heavy Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

# A SALE 7 Of gloves

72 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 1165 points

# PRESENT 6 New modes

60 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 943 points

# AN ELROD 48 Boosts profits

60 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 775 points

# NEW DESIGN 42 For use in heads and display ads

60 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 875 points

# PRINTERS CAN 36 Make more money in up-to-date plant

60 Point Ludlow 28-EH Tempo Black

Length of lower-case alphabet: 875 points

## INSURE 30 Success by use of new type styles

30 Point Ludlow 28-EH Tempo Black  
Length of lower-case alphabet: 470 points

## PRINTERS 24 Discuss effect of increase in weekly wage

24 Point Ludlow 28-EH Tempo Black  
Length of lower-case alphabet: 381 points

## FILM STUDIOS 18 Speed production to meet demands for newsreel films

18 Point Ludlow 28-EH Tempo Black  
Length of lower-case alphabet: 283 points

Characters in Complete Font

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  
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  
.:;,-'!()?[]+—

Characters listed below sold separately

%

The per cent mark is made for all sizes  
Fractions available from 18 to 48 pt. inclusive

# BRIGHTEN 72 UP BIG LINES

72 Point Ludlow No. 34 Umbra

Characters in Complete Feet

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

· · · · ·

! ? + -

Characters listed below sold separately

() []

EXCELS IN 43  
CLEAR FACED  
SLUG FORMS

43 Point Ludlow No. 34 Umbra

JOBS AND ADS 61  
COST LESS USING  
OUR FINE SYSTEM

61 Point Ludlow No. 34 Umbra

HUNDREDS OF PRINTERS 14  
EACH YEAR ARE PROFITING  
FROM A LUDLOW QUALITY  
SLUG SYSTEM FOR DISPLAY

34 Point Ludlow No. 34 Umbra

INSTRUCTIONS  
FOR USING THE  
**INFRA-RED  
RAY LAMP**



B-K APPLIANCE CO.  
62 Clinton Street, Dayton, Ohio

Drink  
**MILK**  
Daily



**THE PERFECT FOOD**



MRS. JAMES ALLEN ROBINSON, FAMOUS  
SPECIALIST IN DECORATION, WRITES ON  
HOW TO CHOOSE

**COLOR  
SCHEMES**

FOR FINER EFFECTS



modern  
version

12 HOUSES & PLANS

New Prefabricated Homes

You folks who are contemplating a new home will surely find a plan among this group to suit your most exacting needs. We are featuring a new one-floor plan with seven rooms which has been very popular in several western states the past year. Write us today or call in person, and let us point out to you how you may own a home with the money you are now paying out for rent.

BECKWITH HOLMES

Builder of Quality Homes Since 1900

THE  
PICKWICK  
PAPERS  
CHARLES  
DICKENS

SCHOOL  
DIRECTORY

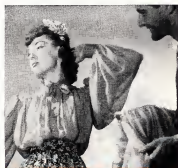


Dramatic Arts

Fine and Applied Arts

Household Science

Secretarial and Business



A New  
YOU

in each  
Hollywood  
Creation



NEW CLUB 4

Strictly exclusive

72 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 645 points

ANNOUNCING 78  
Winner in essay contest

24 Point Ludlow 27-L Stellar  
Length of lower-case alphabet: 222 points

GARDEN CLUBS WILL 49  
Hold the annual joint meeting  
to choose grand prize winner

18 Point Ludlow 27-L Stellar  
Length of lower-case alphabet: 156 points

BUSY WEEK IN 8  
South shore society

50 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 536 points

SUMMER DRESSES AND COATS 31  
Of the finest quality will go on sale today  
at a fraction of what they are really worth

14 Point Ludlow 27-L Stellar  
Length of lower-case alphabet: 116 points

SCHOOL OF ART 34  
Offers oil painting course

48 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 614 points

THE WEST TOWNS MUSICAL CLUB 58  
Members will leave soon on a concert tour  
the proceeds of which will be turned over to charity

12 Point Ludlow 27-L Stellar  
Length of lower-case alphabet: 101 points

PEOPLES GUILD WILL 61  
Give four new plays this year

45 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 519 points

HERE IS AN ATTRACTIVE TYPEFACE 48  
That works out successfully when typography of  
an advertisement or job calls for a feminine touch

10 Point Ludlow 27-L Stellar  
Length of lower-case alphabet: 100 points

BAND CONCERTS WILL 57  
Be held nightly at exposition park

36 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 311 points

FINE TYPOGRAPHIC EFFECT ALWAYS OBTAINED 76  
With the use of attractive modern Ludlow typefaces which  
are now available in a truly wide variety in brass matrix form

8 Point Ludlow 27-L Stellar  
Length of lower-case alphabet: 81 points

PREVIEW OF NEW FASHIONS 90  
In our new eighth floor debutante room

30 Point Ludlow 27-L Stellar

Length of lower-case alphabet: 257 points



**TYPOGRAPHY 47**  
Is of vital importance

34 Point Ludlow 27-B Stellar Bold  
Length of lower-case alphabet: 338 points

**TONS OF PRESSURE 76**  
May be applied to Ludlow slugs without a break-down

18 Point Ludlow 27-B Stellar Bold  
Length of lower-case alphabet: 178 points

**THE ALL-SLUG METHOD OF 59**  
Composition is profitable to printers due to proven efficiency and speed

14 Point Ludlow 27-B Stellar Bold  
Length of lower-case alphabet: 134 points

**PROFIT-MINDED PUBLISHERS ARE 69**  
Quick to see all the advantages provided by the remarkable Ludlow all-slug system

22 Point Ludlow 27-B Stellar Bold  
Length of lower-case alphabet: 114 points

**THE COMPLETE LINE OF FINE FACES 40**  
Now available on the Ludlow places owners in the field of quality printers and publishers

10 Point Ludlow 27-B Stellar Bold  
Length of lower-case alphabet: 103 points

**ADVERTISERS TODAY DEMAND THAT THEIR 83**  
Sales messages be set in attractive and legible typefaces so as to positively ensure a return from their investment and the shops that are equipped with a line of Ludlow typefaces are best suited to comply with these demands

8 Point Ludlow 27-B Stellar Bold  
Length of lower-case alphabet: 87 points

Characters in Complete Font

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 &

S 1 2 3 4 5 6 7 8 9 0

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

. ; , - ' ! ? - ( ) [ ] +

Characters listed below sold separately

A E H U %

**PRESSMEN 4**  
**Organize club**

72 Point Ludlow 27-B Stellar Bold

Length of lower-case alphabet: 764 points

**A LEADER IN 5**  
**Legible typefaces**

60 Point Ludlow 27-B Stellar Bold

Length of lower-case alphabet: 617 points

**PROTECT NOW 56**  
**Against type shortages**

48 Point Ludlow 27-B Stellar Bold

Length of lower-case alphabet: 471 points

**SYSTEM REQUIRES 78**  
**Little space for installation**

48 Point Ludlow 27-B Stellar Bold

Length of lower-case alphabet: 411 points

**LUDLOW SIMPLICITY 90**  
**Is a truly great feature in itself**

98 Point Ludlow 27-B Stellar Bold

Length of lower-case alphabet: 554 points

**MORE PROFIT IS REALIZED 19**  
**In the well-equipped printing house**

30 Point Ludlow 27-B Stellar Bold

Length of lower-case alphabet: 297 points




# DIXIE RECIPES

compiled by

MARY O'BRIEN

one hundred fine Southern dishes  
simplified for the modern kitchen




ORANGE  
BLOSSOM  
Perfume

From the Groves  
of Sunny Florida

SOLD EVERYWHERE



## PURE BRED POODLES

We specialize in genuine thoroughbred French Poodles. Visit our kennels and choose your dog from a wide selection of puppies and older dogs. Easily trained, French Poodles make wonderful pets. Drive out next Sunday.

NORFOLK KENNEL  
Spreckle Avenue and Bellwood Road

It pays  
to fly



The path of commerce is in the air. Every year more and more executives who believe in top-flight results turn to air travel. Safety and comfort is the key to our growth and expansion of service. Plan your trip today.

COLUMBIAN  
AIRWAYS

TO ALL PRINCIPAL CITIES

# NEW DESIGN 2 For display ads

72 Point Ludlow 47-II Samson

Length of lower-case alphabet: 1000 points

## MANY PUBLISHERS 13 Are using Ludlow faces to help gain local lineage

48 Point Ludlow 47-II Samson

Length of lower-case alphabet: 714 points

Characters in Complete Font

**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**

**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  
. , ; - ' ! ? ( ) [ ] - ^**

Characters listed below add separately

**R %**

For fractions see fraction specimen pages

## GOOD EFFECT 45 Can be had only if care is exercised in choosing faces

56 Point Ludlow 47-II Samson

Length of lower-case alphabet: 520 points

## FROM THE GROWING 78 List of attractive faces by Ludlow you are certain to find designs both modern and traditional with style to please every advertiser

24 Point Ludlow 47-II Samson

Length of lower-case alphabet: 351 points

**Carson's**

**ANNUAL  
SALE**

**today!**

**Turf  
News**

**a  
winner**



**STOP  
ACCIDENTS**

**Join the national  
safety drive . . .**



GORDON  
SILVER



Leo Gordon & Company



The Hotel Statler  
is re-opening its  
newly furnished  
CLOVER ROOM

by Dorothy Staunton

## A Definition of Beauty

THANKS to a number of helpful agencies, it's almost as easy these days to be beautiful, or at least give the impression of being beautiful, as it is to drop around the corner to the neighborhood theatre. Steering clear of the drab, the acknowledged ugly, is so much easier than formerly, because we now have

of the ancient world. Commerce in Sidon and Tyre consisted to a great extent of providing those ingredients for the beautifying of the female face and figure. But in those far-distant days women, supplying the incentive to world-wide operation of fleets, engaged both in trade and privateering, had enough

# AN ORIGINAL LUDLOW TYPEFACE THAT 23 Will attract the attention of your readers

72 Point Ludlow 46-MEC Greenwich

Length of lower-case alphabet: 301 points

## CIVIC CLUB ANNUAL CHARITY BALL WILL BE HELD 45 Next Saturday evening in the new Biltmore Hotel

60 Point Ludlow 46-MEC Greenwich

Length of lower-case alphabet: 321 points

## FINE ARTS EXHIBIT WILL OPEN 67 In the library today for one week

48 Point Ludlow 46-MEC Greenwich  
Length of lower-case alphabet: 294 points

## AN IDEAL TYPEFACE DESIGN FOR USE 89 In magazine news and display heads

62 Point Ludlow 46-MEC Greenwich  
Length of lower-case alphabet: 328 points

## A FASHION SHOW FEATURING NEW SUMMER 45 Ensembles and bathing suits will be held in the Knox Department Store next Wednesday

36 Point Ludlow 46-MEC Greenwich  
Length of lower-case alphabet: 193 points

## Characters in Complete Font

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  
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  
. : ; - ' ! ? ( ) [ ] — ·  
%

The per cent mark is sold separately

**MORE LINES 90**  
Of display a day 90

24 Point Ludlow 40-L Eusebius  
Length of lower-case alphabet: 300 points

**NO MACHINE OR 31**  
Mold changes necessary 31

18 Point Ludlow 40-L Eusebius  
Length of lower-case alphabet: 185 points

**PRESIDENT TO SPEAK 65**  
At yearly student gathering 65

26 Point Ludlow 40-L Eusebius  
Length of lower-case alphabet: 155 points

**FETE MISSIONARY UPON 80**  
His return from an African post 80

14 Point Ludlow 40-L Eusebius  
Length of lower-case alphabet: 141 points

**THE SIMPLEST METHOD OF 71**  
Setting display for ads and job work 71

18 Point Ludlow 40-L Eusebius  
Length of lower-case alphabet: 125 points

**LUDLOW OFFERS A FINE LINE OF 96**  
Attractive typefaces from which to choose 96

10 Point Ludlow 40-L Eusebius  
Length of lower-case alphabet: 107 points

**THE LUDLOW SYSTEM WAS DESIGNED TO 30**  
Make the compositor's work easier and more fascinating 30

8 Point Ludlow 40-L Eusebius  
Length of lower-case alphabet: 84 points

**PRINTERS AND PUBLISHERS ARE AMAZED AT LARGE 49**  
Savings which the Ludlow system of composition affords them 49

6 Point Ludlow 40-L Eusebius  
Length of lower-case alphabet: 75 points

Characters in Complete Font

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 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 ff fi ffi fl ffi  
. : ; , ' ' ' ' ? ( ) -

Supplementary Ligatures

QU Qu f ff fa ffa fe ffe  
ffn fo ffo fr fir fs ffs ft  
fu ffu fy ct st [ ]

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

When ordering fonts specify either  
Modern or Oldstyle figures

%

The per cent mark is sold separately

**TEACHER 5**  
**Has big class 5**

72 Point Ludlow 40-L Eusebius

Length of lower-case alphabet: 730 points

**MORE HIGH 7**  
**Quality displays 7**

60 Point Ludlow 40-L Eusebius

Length of lower-case alphabet: 608 points

**TYPOGRAPHIC 12**  
**Lecturer here today 12**

48 Point Ludlow 40-L Eusebius

Length of lower-case alphabet: 468 points

**EFFICIENCY AND 34**  
**Speed bring big profits 34**

42 Point Ludlow 40-L Eusebius

Length of lower-case alphabet: 408 points

**PROBLEM OF SORTS 56**  
**Banished in Ludlow plants 56**

36 Point Ludlow 40-L Eusebius

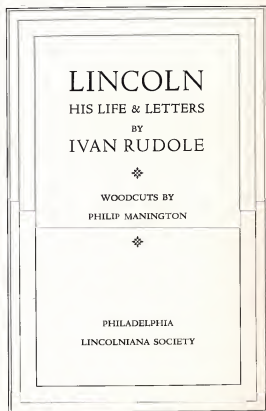
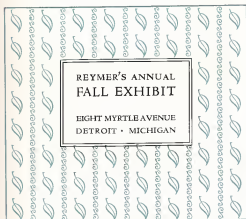
Length of lower-case alphabet: 360 points

**CAST EXTRA FORMS TO 78**  
**Speed up pressroom production 78**

30 Point Ludlow 40-L Eusebius

Length of lower-case alphabet: 308 points





MARY THANE'S TRIUMPH!  
**DUCHESS**  
A GRIPPING ROMANCE OF FRANCE IN  
AN UNUSUALLY ENROSSING STYLE

---

TWO AND A HALF DOLLARS

---

Amidst the warm sunshine, the olive trees and the blue waters of the old French Riviera, is laid this gay story of happy romance. Under the golden spell of France, John Ferrar falls in love with the fragile beauty of the Duchess and gallantly marries her. But in the coldness of his mother's London home, this warm-hearted girl is unhappy. She returns to her own native shores and leads a happy life.

---

McBETH COMPANY  
289 Elm Avenue, Cleveland, Ohio

**THE PROGRAMME**  
THIS CONCERT PRESENTED BY  
THE OHIO MUSIC LEAGUE

• • •

|                    |              |
|--------------------|--------------|
| MR. ANDERSON       | PIANO        |
| SONATA IN C SHARP  | SCHUMANN     |
| GAVOTTI            | BRAHMS       |
| WALTZ IN E FLAT    | CHOPIN       |
| HUNGARIAN RHAPSODY | LISZT        |
| SPINNING SONG      | MENDELSSOHN  |
| TROIKA             | TSCHAIKOWSKY |

*Mr. and Mrs. George D. Culver*

*request the honor of your presence*

*at the marriage of their*

*daughter*

*Thelma Pauline*

*to*

*Lawrence James Nuttington*

*on Thursday afternoon the tenth day of May*

*at the hour of three*

*The First Presbyterian Church*

*Indianapolis*

*Preface*

*WE use the letters of our alphabet every day with the utmost ease and unconcern, taking them as much for granted as the air that surrounds us. We do not realize that each of these letters is at our service today only as the result of a long and laboriously slow process of evolution in the age old art of writing. All the centuries during which mankind learned to*

7

*NOTICE*



*This advance notice is sent you as a reminder that the date set for our Annual Outing this year is August seventh. A fine program of sports is being arranged for the young folks. Spend a pleasant day amongst the oaks.*



*August Seventh*

*You are cordially invited  
to attend the*

*Musical*

*given by the*

*Davis Choral Union*

*of San Francisco*



*Grand Opera House*

*628 Ellen Street*

**SOCIALITE 5**

*Manages salon 5*

75 Point Ludlow 40-11 Eusebius Italic

Length of lower-case alphabet: 937 points

**THOUSANDS 4**

*Attend radio show 4*

60 Point Ludlow 40-11 Eusebius Italic

Length of lower-case alphabet: 598 points

**BUSINESS GAINS 56**

*Encourage auto dealers 56*

48 Point Ludlow 40-11 Eusebius Italic

Length of lower-case alphabet: 590 points

**QUESTION LIST TO 23**

*Be sent to contest participant 23*

62 Point Ludlow 40-11 Eusebius Italic

Length of lower-case alphabet: 598 points

**ACTIVE MEMBERS TO 89**

*Conduct drive for charity fund 89*

96 Point Ludlow 40-11 Eusebius Italic

Length of lower-case alphabet: 900 points

**SERIES OF MUSICALS WILL 20**

*Be conducted by college students here 20*

50 Point Ludlow 40-11 Eusebius Italic

Length of lower-case alphabet: 558 points

**THE LUDLOW 67**  
*Gives years of service 67*

94 Point Ludlow 40-11 Eusebius Italic  
Length of lower-case alphabet: 204 points

**REASONABLE CARE 80**  
*Will add to life of machine 80*

18 Point Ludlow 40-11 Eusebius Italic  
Length of lower-case alphabet: 155 points

**UNIVERSAL SYSTEM OF 45**  
*Spacing is good Ludlow feature 45*

16 Point Ludlow 40-11 Eusebius Italic  
Length of lower-case alphabet: 135 points

**QUALITY COMPOSITION 61**  
*Produced rapidly in solid slug form 61*

14 Point Ludlow 40-11 Eusebius Italic  
Length of lower-case alphabet: 120 points

**THOUSANDS OF USERS WILL 37**  
*Testify to the dependability of Ludlows 37*

12 Point Ludlow 40-11 Eusebius Italic  
Length of lower-case alphabet: 104 points

**MAKE-UP MEN HANDLING SLUGS 53**  
*Have no trouble getting all the ads up on time 53*

10 Point Ludlow 40-11 Eusebius Italic  
Length of lower-case alphabet: 84 points

**SEE THE LUDLOW IN OPERATION AND BE 92**  
*Convinced that the slug system is truly fast and convenient 92 and also see the steady construction and few moving parts of the Ludlow casting machine which makes for low maintenance cost*

8 Point Ludlow 40-11 Eusebius Italic  
Length of lower-case alphabet: 77 points

Characters in Complete Font

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

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 ff fi fj fl ff

. : ; ' ' ! ? ( ) -

Characters listed below sold separately

Available in sizes 12 point to 72 point

A B C D E G L M

N P R Y Th e g k

n r z

Following characters available in all sizes

\$ 1 2 3 4 5 6 7 8 9 0

QU Qy a a [ ] %

EX LIBRIS

ROBERT LEE  
MONTIFORT

MANY BEAUTIFUL BOOKS  
ARE BEING PRODUCED BY  
COLLECTORS AND CLUBS  
FOR THE MEMBERS ONLY

18 Point Ludlow 40-L Eusebius Small Caps

THE SMALL CAPS ARE READILY  
ADAPTABLE TO ALL TYPES OF  
COMMERCIAL PRINTING THUS  
THEY ARE IN GREAT DEMAND

16 Point Ludlow 40-L Eusebius Small Caps

SEVENTY THOUSAND ATTENDED  
BASEBALL GAME BETWEEN KNOX  
AND SOUTHERN CROSS COLLEGE  
FOR THE CHAMPIONSHIP OF THE  
BADGER STATE COLLEGE LEAGUE

14 Point Ludlow 40-L Eusebius Small Caps

THE UPPER CLASSMEN OF THE BARCLAY  
SCHOOL OF ENGINEERING WILL GIVE A  
WELCOMING PARTY THURSDAY NIGHT  
IN THE SCHOOL GYMNASIUM FOR TWO  
HUNDRED FRESHMEN CLASS MEMBERS

12 Point Ludlow 40-L Eusebius Small Caps

Characters in Complete Font

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 &

The Small Caps for Eusebius are avail-  
able in the four sizes shown here. They  
are not included in the complete font but  
are sold separately.

Characters listed below sold separately

QU

## Specimens of Composition in Eusebius Small Caps

FOURTH RECITAL  
BY THE  
GREAT VIOLINIST  
FRED KEON



COLLEGE AUDITORIUM  
FRIDAY EVENING

IRENE BOE  
INVITES YOU TO TEA  
IN HER NEW  
TEA SHOPPE  
LOCATED IN  
THE  
NEWS-PUBLISHERS  
BUILDING

THE STEVENS COMPANY  
INVESTMENTS

L. NORMAN STONE      280 JACKSON STREET  
CLEVELAND

THE BEAUTY OF  
THE EUSEBIUS SMALL CAPS  
WILL HELP TO IMPROVE THE  
GENERAL RUN OF JOB  
PRINTING

# DEPEND UPON THE 93 Ludlow for your job work 93

48 Point Ludlow 40-OP Eusebius Open

Length of lower-case alphabet: 597 points

# EXHIBIT OF FINE ARTS WILL 47 Open in the Art Institute Monday 47 and will continue for the next ten days

36 Point Ludlow 40-OP Eusebius Open

Length of lower-case alphabet: 454 points

# ORIGINAL TYPEFACES 42 Will help to increase linage 42

24 Point Ludlow 40-OP Eusebius Open  
Length of lower-case alphabet: 294 points

# THE MULTIPLE FORM SYSTEM 60 For which the Ludlow is famous saves 60 job printers valuable hours of press time

18 Point Ludlow 40-OP Eusebius Open  
Length of lower-case alphabet: 225 points

## Bracelets • Rings • Pendants Chains • Brooches

*When in San Francisco let us suggest that you visit our showrooms where we have on display a most varied selection of jewelry in many pleasing and original designs. Our salesmen will be very glad to show you any of our offerings on display.*

**EDMOND M. HARRINGTON**  
Sherrod and Bergen Streets • • San Francisco, California

Text set in Eusebius and Eusebius Italic

## Characters in Complete Font

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 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 ff fi ffi fl ffi  
. : ; , ' ' ' ! ? ( ) -

## Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

## Supplementary Characters

Qu QU f ff fa ffa fe ffe  
fo ffo ffin fr ffr fs ffs ft  
fu ffu fy ct st []

Modern or oldstyle figures should be specified when ordering matrices. Fonts are available with or without supplementary characters and sizes; supplementary characters or oldstyle figures can be supplied separately.

%

The per cent mark is made for all sizes

REVIEW THE 94  
Month's best books

24 Point Ludlow 40-B Eusebius Bold  
Length of lower-case alphabet: 257 points

FINE PRINTING IS 60  
Basis for a large clientele

18 Point Ludlow 40-B Eusebius Bold  
Length of lower-case alphabet: 198 points

A WIDE SELECTION OF 45  
Fine typefaces for modern trend

14 Point Ludlow 40-B Eusebius Bold  
Length of lower-case alphabet: 155 points

LUDLOW IS SOLUTION TO 53  
Many of your composition problems

12 Point Ludlow 40-B Eusebius Bold  
Length of lower-case alphabet: 136 points

LUDLOW-SET DISPLAY LINES 20  
Will print exceptionally clear and sharp  
and there need be no fear of work-ups

10 Point Ludlow 40-B Eusebius Bold  
Length of lower-case alphabet: 122 points

MUCH VALUABLE FLOOR SPACE IN THE 46  
Composing rooms is saved with Ludlow equipment  
installations by wise printing company owners today

8 Point Ludlow 40-B Eusebius Bold  
Length of lower-case alphabet: 98 points

OLD METHODS OF TYPESETTING ARE NOW BEING 70  
Discredited in favor of the efficient and rapid Ludlow system  
of gathering matrices for all-slug composition and make-up

8 Point Ludlow 40-B Eusebius Bold  
Length of lower-case alphabet: 93 points

ANCIENT 4  
History book

72 Point Ludlow 40-B Eusebius Bold

Length of lower-case alphabet: 851 points

SALESMEN 2  
Have good year

80 Point Ludlow 40-B Eusebius Bold

Length of lower-case alphabet: 677 points

EQUIPMENT IS 71  
Purchased by printer

48 Point Ludlow 40-B Eusebius Bold

Length of lower-case alphabet: 500 points

LITTLE EXPENSE 12  
Is involved for repairing

42 Point Ludlow 40-B Eusebius Bold

Length of lower-case alphabet: 443 points

SUPERINTENDENT 84  
Endorses an all-slug system

36 Point Ludlow 40-B Eusebius Bold

Length of lower-case alphabet: 390 points

PREVENT EXPENSIVE PI 91  
By setting all jobs in solid slugs

30 Point Ludlow 40-B Eusebius Bold

Length of lower-case alphabet: 328 points

Characters in Complete Font

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

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 ff fi ffi fl ffi

. : ; - ' ' ' ! ? ( ) -

EXTRA CHARACTERS

These extra characters are available in all  
sizes and may be purchased with complete  
font, separately or in sets

QU Qu à st [ ] %

## ELROY Playing Cards



Distinctive!  
Beautiful!

Insist on ELROY  
Playing Cards



Sold at Drug and Department  
Stores Everywhere

## A PLAN that promotes an extra share of profit for you in work clothing sales

Work clothes can be your profit leaders if you will follow through with the Beech selling plan. Beech work clothes are known from coast to coast for their quality of materials, which mean longer wear, and for their comfortable and exclusive designs. Workers read about Beech clothes in all their trade journals and newspapers. They are ready to buy. Tie in with the progressive Beech plan now.

**BEECH & COMPANY • DULUTH**

## HERALDRY

for Craftsmen  
and Designers



THE ARTISTIC CRAFT SERIES



America's Most Beautiful  
**NURSERY and  
SEED BOOK**

*Free*

Send for your copy today  
ROSE BROTHERS • LIMA, OHIO

# Don Quixote

by

CERVANTES



1940

UNIVERSITY PRESS

## Why Air Conditioning?

For complete details on all types of equipment,  
write us for the following illustrated booklets:

1. Self-contained equipment
2. Unitary equipment
3. Central Station equipment

*Air Conditioning Institute*

East Mansville, Pennsylvania



## FASHION FIRST



*Shoes of husky  
Eskimo leather  
defy moisture,  
keep glove-like  
softness.*

*Manufactured by*  
The NORTHLAND CORPORATION



## WINE

- ★ *Chablis*  
*served with oysters & clams*
- ★ *Alsace*  
*served with all kinds of fish*
- ★ *Claret*  
*served with roasts and grills*
- ★ *Burgundy*  
*served with game, foie gras*
- ★ *Anjou*  
*served with sweet dishes*
- ★ *Champagne*  
*served all through the meal*



**GREETING 8***Card engravers*

72 Point Ludlow 40-81 Eusebius Bold Italic

Length of lower-case alphabet: 681 points

**SUCCESSFUL 4***County stock show*

60 Point Ludlow 40-81 Eusebius Bold Italic

Length of lower-case alphabet: 576 points

**INSPIRING NEW 63***Painting for art gallery*

43 Point Ludlow 40-81 Eusebius Bold Italic

Length of lower-case alphabet: 439 points

**STRIKING EFFECTS 41***In architectural designing*

42 Point Ludlow 40-81 Eusebius Bold Italic

Length of lower-case alphabet: 384 points

**SET AND CAST TYPE 82***In sluglines with Ludlow system*

36 Point Ludlow 40-81 Eusebius Bold Italic

Length of lower-case alphabet: 325 points

**ADVERTISING INCREASES 69***Business volume of furniture dealers*

30 Point Ludlow 40-81 Eusebius Bold Italic

Length of lower-case alphabet: 281 points

**TEXT BOOKS 51**  
*Ordered for students*24 Point Ludlow 40-81 Eusebius Bold Italic  
Length of lower-case alphabet: 232 points**JOURNALISM WILL 70**  
*Be taught in new university*18 Point Ludlow 40-81 Eusebius Bold Italic  
Length of lower-case alphabet: 179 points**THE LUDLOW METHOD 95**  
*Of composing display lines is simple  
and a great speed can be developed*14 Point Ludlow 40-81 Eusebius Bold Italic  
Length of lower-case alphabet: 137 points**A METHODOICAL SYSTEM IN 38**  
*Composing rooms increases production  
and tends to produce greater accuracy*12 Point Ludlow 40-81 Eusebius Bold Italic  
Length of lower-case alphabet: 123 points**THE PULLING POWER OF ADS IS 23**  
*Greatly dependent upon their attractiveness  
in typographical arrangement and legibility*10 Point Ludlow 40-81 Eusebius Bold Italic  
Length of lower-case alphabet: 105 points**GOOD ADVERTISING IS ALWAYS READ 10**  
*And pays huge dividends and royalties to its sponsors  
who in turn give all due credit to those who produce it*8 Point Ludlow 40-81 Eusebius Bold Italic  
Length of lower-case alphabet: 88 points

Characters in Complete Font

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 &amp;

\$ 1 2 3 4 5 6 7 8 9 0

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

ff fi ff' ff''

. : ; - ' ' ! ? ( ) -

Characters listed below sold separately

Available in all sizes

A B C D E G L M

N P R Y Q U X

æ œ | | %

# LUDLOW GARAMOND

FORMER HIGH 12  
Official here today 12

24 Point Ludlow 24-L Garamond  
Length of lower-case alphabet: 235 points

TEN BEST BOOKS OF 19  
The year are made public 19

18 Point Ludlow 24-L Garamond  
Length of lower-case alphabet: 180 points

COLLECTOR OF RARE 65  
Printed pieces has an exhibit 65

15 Point Ludlow 24-L Garamond  
Length of lower-case alphabet: 264 points

SOCIAL SEASON NOW IN 84  
Full swing in all suburban towns 84

14 Point Ludlow 24-L Garamond  
Length of lower-case alphabet: 161 points

CLUBS FOR YOUNG MEN ARE 35  
Scheduled to produce several dramas 35

12 Point Ludlow 24-L Garamond  
Length of lower-case alphabet: 125 points

FREE TYPOGRAPHIC ADVICE WILL 91  
Will be given in talk by printing authority 91

10 Point Ludlow 24-L Garamond  
Length of lower-case alphabet: 105 points

IMPROVE THE APPEARANCE OF ALL YOUR 47  
Printing with attractive modern Ludlow typefaces 47

8 Point Ludlow 24-L Garamond  
Length of lower-case alphabet: 86 points

## Characters in Complete Font

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 & \$ ! %  
3 4 5 6 7 8 9 0 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 ff fi ffi fl fll  
: ; , - ' ' ! ? ( ) -

## Supplementary Ligatures - 12 to 72 point

Qu QU f ff fa ffi fe ffe  
ffi fo ffo fr fir fs ffs ft  
fu ffu fy ct st [ ]

## Oldstyle Figures - 8 to 72 point

1 2 3 4 5 6 7 8 9 0

When ordering fonts specify either  
Modern or Oldstyle figures

For small caps see small cap specimen page

1/2

The per cent mark is sold separately

PRICELESS 9

Ancient gem 9

72 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 734 points

NEW JURIST 4  
Selected for trial 4

60 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 617 points

NEWEST STYLE 75  
Apparel for evening 75

48 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 474 points

SOUTH SEAS TRIPS 52  
Are gaining popularity 52

42 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 414 points

GENUINE QUALITY IS 30  
Represented in stylish coats 30

36 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 355 points

DEBUTANTE IS FORMALLY 69  
Introduced to north shore society 69

30 Point Ludlow 24-L Garamond

Length of lower-case alphabet: 333 points

KREN  
PERFUMES



k

Kren Laboratories  
89 Fifth Street, Atlanta, Georgia

EX LIBRIS



John  
Monroe

SAN FRANCISCO, CALIFORNIA

Beauty  
can inspire  
miracles

Hair Styling and Tinting  
Facial and Scalp Treatment  
Manicure and Pedicure



jacques

MONROE AT SEVENTH



S

STAMS  
STERLING SILVER

The lifelong association you will enjoy with sterling silver makes choice of pattern important. Stams' Silver patterns are as flawless in craftsmanship as they are in style. Being executed in sterling, they can be relied upon to last a lifetime.

A. M. STAMS, INC.  
5024 Broadway • Detroit, Michigan

AN INVITATION

*Through the courtesy of the New York  
Museum of Modern Art, you and your  
party are cordially invited to attend an  
entertainment dedicated to the motion  
pictures of the past. Admission is free.*

HANDICRAFT GUILD BLDG. MARCH 9

On this...

*the beginning of our  
third decade of service  
we pay tribute to all  
those people who have  
helped make possible  
our first twenty years  
of super-service to you.*

HCC

HEL RUTH CATERING COMPANY

*Fashion News  
for  
Fall Hues*



GREEN & CO.

A NEW  
LITTLE BOOK  
about  
GLASSWARE



*STUDENTS 4*

*Edit newspaper 4*

72 Point Ludlow 24-LI Garamond Italic

Length of lower-case alphabet: 608 points

*INTEREST IN 2*

*Journalism courses 2*

60 Point Ludlow 24-LI Garamond Italic

Length of lower-case alphabet: 495 points

*DIGNIFIED TYPE 21*

*Used to good advantage 21*

48 Point Ludlow 24-LI Garamond Italic

Length of lower-case alphabet: 295 points

*NEW SOCIAL CLUB 53*

*For craftsmen is organized 53*

63 Point Ludlow 24-LI Garamond Italic

Length of lower-case alphabet: 359 points

*WINS SECOND AWARD 74*

*In state advertising competition 74*

38 Point Ludlow 24-LI Garamond Italic

Length of lower-case alphabet: 299 points

*SKI CLUB TO COMPETE FOR 31*

*Rich prize in an international meeting 31*

30 Point Ludlow 24-LI Garamond Italic

Length of lower-case alphabet: 245 points

*QUESTION BEE 45*  
*For high school pupils 45*

24 Point Ludlow 24-LI Garamond Italic  
Length of lower-case alphabet: 158 points

*CHAIRMAN TO ASK 12*  
*Emergency meeting of board 12*

18 Point Ludlow 24-LI Garamond Italic  
Length of lower-case alphabet: 155 points

*FOUR NEW DISTRICTS 69*  
*Join up in national safety drive 69*

16 Point Ludlow 24-LI Garamond Italic  
Length of lower-case alphabet: 136 points

*GREAT SHOPPING CENTER 90*  
*Spring sale to be advertised extensively 90*

14 Point Ludlow 24-LI Garamond Italic  
Length of lower-case alphabet: 118 points

*BIDS FOR QUALITY PRINTING 78*  
*New public school text books are accepted 78*

12 Point Ludlow 24-LI Garamond Italic  
Length of lower-case alphabet: 107 points

*EXTENSIVE CHANGES ARE BEING 64*  
*Made in composing room of old printing plant 64*

10 Point Ludlow 24-LI Garamond Italic  
Length of lower-case alphabet: 93 points

*PUBLISHERS AND PRINTERS INTERESTED IN 39*  
*Printing plant efficiency should investigate Ludlow today 39*

8 Point Ludlow 24-LI Garamond Italic  
Length of lower-case alphabet: 77 points

Characters in Complete Font

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 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  
ff ff ff ff . : ; - ' ' ' ( ) -

EXTRA CHARACTERS

Swashes—12 to 72 Point

A B C D E F G H I J K L M N  
P R Y Q U Qy Thaeck m  
n L v w ä ð ñ s u w ||

The following are made in 8 and 10 point

Qy QU ä ð ||

1 2 3 4 5 6 7 8 9 0

Oldstyle Figures—made for all sizes  
Modern or oldstyle figures should be specified when ordering matrices

%

The per cent mark is sold separately

**GUARD JAIL 40**  
In new escape plot

24 Point Ludlow 24-B Garamond Bold  
Length of lower-case alphabet: 257 points

**LINAGE LEADERS 16**  
Equipped with Ludlows  
for faster display setting

18 Point Ludlow 24-B Garamond Bold  
Length of lower-case alphabet: 205 points

**A LARGE SELECTION OF 86**  
Modern and traditional Ludlow  
typefaces from which to choose

14 Point Ludlow 24-B Garamond Bold  
Length of lower-case alphabet: 154 points

**LINE UP WITH LUDLOW IN 18**  
Your search for the modern ways and  
means of increasing plant production

12 Point Ludlow 24-B Garamond Bold  
Length of lower-case alphabet: 136 points

**SHARP NEW TYPEFACES WILL 38**  
Improve the appearance of your paper  
and also influence additional space sales

10 Point Ludlow 24-B Garamond Bold  
Length of lower-case alphabet: 131 points

**PRINTERS WHO HAVE LIMITED SPACE 53**  
For composing room operations will do well to  
install compact and efficient Ludlow equipment

8 Point Ludlow 24-B Garamond Bold  
Length of lower-case alphabet: 109 points

Characters in Complete Font

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  
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  
. : ; - ' ' ! ? ( ) -  
ff fi ffi fl m

Garamond Bold brackets are made for all  
sizes but are not included as regular fonts.  
May be purchased separately if desired.

9/0

The per cent mark is sold separately

**CONFERS 7**  
**High honors**

72 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 548 points

**SEEK SHIPS 2**  
**After heavy fog**

60 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 706 points

**ORIENT TOUR 17**  
**Proves very popular**

48 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 556 points

**INDUSTRIALISTS 91**  
**Select speaker for parley**

42 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 456 points

**ENGINEERS DRAFT 65**  
**Plans for crossing underpass**


36 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 517 points

**AUTOBIOGRAPHY OF A 32**  
**Noted historian to be published**

30 Point Ludlow 24-B Garamond Bold

Length of lower-case alphabet: 532 points




**Anchor  
Shoppe**

Carries at all times  
a complete stock of  
American Antiques


You are cordially invited to attend the opening  
of an exhibition and lecture with color slides  
**STEPHEN E. ANDERSON**  
at six o'clock on the evening of Saturday, May  
twelfth • Newman hall • 14 West Superior Street

**SONGS**  
and their histories  
By JOHN H. STEVENSON



Evergreen Private Press  
Chicago, Illinois

**FACTS**  
about house  
architecture



Published by the NATIONAL CLUB of  
ARCHITECTS • New York City, N. Y.

## *Hotel Maresley*

CLEVELAND  
OHIO

MARESLEY is a hotel for travel-tired people who wish for comfortable lodging when most needed. Its accommodations are complete enough to satisfy and please the most discriminating. Rates are moderate, yet the location and service are ideal. For reservations write or wire us collect.  
234 E. Drake Street

*Your presence is requested at an important meeting of the executive committee, Tuesday, October first, in The Blue Room, promptly at six forty-five o'clock. It is imperative that a quorum be present because of matters of importance that need immediate attention.*

## *MAINZ*

*A Romantic  
Tale of the  
Rhine Country*

BY  
EDWIN HILTON

## *Fine Prints*

DOMESTIC & IMPORTED

*A private advance sale showing new prints recently acquired and offered in a special sale for American customers*



AURA & KARL, INC.  
PARIS · LONDON · NEW YORK



**PERFECT 4**

*Motor fuels 4*

72 Point Ludlow 24-BI Garamond Bold Italic

Length of lower-case alphabet: 764 points

**BUILDINGS 5**

*Of finer worth 5*

80 Point Ludlow 24-BI Garamond Bold Italic

Length of lower-case alphabet: 659 points

**EXHIBIT OLD 83**

*Painting of master 83*

48 Point Ludlow 24-BI Garamond Bold Italic

Length of lower-case alphabet: 471 points

**PREDICTS HUGE 12**

*Crowd at band concert 12*

62 Point Ludlow 24-BI Garamond Bold Italic

Length of lower-case alphabet: 425 points

**PRODUCE QUALITY 36**

*Solid slug forms with ease 36*

38 Point Ludlow 24-BI Garamond Bold Italic

Length of lower-case alphabet: 354 points

**SIMPLICITY OF LUDLOW 41**

*An extremely important feature 41*

30 Point Ludlow 24-BI Garamond Bold Italic

Length of lower-case alphabet: 595 points

**PRESENTING 18**  
*The newest model 18*

24 Point Ludlow 24-BI Garamond Bold Italic  
Length of lower-case alphabet: 534 points

**EASY HANDLING 52**  
*Of matrices is a feature 52*

16 Point Ludlow 24-BI Garamond Bold Italic  
Length of lower-case alphabet: 151 points

**ANY COMPOSITOR WILL 69**  
*Quickly master Ludlow method 69*

14 Point Ludlow 24-BI Garamond Bold Italic  
Length of lower-case alphabet: 137 points

**ONE PAGE OR EIGHTY ALL 72**  
*Set in the same size and face may be 72  
produced without fear of type shortage*

12 Point Ludlow 24-BI Garamond Bold Italic  
Length of lower-case alphabet: 121 points

**PUBLISHER REVEALS A LARGE 58**  
*Saving in composition since installing 58  
the Ludlow system of all-slug composition*

16 Point Ludlow 24-BI Garamond Bold Italic  
Length of lower-case alphabet: 115 points

**THE LUDLOW SYSTEM OFFERS A WIDE 76**  
*Variety of typefaces both modern and traditional 76  
which any printer or publisher will be proud to use*

8 Point Ludlow 24-BI Garamond Bold Italic  
Length of lower-case alphabet: 91 points

Characters in Complete Font

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 &  
5 1 2 3 4 5 6 7 8 9 0  
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  
ff fi ff fi ? ( ) -  
. : ; - ' ' ! ? ( ) -

Characters listed below sold separately

Available in sizes 12 point to 72 point

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 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

Following characters available in all sizes

1 2 3 4 5 6 7 8 9 0  
QU Qu A H [ ] %

# LUDLOW GARAMOND SMALL CAPS

NEW MARKETS FOR MANY LEADING COMMODITIES OF AMERICA ARE OPENING IN SOUTH AMERICA AND THE EXPORT OF MERCHANDISE IS A BENEFIT TO INDUSTRY

18 Point Ludlow 24-L Garamond Small Caps

MODERN PLANT IS EQUIPPED TO MEET REQUIREMENTS OF THE MOST EXACTING CLIENT WITH THE INSTALLATION OF THE LUDLOW SYSTEM OF ALL-SLUG DISPLAY COMPOSITION

12 Point Ludlow 24-L Garamond Small Caps

LUDLOW TYPEFACES AFFORD THE TYPOGRAPHER AN OPPORTUNITY FOR ENTIRELY NEW EFFECTS SO ESSENTIAL IN THE PRESENT DAY NEWSPAPER AND PUBLICATION ADVERTISING DISPLAY HEADINGS

14 Point Ludlow 24-L Garamond Small Caps

SOME IMPORTANT FEATURES OF THE LUDLOW ALL-SLUG DISPLAY SYSTEM OF COMPOSITION ARE ITS SIMPLICITY OF OPERATION AND THE ABOLISHING OF UNNECESSARY MOLD OR MACHINE CHANGES WHEN A CHANGE OF TYPE SIZE OR TYPEFACE DESIGN IS NEEDED

12 Point Ludlow 24-L Garamond Small Caps

## Characters in Complete Point

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 &

The Small Caps for Garamond are available in four sizes shown here. They are not included in the regular fonts but are sold separately.

CHESTER HUNTING CLUB  
MANCHESTER



LECTURE AND  
MOVING PICTURE  
EXHIBITION

IN THE NEW MASONIC HALL  
THURSDAY EVENING  
JUNE NINTH



MR. WILLIAM MONROE WILL  
TALK ON HUNTING IN THE  
WILDS OF CANADA

BRING YOUR FRIENDS  
ADMISSION FREE

ALMOND  
•  
CHERRY FILLED  
•  
CAMEL  
•  
BUTTERSCOTCH  
•  
LIME  
•  
COCOANUT  
•  
BERRY  
•  
GRAPE CENTER  
•  
ORANGE  
•  
STRAWBERRY  
•  
NUTS  
•  
LEMON  
•  
VANILLA

ANDREW SUTHERLAND AND COMPANY

CHICAGO, ILLINOIS



TAKES GREAT PLEASURE IN

ANNOUNCING THAT MR. PAUL DUNCAN BARNFELL

WILL BE ASSOCIATED WITH THE

FIRM AFTER MAY TENTH

# LUDLOW PLANTIN, PLANTIN ITALIC AND PLANTIN SMALL CAPS

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art of printing and bookbinding at Caen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers then at work in Antwerp and the prospects in this field did not look bright. So Plantin opened a shop where he sold prints and books, while his wife sold haberdashery "on the side." To employ

8 Point Ludlow 99-L Plantin Length of lower-case alphabet: 94 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art of printing and bookbinding at Caen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers

8 Point Ludlow 99-L Plantin Length of lower-case alphabet: 100 points

## Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 & \$ 1 2 3 4 5 6 7 8 9 0 . : ; - ' ! ? ( ) - ff fi fl fl ff  
 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

Characters listed below sold separately

[ ] %

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art of printing and bookbinding at Caen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers then at work in Antwerp and the prospects in this field did not look bright. So Plantin opened a shop where he sold prints and books, while his wife sold haberdashery "on the side." To employ

8 Point Ludlow 99-L Plantin Italic Length of lower-case alphabet: 79 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art of printing and bookbinding at Caen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers then at work in this field

8 Point Ludlow 99-L Plantin Italic Length of lower-case alphabet: 105 points

## Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 YZ & \$ 1 2 3 4 5 6 7 8 9 0 . : ; - ' ! ? ( ) - ff fi fl fl ff  
 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

Characters listed below sold separately

7 [ ] %

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPOGRAPHIC HALL OF FAME BY HIS WORK IN THE FLEMISH CITY OF ANTWERP. BORN ABOUT 1514, HE LEARNED THE ART OF PRINTING AND BOOKBINDING AT CAEN. DUE TO LIMITATIONS ON RELIGIOUS FREEDOM IN FRANCE, PLANTIN LEFT PARIS IN 1548 AND SETTLED IN ANTWERP. THERE WERE MANY PRINTERS THEN AT WORK IN ANTWERP AND THE PROSPECTS IN THIS FIELD DID NOT LOOK BRIGHT. SO PLANTIN OPENED A SHOP WHERE HE SOLD PRINTS AND BOOKS, WHILE HIS WIFE SOLD

8 Point Ludlow 99-L Plantin Small Caps

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPOGRAPHIC HALL OF FAME BY HIS WORK IN THE FLEMISH CITY OF ANTWERP. BORN ABOUT 1514, HE LEARNED THE ART OF PRINTING AND BOOKBINDING AT CAEN. DUE TO LIMITATIONS ON RELIGIOUS FREEDOM IN FRANCE, PLANTIN LEFT PARIS IN 1548 AND SETTLED IN ANTWERP.

8 Point Ludlow 99-L Plantin Small Caps

## Characters in Complete Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ &

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned

10 Point Ludlow 99-L Plantin Length of lower-case alphabet: 131 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame in the Flemish city of Antwerp. Born 1514

12 Point Ludlow 99-L Plantin Length of lower-case alphabet: 154 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1514, he learned the art

10 Point Ludlow 99-L Plantin Italic Length of lower-case alphabet: 154 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp.

12 Point Ludlow 99-L Plantin Italic Length of lower-case alphabet: 149 points

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPOGRAPHIC HALL OF FAME BY HIS WORK IN THE FLEMISH CITY OF ANTWERP. BORN ABOUT

10 Point Ludlow 99-L Plantin Small Caps

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPOGRAPHIC HALL OF FAME BY HIS WORK IN THE FLEMISH CITY OF ANTWERP. BORN ABOUT

12 Point Ludlow 99-L Plantin Small Caps

**FIVE KILLED 89**  
In airplane wreck

24 Point Ludlow 3-M Bodoni Modern  
Length of lower-case alphabet: 276 points

**ALL-SLUG FORMS 90**  
Are imposed more easily

12 Point Ludlow 3-M Bodoni Modern  
Length of lower-case alphabet: 208 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: 181 points

**FLOWER SHOW TO BE HELD 45**  
For professors and college students  
in the Garfield Park Conservatory

12 Point Ludlow 3-M Bodoni Modern  
Length of lower-case alphabet: 141 points

**OLD TIME PRINTERS HOLD BIG 14**  
Banquet to honor Benjamin Franklin's  
fame as a great printer and statesman

10 Point Ludlow 3-M Bodoni Modern  
Length of lower-case alphabet: 127 points

**QUALITY COMPOSITION IS ASSURED TO 58**  
Up-to-date printing plant owners who have had  
the Ludlow installed in their composing rooms

8 Point Ludlow 3-M Bodoni Modern  
Length of lower-case alphabet: 101 points

**A LARGE SUPPLY OF ORNAMENTS APPROPRIATE FOR 56**  
Use with Ludlow typefaces, for borders, patterns and cover-all  
designs as readily available to the progressive printing plant

8 Point Ludlow 3-M Bodoni Modern  
Length of lower-case alphabet: 84 points

Characters in Complete Font

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  
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  
ff fi ffi fl ffi

. : ; - ' ^ ? ! ( )

Characters listed below sold separately

[ ]

**INSURES A 2**

**Cleaner effect**

72 Point Ludlow 3-M Bodoni Modern

Length of lower-case alphabet: 708 points

**WRITERS TO 3**

**Meet in Madison**

60 Point Ludlow 3-M Bodoni Modern

Length of lower-case alphabet: 641 points

**PUBLICATIONS 31**

**Endorse this design**

48 Point Ludlow 3-M Bodoni Modern

Length of lower-case alphabet: 520 points

**EXHIBIT OF RARE 41**

**Books to open Monday**

42 Point Ludlow 3-M Bodoni Modern

Length of lower-case alphabet: 407 points

**LEGIBLE TYPEFACE 56**

**For really effective display**

36 Point Ludlow 3-M Bodoni Modern

Length of lower-case alphabet: 402 points

**NEW SPECIMEN SHOWING 67**

**Of typefaces is being completed**

30 Point Ludlow 3-M Bodoni Modern

Length of lower-case alphabet: 328 points

## HOTEL REGIS

Guest rooms are spacious and most comfortably furnished; dining rooms of the highest quality; service skilled, courteous; location most convenient; but, above all, you will appreciate the atmosphere which characterizes Hotel Regis.

SINGLE ROOMS WITH BATH \$6 UP  
 DOUBLE ROOMS WITH BATH \$8 UP  
 SUITES \$12 UP

Lincoln Avenue at Broadway, New York

## KING MIDAS ROSES

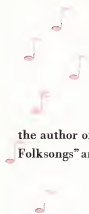


\$1.50 EACH

Acclaimed by all the nation as the only everblooming climbing Rose. Awarded the Certificate of Merit at the International Flower Show.

Revere Park Gardens  
 62 Elm Street, Lexington, Georgia

## american music



by Donald Roeder

the author of the popular "American  
 Folksongs" and columnist for the Sun

CREW & DONALDSON  
 3400 Fairbanks Avenue, Chicago, Illinois

Real happiness comes  
 only to those whose  
 security is guaranteed  
 by sound investments

NORTHERN BANK

*Ludlow Bodoni  
Modern Italic. . . .*

*is a truly spirited yet graceful and dignified italic. A few examples reproduced here provide graphic evidence of its real versatility.*

*The January Issue of  
GARDENING*

*featuring  
Design Trend of the  
American Tropics*

*On sale by newsdealers, May 9*

*Mid-Winter  
Sale..  
MINK*

The aristocrat of all fine furs. The coats on sale are made of prime, selected pelts, expertly fashioned into truly superb garments. Prices start at

*\$1500*

*Northern Back  
MUSKRAT*

*\$195*

*BROOKS  
Oak Park • Evanston*



*BLUE AND GOLD ROOM*

*The Lovely  
CAMELLA*

*sings at dinner and supper*

*continuous dancing to Douglas Jackson and  
his orchestra and Herbie Millar's grenadiers*

*HOTEL REGIS*

# OFFERING 5 Original styles

72 Point Ludlow 3-MI Bodoni Modern Italic

Length of lower-case alphabet: 733 points

# ADVERTISER 5 Demands quality

60 Point Ludlow 3-MI Bodoni Modern Italic

Length of lower-case alphabet: 612 points

# A RECOGNIZED 23 Authority on printing

48 Point Ludlow 3-MI Bodoni Modern Italic

Length of lower-case alphabet: 482 points

# CUT YOUR COSTS 56 By installing this system

42 Point Ludlow 3-MI Bodoni Modern Italic

Length of lower-case alphabet: 418 points

# EFFECTIVE DISPLAY 78 Is attainable with this system

36 Point Ludlow 3-MI Bodoni Modern Italic

Length of lower-case alphabet: 368 points

# MANY NEWSPAPERS FIND 90 Ludlow valuable for setting heads

30 Point Ludlow 3-MI Bodoni Modern Italic

Length of lower-case alphabet: 304 points

## DESIRES THE 50 Newest type designs

24 Point Ludlow 3-MI Bodoni Modern Italic  
Length of lower-case alphabet: 247 points

## MASTER PRINTERS 23 Prefer the Ludlow system

18 Point Ludlow 3-MI Bodoni Modern Italic  
Length of lower-case alphabet: 187 points

## SOCIAL CLUB MEMBERS 45 Hold annual luncheon Monday

14 Point Ludlow 3-MI Bodoni Modern Italic  
Length of lower-case alphabet: 150 points

## QUALITY COMPOSITION IS 67 Assured when set on this new system

12 Point Ludlow 3-MI Bodoni Modern Italic  
Length of lower-case alphabet: 140 points

## LUDLOW ITALICS ARE NOW IN 56 Demand by leading advertising agencies and printing buyers all over the country

10 Point Ludlow 3-MI Bodoni Modern Italic  
Length of lower-case alphabet: 117 points

## PRODUCTION COSTS ARE LOWERED BY 89 The installation of the Ludlow system of composition in the composing room of any progressive print shop

8 Point Ludlow 3-MI Bodoni Modern Italic  
Length of lower-case alphabet: 95 points

## CHANGES ON THE PRESS ARE MADE QUICKLY BY THE 23 Use of the Ludlow system of all-tag hand composition thus saving printers and publishers hundreds of dollars each year

6 Point Ludlow 3-MI Bodoni Modern Italic  
Length of lower-case alphabet: 75 points

### Characters in Complete Font:

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  
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  
. : ; , - ' ' ! ? - ( )  
ff fi ff fi fl fl

The 6, 8, 10, 12, and 14 point sizes are  
roman body matrices

Characters listed below sold separately

% [ ]

**SUPERINTENDENT 90**  
Of large newspaper who authorized the purchase of Ludlow equipment for display composition says it has afforded his plant a very substantial saving

18 Point Ludlow 3-L Bodoni Light  
Length of lower-case alphabet: 195 points

**BOX PLANT OPERATORS 52**  
Will find a Ludlow equipment an invaluable asset to their printing departments not only because of the unlimited supply of sharp new typefaces provided but also from a standpoint of improved quality in their completed printing jobs

14 Point Ludlow 3-L Bodoni Light  
Length of lower-case alphabet: 148 points

**A MOST CORDIAL INVITATION 41**  
Is extended to printers and publishers to tour the Ludlow manufacturing plant in Chicago. Here may be seen the accurate precision under which the Ludlow and all typeface matrices are manufactured. The tour is climaxed by a demonstration of the Ludlow system that will convince you that your composing room can be operated on a true money-saving basis

12 Point Ludlow 3-L Bodoni Light  
Length of lower-case alphabet: 124 points

**A BUMPER CROP 12**  
Of wheat is foreseen by farmers in this territory

42 Point Ludlow 3-L Bodoni Light

Length of lower-case alphabet: 451 points

**WESTERN MEDICAL 34**  
School will graduate largest group of doctors and nurses in its fifty years of existence

28 Point Ludlow 3-L Bodoni Light

Length of lower-case alphabet: 355 points

**WHEN LUDLOW FORMS 56**  
Are sent to the pressroom quality printing at high speed is assured because makeready is reduced to a minimum through the absence of worn and battered single types

30 Point Ludlow 3-L Bodoni Light

Length of lower-case alphabet: 328 points

**THE LUDLOW SYSTEM OF JOB 78**  
And display composition is functioning with great success in many hundreds of fine commercial and newspaper plants the world over which is the real proof of its efficiency and economy of operation

14 Point Ludlow 3-L Bodoni Light

Length of lower-case alphabet: 255 points

Characters in Complete Font

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  
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  
. : ; - ' ' ! ? — ( ) [ ] ·



**DEPEND UPON 12**  
*Ludlow to give years  
of trouble-free usage*

48 Point Ludlow 9-12 Bodoni Light Italic

Length of lower-case alphabet: 519 points

**A FULL KERNING 34**  
*Unbreakable italic that  
has fine characteristics*

42 Point Ludlow 9-31 Bodoni Light Italic

Length of lower-case alphabet: 456 points

**QUALITY PRINTING 56**  
*Is produced with rapidity  
and greatest efficiency in  
the Ludlow-equipped shop*

36 Point Ludlow 9-31 Bodoni Light Italic

Length of lower-case alphabet: 400 points

**THE PUBLISHER WHO IS 78**  
*Interested in producing a lively  
publication from standpoint of  
typography will achieve success  
by the use of Ludlow typefaces*

30 Point Ludlow 9-41 Bodoni Light Italic

Length of lower-case alphabet: 395 points

**PROBLEM OF 90**  
*Importance will be  
discussed by group  
of county officials*

24 Point Ludlow 9-31 Bodoni Light Italic  
Length of lower-case alphabet: 357 points

**LUDLOW QUALITY 63**  
*Display faces are used in  
hundreds of the country's  
largest newspaper plants*

18 Point Ludlow 9-31 Bodoni Light Italic  
Length of lower-case alphabet: 337 points

**PRESSROOMS FUNCTION 72**  
*Far more efficiently than they  
are supplied with forms that are  
new and level in height-to-paper*

14 Point Ludlow 9-41 Bodoni Light Italic  
Length of lower-case alphabet: 333 points

**PRINTING PLANTS EQUIPPED 58**  
*With the Ludlow system of hand-set  
slug-cast display composition are in a  
position to lower considerably their  
labor and other shop operating costs*

12 Point Ludlow 9-31 Bodoni Light Italic  
Length of lower-case alphabet: 330 points

Characters in Complete Post

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 &amp;

§ 1 2 3 4 5 6 7 8 9 0

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

. : , ; - ' ' ! ? —

**BUILDS NEW 19**  
**Addition to plant**

34 Point Ludlow 3-B Bodoni Bold  
Length of lower-case alphabet: 288 points

**WORK TO START 23**  
**On new subway Monday**

18 Point Ludlow 3-B Bodoni Bold  
Length of lower-case alphabet: 211 points

**SIXTEEN KILLED IN BIG 45**  
**Railroad disaster in Michigan**

14 Point Ludlow 3-B Bodoni Bold  
Length of lower-case alphabet: 166 points

**A PROGRESSIVE PUBLISHER 67**  
**Installs the Ludlow all-slug system**

12 Point Ludlow 3-B Bodoni Bold  
Length of lower-case alphabet: 159 points

**PRINTERS IN CHICAGO MEET TO 81**  
**Discuss the effect that the new wage bill**  
**just passed will have on printing industry**

10 Point Ludlow 3-B Bodoni Bold  
Length of lower-case alphabet: 123 points

**MODERN EQUIPMENT NECESSARY IF THE 29**  
**Printer wishes to realize a profit on his investment**  
**and to produce work that will assure future orders**

8 Point Ludlow 3-B Bodoni Bold  
Length of lower-case alphabet: 98 points

**PRINTERS USING THE LUDDLAW SYSTEM NEED HAVE 20**  
**No fear of broken letters, as the worry of casting out of sorts**  
**which increase the non-productive hours in the composing room**

6 Point Ludlow 3-B Bodoni Bold  
Length of lower-case alphabet: 77 points

**BARGAIN 2**  
**Sale Monday**

72 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 844 points

**RARE BOOK 3**  
**Sold at auction**

60 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 704 points

**BOLD DESIGN 34**  
**For newspaper ads**

48 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 577 points

**OLD PAINTINGS 56**  
**Destroyed in disaster**

42 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 488 points

**A REPRODUCTION 78**  
**Of an old Roman village**

36 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 420 points

**RECORD CROWD WILL 91**  
**Attend opening of exposition**

30 Point Ludlow 3-B Bodoni Bold

Length of lower-case alphabet: 366 points

Characters in Complete Font

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  
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  
. , ; - ' ! ? — ( ) [ ]

Characters listed below sold separately

¶ § ¨ ¶ ¨

Available in sizes from 6 to 48 point inclusive

%

The per cent mark is sold separately

For fractions see fraction specimen pages

Short Descender Alternative Characters  
(osp Q, lower-case g [p q r]) are available  
in the 60 and 72 point sizes.

# ***BIG SALE 3*** ***Of new hats***

72 Point Ludlow 9-B1 Bodoni Bold Italic

Length of lower-case alphabet: 888 points

# ***ORGANIZES 4*** ***City civic club***

60 Point Ludlow 9-B1 Bodoni Bold Italic

Length of lower-case alphabet: 745 points

# ***ART EXHIBIT 51*** ***Will open Sunday***

48 Point Ludlow 9-B1 Bodoni Bold Italic

Length of lower-case alphabet: 608 points

# ***A HISTORY OF 78*** ***Printing in Indiana***

42 Point Ludlow 9-B1 Bodoni Bold Italic

Length of lower-case alphabet: 551 points

# ***LUDLOW ITALICS 64*** ***Stand severe pressures***

36 Point Ludlow 9-B1 Bodoni Bold Italic

Length of lower-case alphabet: 462 points

# ***NEW LINES FOR EACH 10*** ***Job cuts time in pressroom***

30 Point Ludlow 9-B1 Bodoni Bold Italic

Length of lower-case alphabet: 393 points

## ***PUBLISHER 23*** ***Endorses system***

24 Point Ludlow 9-B1 Bodoni Bold Italic  
Length of lower-case alphabet: 310 points

## ***A FINE SPECIMEN 41*** ***Of rare fossil is found***

18 Point Ludlow 9-B1 Bodoni Bold Italic  
Length of lower-case alphabet: 235 points

## ***VALUABLE TIME SAVED 51*** ***By using modern machinery***

14 Point Ludlow 9-B1 Bodoni Bold Italic  
Length of lower-case alphabet: 174 points

## ***ALTERATIONS ARE EASILY 89*** ***Made by using the Ludlow system*** ***of slug composition and make-up***

12 Point Ludlow 9-B1 Bodoni Bold Italic  
Length of lower-case alphabet: 147 points

## ***SPECIMENS OF TYPEFACES FOR 21*** ***Use in the newspaper advertising field*** ***are being issued by Ludlow Company***

10 Point Ludlow 9-B1 Bodoni Bold Italic  
Length of lower-case alphabet: 130 points

## ***TRADITIONAL AND MODERN TYPEFACES 23*** ***Are easily available to the layout man in the shop*** ***which has the Ludlow system of slug composition*** ***8 Point Ludlow 9-B1 Bodoni Bold Italic*** ***Length of lower-case alphabet: 105 points***

## ***PRODUCTION COSTS ARE LOWER 84S THE GENERAL 16*** ***Manager of a printing plant that has recently installed this*** ***aiding system of composition for setting jobs and display*** ***6 Point Ludlow 9-B1 Bodoni Bold Italic*** ***Length of lower-case alphabet: 82 points***

The 6, 8, and 10 point sizes of Bodoni Bold Italic use Roman body matrices.

Characters in Complete Font

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  
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  
. : ; - ' ' ' ! ? —

Characters listed below sold separately

ff fi ffi fl fl

Ligatures 18, 24, 30, 36, and 45 point

A B C D M N  
P R S W

Swash Characters 18 pt. to 36 pt.

**PRINTERS TO 89**  
**Convene Monday**

36 Point Ludlow 3-BEC Bodoni Campanile  
Length of lower-case alphabet: 287 points

**NEW TYPEFACES 12**  
**For advertising field**

30 Point Ludlow 3-BEC Bodoni Campanile  
Length of lower-case alphabet: 243 points

**LUDLOW TYPEFACES 10**  
**Permit the layout man to**  
**plan fine looking layouts**

24 Point Ludlow 3-BEC Bodoni Campanile  
Length of lower-case alphabet: 197 points

**DESIGNS CONDENSED LETTER 23**  
**That can be used to advantage in**  
**newspaper headlines and display**

18 Point Ludlow 3-BEC Bodoni Campanile  
Length of lower-case alphabet: 149 points

**THE LUDLOW SYSTEM OF ALL-SLUG 85**  
**Composition allows the compositor to set**  
**display and make-up ads exceptionally fast**

14 Point Ludlow 3-BEC Bodoni Campanile  
Length of lower-case alphabet: 115 points

**CONDENSE 3**

96 Point Ludlow 3-BEC Bodoni Campanile (Caps only)

**AN ADDITION TO 4**

**The Bodoni family**

72 Point Ludlow 3-BEC Bodoni Campanile

Length of lower-case alphabet: 585 points

**TALL AND STATELY 2**  
**Design for display ads**

60 Point Ludlow 3-BEC Bodoni Campanile

Length of lower-case alphabet: 486 points

**THIS DESIGN WILL BE 23**  
**Found ideal in setting heads**

48 Point Ludlow 3-BEC Bodoni Campanile

Length of lower-case alphabet: 386 points

**A NEW LUDLOW TYPEFACE 45**  
**Suitable for use by newspapers**  
**in heads and local advertising**

42 Point Ludlow 3-BEC Bodoni Campanile

Length of lower-case alphabet: 325 points

Characters in Complete Font  
(14 to 72 pt. inclusive)

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  
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  
. : ; - ' ! ? - ( ) | | .

Characters listed below acid separately

96

Parentheses, Brackets and Ornaments available in 96 point size but not included in font

For fractions see fraction specimen pages

**STANDARD  
LINE**

of Metal Caps  
for the Sealing  
of Foods in  
Glass Jars

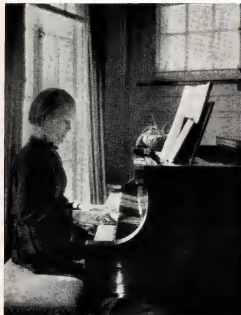


Factories in  
Cleveland and  
Salt Lake City

**FROM THE  
LIBRARY OF**

**PIERPONT LEE**

**EVERGREEN PARK  
CLEVELAND**



**The Pianoforte** has been the basic instrument for musical education, ever since the days of Beethoven and Bach. Your child needs a good start in life—a musical background that can be enjoyed throughout his life. Time only will tell whether early instruction will lead to a career in music.

**STEINWAY**

**DESIGNS 67**  
**Rare models**

24 Point Ludlow 3-H Bodoni Black  
Length of lower-case alphabet: 386 points

**GOOD DESIGN 10**  
**For display heads**

10 Point Ludlow 3-H Bodoni Black  
Length of lower-case alphabet: 284 points

**VALUABLE TIME IS 11**  
**Saved with this system**

14 Point Ludlow 3-H Bodoni Black  
Length of lower-case alphabet: 216 points

**DISPLAY TYPEFACES 45**  
**Are ever in active demand**

12 Point Ludlow 3-H Bodoni Black  
Length of lower-case alphabet: 186 points

**A LUDLOW TYPE DESIGN 12**  
**For newspaper display heads**

10 Point Ludlow 3-H Bodoni Black  
Length of lower-case alphabet: 167 points

**MANY PRINTERS PREFER TO 31**  
**Set their jobs on the Ludlow system**  
**because they never run out of sorts**

8 Point Ludlow 3-H Bodoni Black  
Length of lower-case alphabet: 146 points

**LUDLOW SPACES ARE UNIVERSAL WITH 31**  
**Never any shortage the same spaces being**  
**used for all sizes from six to forty-eight point**

6 Point Ludlow 3-H Bodoni Black  
Length of lower-case alphabet: 115 points

Characters in Complete Font

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

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

. : ; - ' ! ? - 0 1 1 1

The per cent mark is made for all sizes.  
It may be purchased separately.

%

For fractions see fraction specimen pages

**A SALE 5**  
**Of gowns**

72 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 1151 points

**ANNUAL 2**  
**Dollar sale**

60 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 991 points

**EXHIBITS 34**  
**To open today**

48 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 757 points

**TRADITION 56**  
**Annual fall sale**

42 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 660 points

**SPECIMENS OF 81**  
**Old typeface found**

36 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 586 points

**REPRODUCTIONS 90**  
**Of well known designs**

30 Point Ludlow 3-H Bodoni Black

Length of lower-case alphabet: 479 points

**FOR BEAUTY**



**martha**  
SALON

**JERRY  
JERRO**

**and his orchestra**

**now playing in the  
HAWAIIAN ROOM  
HOTEL BREANT**

*schubert*  
*beethoven* *bach*  
*moussorgsky* *rubinstein*  
*gounod* *elgar*  
*schumann*  
*cui*

**A GUIDE TO  
GOOD MUSIC**

INSTITUTE CONCERT SERVICE

*carpenter*  
*massenet*  
*de koven*  
*offenback*  
*haydn* *handel*  
*wagner* *mozart* *ravel*  
*dvorak* *smetana* *grieg*  
*mendelssohn* *chopin*  
*franz* *balfe*  
*bizet*

**The Cowboy's  
Cathedral**



by **ANDREA WALLACE**



*Come to*  
**WISCONSIN**  
*for a*  
**Perfect Vacation**

***Kennel  
Club  
Show***

**COLISEUM**  
*May 6 and 7*



★ *Sargent* ★  
**BAG  
EVENT**

*Final Clearance*

**\$750**

*Formerly to \$35*

**Frances  
Sargent**  
*Fifth Avenue*

**A. C. PENROSE & CO.**  
*Engineers for 50 years*  
**CLEVELAND • SAN FRANCISCO**



*Industrial Plants • Plans and Designs • Power*

*Location Studies • Water Supply and Treatment*



**PRINTER 12**  
**Bold face for**  
**display head**

48 Point Ludlow 9-HI Bodoni Black Italic

Length of lower-case alphabet: 806 points

**AMERICAN 35**  
**Beats record in**  
**a one mile race**

62 Point Ludlow 9-HI Bodoni Black Italic

Length of lower-case alphabet: 705 points

**SPECIMEN OF 41**  
**A new typeface in**  
**extra black design**  
**for use in display**

50 Point Ludlow 9-HI Bodoni Black Italic

Length of lower-case alphabet: 565 points

**MANY LEADING 67**  
**Daily papers are now**  
**using the Ludlow for**  
**their news heads and**  
**for display headlines**

92 Point Ludlow 9-HI Bodoni Black Italic

Length of lower-case alphabet: 507 points

**EXHIBIT 81**  
**Of old prints**  
**opens today**

24 Point Ludlow 9-HI Bodoni Black Italic  
 Length of lower-case alphabet: 409 points

**AUTO SHOW 90**  
**Will open today**  
**with a complete**  
**line of new cars**

18 Point Ludlow 9-HI Bodoni Black Italic  
 Length of lower-case alphabet: 308 points

**COSTS LOWERED 21**  
**By the installation of**  
**the Ludlow system of**  
**all-slug composition**

14 Point Ludlow 9-HI Bodoni Black Italic  
 Length of lower-case alphabet: 226 points

**THE FLEXIBILITY 34**  
**Of the Ludlow makes it**  
**an invaluable asset to a**  
**printer who is interested**  
**in doing high class work**

12 Point Ludlow 9-HI Bodoni Black Italic  
 Length of lower-case alphabet: 205 points

Characters in Complete Font

**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**

**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**  
**.,.:;-''!?-()[]•**

Characters listed below sold separately  
**ABD.MN.PYW**

Swash Characters are made for all sizes  
 but are not included in the regular fonts

**%**

The per cent mark is made for all sizes

\$5694

240 Point (Title) Ludlow 3-BEC Bodoni Campanile Advertising Figures  
with 120 Point (Title) Ludlow 3-BEC Bodoni Campanile Advertising Figures and Dollar Sign

6575

\$73

144 Point (Title) Ludlow 3-BEC Bodoni Campanile Advertising Figures  
with 96 Point (regular) Ludlow 3-BEC Bodoni Campanile Superior Figures and Dollar Sign

8349

\$74

120 Point (Title) Ludlow 3-BEC Bodoni Campanile  
Advertising Figures with 72 Point (regular) Ludlow  
Bodoni Campanile Superior Figures

96 Point (Title) Ludlow 3-BEC Bodoni Campanile  
Advertising Figures with 48 Point (regular) Ludlow  
Bodoni Campanile Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period and a comma.

87<sup>50</sup> \$65

144 Point (title) Ludlow 3-H Bodoni Black Advertising Figures  
with 72 Point (regular) Ludlow Bodoni Black Superior Figures and Dollar Sign

63<sup>47</sup> \$50

120 Point (title) Ludlow 3-H Bodoni Black Advertising Figures  
with 60 Point (regular) Ludlow Bodoni Black Superior Figures and Dollar Sign

30<sup>89</sup> \$25

96 Point (title) Ludlow 3-H Bodoni Black Advertising Figures  
with 48 Point (regular) Ludlow Bodoni Black Superior Figures

84 Point (title) Ludlow 3-H Bodoni Black Advertising Figures  
with 42 Point (regular) Ludlow Bodoni Black Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.

*Ideal Script Face 73*  
That can be effectively  
used in fine composition  
requiring dignified style

30 Point Ludlow 42-MIC Coronet  
Length of lower-case alphabet: 208 points

*New Wells Street Store 10*  
Is showing quality footwear  
and a line of stylish apparel

34 Point Ludlow 42-MIC Coronet  
Length of lower-case alphabet: 168 points

*Photographers' Convention Begins 62*  
With large exhibit of examples of good  
commercial photography and portraits

18 Point Ludlow 42-MIC Coronet  
Length of lower-case alphabet: 150 points

*Director of Music for Board of Education 80*  
Reveals his plans for extensive changes in present  
musical activities of elementary school students

14 Point Ludlow 42-MIC Coronet  
Length of lower-case alphabet: 98 points

*Originator of Fine 8*  
*Gowns for eveningtime*

72 Point Ludlow 42-MIC Coronet

Length of lower-case alphabet: 478 points

*Moonlight Excursions to 7*  
*Continue through summer*

60 Point Ludlow 42-MIC Coronet

Length of lower-case alphabet: 397 points

*Distinguished Visitor From 71*  
*Europe is being entertained here*

48 Point Ludlow 42-MIC Coronet

Length of lower-case alphabet: 307 points

*Newly Built Country Estate Of 51*  
*Socially prominent couple will soon*  
*be formally opened with a gay party*

42 Point Ludlow 42-MIC Coronet

Length of lower-case alphabet: 270 points

*Golden Wedding Celebration Will 68*  
*Be held at the community field house for*  
*most popular member of the city civic league*

36 Point Ludlow 42-MIC Coronet

Length of lower-case alphabet: 238 points

Characters in Complete Font

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

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

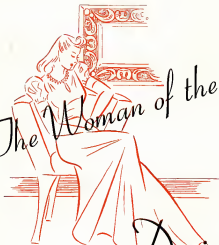
. : ; - ' ' ! ? - ( ) / /

The per cent mark is sold separately

%

For fractions see fraction specimen pages

*The Woman of the Hour*



*Doris*

*Here is a new way to look in  
the evening, with the  
sparkle of the evening star  
glamorously portrayed*

FIFTH AVENUE AT TWELFTH

*Jewel Creations*



*an outstanding  
collection of exquisite  
modern jewelry*

*Now on display*

*Levoir* EIGHTH & ELM



*A Home of  
Peaceful  
Environment*

*The Michigan Shores*  
900 LAKE SHORE DRIVE

# Sandra

14 EAST PARKWAY DRIVE

*The smartest summer creations  
from Hollywood especially de-  
signed for your formal evening  
vacation dancing pleasure. . . .*

BRANCH STORE, 80 ELM AVENUE

# The White Gate



*Your invitation to  
genuine hospitality*

BUTTERFIELD AND YORK ROADS

# New Books on Travel

*Through Mexico* GERALD DORNE

*Down in Argentine* JOHN DENIS

*Skyward Bound* MARK SIMPSON

*Knoll, Inc.* 434 WOODWARD AVENUE, CHICAGO

*Dyke Mansion 8  
Is city show place*

72 Point Ludlow 45-BIC Coronet Bold

Length of lower-case alphabet: 531 points

*Storage Warehouse 9  
Leased by auto dealer*

60 Point Ludlow 45-BIC Coronet Bold

Length of lower-case alphabet: 442 points

*Corporation Establishing 71  
Offices throughout the state*

48 Point Ludlow 45-BIC Coronet Bold

Length of lower-case alphabet: 351 points

*New Vehicle Laws Deemed 89  
Responsible for large decrease in  
accidents during the past month*

42 Point Ludlow 45-BIC Coronet Bold

Length of lower-case alphabet: 307 points

*Candidate Makes Final Speech 43  
In a heated campaign for re-election  
to office on the city board of appeals*

36 Point Ludlow 45-BIC Coronet Bold

Length of lower-case alphabet: 267 points

*A Bold Script 69  
Of a superior design  
such as this finds its  
place with any plant*

30 Point Ludlow 45-BIC Coronet Bold  
Length of lower-case alphabet: 233 points

*Interesting Effect Is 45  
Obtained with the proper  
use of this beautiful script*

24 Point Ludlow 45-BIC Coronet Bold  
Length of lower-case alphabet: 184 points

*Composing Room of Evening 86  
Globe has increased its efficiency  
with the Ludlow all-slug system*

18 Point Ludlow 45-BIC Coronet Bold  
Length of lower-case alphabet: 135 points

*Every Line of Composition Set on the 93  
Ludlow is positive in height thereby assuring  
far greater profit from your press equipment*

14 Point Ludlow 45-BIC Coronet Bold  
Length of lower-case alphabet: 105 points

Characters in Complete Font

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  
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  
. , ; - ' ' ! ? - ( ) [ ]

The per cent mark is sold separately

%

For fractions see fraction specimen pages

*The Ludlow 73  
System proves  
its merit to the  
quality printers*

36 Point Ludlow 36-HHC Hauser Script  
Length of lower-case alphabet: 311 points

*No Broken or Worn 40  
Letters for pressmen to  
contend with after the  
forms go to press when  
pages are set and made  
up the sure Ludlow way*

34 Point Ludlow 36-HHC Hauser Script  
Length of lower-case alphabet: 307 points

Characters in Complete Font

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  
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  
.,:;- ' ! ? ( ) [ ] - -

The per cent mark is sold separately

%

For fractions see fraction specimen pages

*Biggest Event 8  
Of the season to  
draw big crowds*

72 Point Ludlow 36-HHC Hauser Script

Length of lower-case alphabet: 645 points

*A Better Quality 6  
Of printing always  
fulfills its purpose*

60 Point Ludlow 36-HHC Hauser Script

Length of lower-case alphabet: 540 points

*Advertising Contract 16  
Recently accepted by an  
agent calls for extensive  
coverage in all magazines*

48 Point Ludlow 36-HHC Hauser Script

Length of lower-case alphabet: 420 points






**Fortunes  
at your  
Door. •**

From the traffic stream paying customers stop at the Eastern banner in fifteen states. Wayside restaurants operating under our exclusive franchise succeed with our tested methods.

***Eastern Enterprises, Inc.***

A system of owner-operated wayside restaurants



**To His Health . . .  
To His Future . . .**

**Morton's**

**BABY FOODS**

## ***Four Pointers for Investors . . .***

- ➔ Selected list of 25 conservative industrials for investment
- ➔ Select bonds—industrials, utilities and rails for income
- ➔ A selection of active stocks for later increase
- ➔ Best buys in stocks and bonds in today's market

***The American Investment Syndicate, 63 E. 42nd STREET, NEW YORK CITY***

*Sally's*  
**MAYONNAISE**

*Kitchen  
Fresh*

Sally's Inc., Minneapolis

**LAURENT SALON**



*Beauty  
Secrets...*

Secrets gleaned from years of experience in beauty shops and in laboratories of Fashions Inc. ...Scientifically tested cosmetic formulas proved to be harmless to the skin or health... These are yours at the Laurent Salon ably operated by Fashions Inc.

*Fashions Inc.*

*The Delaware Co.*  
*Hardware*

CORNER SECOND AVENUE NORTH AND BROMPTON STREET

The most complete line of high grade  
Tools ever assembled under one roof

*Delaware for Hardware*

*Smithson*  
**18 Sporty Holes** *Golf*  
DAILY FEE *Club*



Junction Routes 1-21

*Build New 9  
Planes here*

72 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet: 699 points

*New Rates 38  
On insurance  
will raise the  
annual sales*

30 Point Ludlow 36-BIC Mandate  
Length of lower-case alphabet: 350 points

*Rail Officers 6  
Reinstate men  
after acquittal*

80 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet: 704 points

*Fortune Made 46  
By farmer after  
land yields tons  
of select iron ore*

24 Point Ludlow 36-BIC Mandate  
Length of lower-case alphabet: 262 points

*Predict Upturn 13  
In freight traffic  
for central states*

60 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet: 562 points

*Leading Department 46  
Store to construct three  
new departments to take  
care of future demands*

18 Point Ludlow 36-BIC Mandate  
Length of lower-case alphabet: 192 points

*State Engineers Plan 40  
New auto traffic artery  
in hundred mile stretch  
leading to national park*

30 Point Ludlow 36-BIC Mandate

Length of lower-case alphabet: 413 points

## Characters in Complete Font

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  
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  
.:,;-''!?( ) [] -  
of on or & 't' -

Characters listed below sold separately

c e %

*Demonstration 12  
Of all-slug system  
creates a sensation*

30 Point Ludlow 31-MIC Mayfair Cursive  
Length of lower-case alphabet: 556 points

*Print Direct From 41  
Ludlow sluglines and  
thus avert unnecessary  
expense for electrotypes*

24 Point Ludlow 31-MIC Mayfair Cursive  
Length of lower-case alphabet: 217 points

*No Aggravating Hunting 21  
For sorts in composing rooms  
that are now equipped with the  
indispensable Ludlow system*

18 Point Ludlow 31-MIC Mayfair Cursive  
Length of lower-case alphabet: 136 points

*Pressroom Production Is Speeded 72  
Up since evenness in height of Ludlow  
slug composition eliminates much of the  
time taken for make-ready of worn type*

14 Point Ludlow 31-MIC Mayfair Cursive  
Length of lower-case alphabet: 127 points

*Party Leader 8  
Chooses his aid*

72 Point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 648 points

*Local Boy Wins 3  
Amateur golf meet  
for the second time*

60 Point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 567 points

*New Publication On 61  
Subject of gardening to  
go on sale within a week*

48 Point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 432 points

*Railroad Issues Pamphlets 47  
In preparation for a great drive  
to stimulate interest in the newly  
developed northern vacationland*

36 Point Ludlow 31-MIC Mayfair Cursive

Length of lower-case alphabet: 321 points

Characters in Complete Font

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  
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  
. : ; - ' ' ! ? ( ) [ ] -

The per cent mark is sold separately

%

# Chrysanthemum Show

  
 October 10 to 31  
 Woodland Gardens



# Hotel Belvidere

1-2-3 ROOMS PLUS KITCHEN

RETURN  
ENGAGEMENT

# The Mozart Quintette

Due to the enthusiastic reception given The Mozart Quintette in their appearance last week, it has been decided to bring them back for one more concert before they return to Europe. This is positively the last appearance in America.

*Sunday, November 16th  
at 8:30 p. m.*

# Orchestra Hall



# The Institution of Service

EVERY ORGANIZATION has an ideal which guides its early development and distinguishes the service that it renders in its mature years. The guiding ideal of this bank has always been service. Service in its fullest sense, regardless of how large or small the account. A bank with a highly trained organization will give you expert and courteous attention on all occasions.

*First National Bank of Toledo*  
LINCOLN STREET AT CENTRAL BOULEVARD

**LARGE PRICE 47**  
Figures efficiently  
produced on slugs

16 Point Ludlow 6-28 Square Gothic  
Length of lower-case alphabet: 284 points

**WORST STORM IN 28**  
Months hits the vicinity  
causing nine thousand  
dollar property damage

14 Point Ludlow 6-28 Square Gothic  
Length of lower-case alphabet: 207 points

**NEIGHBORHOOD NEWS 59**  
Is the name chosen for a new  
community newspaper which  
will come off the press today

12 Point Ludlow 6-28 Square Gothic  
Length of lower-case alphabet: 165 points

**A TYPOGRAPHICAL DRESS 43**  
Given to magazine heads and ads  
with attractive new Ludlow faces  
proves to be a circulation builder

10 Point Ludlow 6-28 Square Gothic  
Length of lower-case alphabet: 147 points

**BRIGHT NEW TYPEFACES CAST ON 76**  
The Ludlow in solid sluglines ensure a  
sharp printing job for every client. Get  
the facts about the Ludlow system now

8 Point Ludlow 6-28 Square Gothic  
Length of lower-case alphabet: 124 points

**SET AND CAST TYPE FORMS IN MULTIPLE 90**  
With the Ludlow and increase your pressroom  
production. Each line in a job need only be set  
one time and reset as many times as desired

6 Point Ludlow 6-28 Square Gothic  
Length of lower-case alphabet: 105 points

Characters in Complete Post

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

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

. : ; - ' ! ? -

**LESS TIME 12**  
Is consumed in  
makeup of ads

46 Point Ludlow 6-28 Square Gothic

Length of lower-case alphabet: 704 points

**COMMITTEE 34**  
On civic affairs is  
chosen by mayor

42 Point Ludlow 6-28 Square Gothic

Length of lower-case alphabet: 617 points

**ENGINEERS TO 56**  
Alter plans for large  
government project

36 Point Ludlow 6-28 Square Gothic

Length of lower-case alphabet: 551 points

**PRICELESS GEM IS 78**  
Brought here by jeweler  
for two private showings

30 Point Ludlow 6-28 Square Gothic

Length of lower-case alphabet: 454 points

**THE HOTEL BUXTON IS 90**  
Contemplating the building of  
one hundred additional rooms

24 Point Ludlow 6-28 Square Gothic

Length of lower-case alphabet: 353 points

# CLEVER 5 Ad styling

72 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 1042 points

# FAST AND 7 Simpler way

60 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 853 points

# PROFITS IN 42 All-slug system

48 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 684 points

# REPORT GAIN 75 In lineage this year

42 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 588 points

# FINE QUALITY IS 46 Stressed by printers

36 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 509 points

# ACCOMPLISH MORE 50 In the systematized plant

30 Point Ludlow 6-F Franklin Gothic

Length of lower-case alphabet: 419 points

## PRINTERS 48 Organize club

24 Point Ludlow 6-F Franklin Gothic  
Length of lower-case alphabet: 301 points

## FAR GREATER 67 System of display

18 Point Ludlow 6-F Franklin Gothic  
Length of lower-case alphabet: 271 points

## PRODUCES MORE 20 Sluglines with Ludlow

14 Point Ludlow 6-F Franklin Gothic  
Length of lower-case alphabet: 234 points

## NO TYPESETTING JOB 51 Too large for a plant with the speedy Ludlow system

12 Point Ludlow 6-F Franklin Gothic  
Length of lower-case alphabet: 185 points

## THERE IS NO SUCH THING 64 As producing out of sorts when Ludlow equipment is installed

10 Point Ludlow 6-F Franklin Gothic  
Length of lower-case alphabet: 155 points

## PLANTS LARGE AND SMALL ARE 38 Now offered an opportunity to install an economical Ludlow all-slug system

8 Point Ludlow 6-F Franklin Gothic  
Length of lower-case alphabet: 125 points

## IT IS NATURAL THAT IF A NEWSPAPER 57 Can produce advertisements that are legible and attractive its lineage will show an increase

6 Point Ludlow 6-F Franklin Gothic  
Length of lower-case alphabet: 108 points

Characters in Complete Font

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 &amp; \$ 1 2 3 4

5 6 7 8 9 0

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

. , ; - ' ! ? —

industry

utilities

railroad

banking



DORNE SHOE CO.

DORNE  
SHOES



art  
**EXHIBITION**  
April 4th to 17th 1941  
TRIANGLE  
TEA ROOM



TENNIS

the rules and

regulations

WAYNE SPORTING GOODS



**ADVERTISING 4  
Pays dividends**

72 Point Ludlow 6-FEC Franklin Gothic Extra Condensed

Length of lower-case alphabet: 705 points

**POWERFUL LINE 2  
Attracts the eyes**

60 Point Ludlow 6-FEC Franklin Gothic Extra Condensed

Length of lower-case alphabet: 585 points

**BRIGHT NEW FACES 12  
Cast in solid slug form**

48 Point Ludlow 6-FEC Franklin Gothic Extra Condensed

Length of lower-case alphabet: 467 points

**DISTRIBUTION TIME IS 34  
Chargeable time in jobs or  
ads set by all-slug system**

62 Point Ludlow 6-FEC Franklin Gothic Extra Condensed

Length of lower-case alphabet: 400 points

**AN INCREASED OUTPUT OF 56  
Display lines is direct result of  
using a Ludlow all-slug system**

56 Point Ludlow 6-FEC Franklin Gothic Extra Condensed

Length of lower-case alphabet: 365 points

**AN EDITORIAL 78  
On governmental  
issues wins prize**

30 Point Ludlow 6-FEC Franklin Gothic Extra Condensed  
Length of lower-case alphabet: 264 points

**PUBLISHERS CAN 90  
Fulfill all future copy  
display requirements**

24 Point Ludlow 6-FEC Franklin Gothic Extra Condensed  
Length of lower-case alphabet: 232 points

**DISPLAY COMPOSITION 62  
As produced on the Ludlow  
has many fine advantages**

18 Point Ludlow 6-FEC Franklin Gothic Extra Condensed  
Length of lower-case alphabet: 165 points

**THE LUDLOW SYSTEM SOLVES 17  
All of your display requirements  
efficiently and economically and  
without fear of type shortages**

14 Point Ludlow 6-FEC Franklin Gothic Extra Condensed  
Length of lower-case alphabet: 150 points

**THE ELROD SLUG AND RULE CASTER 20  
Keeps compositors supplied with an  
abundance of quality spacing material  
and rule in wide range of thicknesses**

12 Point Ludlow 6-FEC Franklin Gothic Extra Condensed  
Length of lower-case alphabet: 126 points

Characters in Complete Font

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  
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  
. : ; - ' ! ? ( ) [ ] -

The per cent mark is sold separately

$\frac{\%}{\%}$

For fractions see fraction specimen pages

**SOLID SLUG 78**  
**Cast on Ludlow**

30 Point Ludlow 6-B Medium Cond. Gothic (Modernized)  
Length of lower-case alphabet: 215 points

**DEMAND USE OF 23**  
**Condensed gothics**

24 Point Ludlow 6-B Medium Cond. Gothic (Modernized)  
Length of lower-case alphabet: 256 points

**NEWSPAPER TO GET 80**  
**Higher advertising rates**

18 Point Ludlow 6-B Medium Cond. Gothic (Modernized)  
Length of lower-case alphabet: 195 points

**ONE LINE OR A THOUSAND 94**  
**Set in the same face with Ludlow**

14 Point Ludlow 6-B Medium Cond. Gothic (Modernized)  
Length of lower-case alphabet: 191 points

**EXTRA EDITIONS OF PRESS TO BE 91**  
**Published with complete election data**

12 Point Ludlow 6-B Medium Cond. Gothic (Modernized)  
Length of lower-case alphabet: 183 points

**LUDLOW OFFERS GREAT OPPORTUNITY 81**  
**To printers for increase in plant efficiency**

10 Point Ludlow 6-B Medium Cond. Gothic (Modernized)  
Length of lower-case alphabet: 168 points

**NO MATTER HOW LARGE OR SMALL YOUR SHOP 50**  
**May be Ludlow is the answer to all type problems**

8 Point Ludlow 6-B Medium Cond. Gothic (Modernized)  
Length of lower-case alphabet: 95 points

**PROOF OF DEPENDABILITY OF THE LUDLOW SYSTEM 37**  
**is made known in hundreds of testimonials from printers**

8 Point Ludlow 6-B Medium Cond. Gothic (Modernized)  
Length of lower-case alphabet: 95 points

Characters in Complete Font

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  
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  
. : , ; - ' ! ? —

The per cent mark is sold separately

%

For fractions see fraction specimen pages

Deluxe Variants available 12 to 72 point

**ADVERTISE 8**  
**Daily specials**

72 Point Ludlow 6-B Medium Condensed Gothic (Modernized)

Length of lower-case alphabet: 759 points

**POWER IN THE 2**  
**Big display head**

60 Point Ludlow 6-B Medium Condensed Gothic (Modernized)

Length of lower-case alphabet: 697 points

**HIGH QUALITY 5**

60 Point Ludlow 6-B Medium Condensed Gothic—Caps Only. Driven in 1/8-inch matrices.

**CUB REPORTERS 71**  
**Get big assignment**

48 Point Ludlow 6-B Medium Condensed Gothic (Modernized)

Length of lower-case alphabet: 535 points

**INCREASED LINAGE 58**  
**Due to wide circulation**

42 Point Ludlow 6-B Medium Condensed Gothic (Modernized)

Length of lower-case alphabet: 454 points

**SHARP NEW TYPEFACES 31**  
**For all display composition**

36 Point Ludlow 6-B Medium Condensed Gothic (Modernized)

Length of lower-case alphabet: 390 points

**WE ARE  
READY**

**W**e are prepared to give you practical financial aid. That many business executives concur in this belief is indicated by the growing number of corporations and associations now serviced by our organization.



**WESTCHESTER TRUST COMPANY**

**news**



**that is indispensable to you**

We give you all the blow-by-blow descriptions, sidelights, summaries and interviews from our ace correspondents who gather the news from the various action spots throughout the world.

**Evening Bulletin**

**Homeward  
Bound**



**A new play by the  
Drama Club of the  
Brand High School**

**School Auditorium  
8 p.m. March 12**

**STRAIGHT FROM  
THE FEED BAG**



**A Few Facts about the  
problems of Stock Feed**

**DREXEL-ANDOVER CO.**

**INSURING  
AMERICA**



Since 1876 this company has paid its policyholders substantial dividends. We write fire, automobile, theft, tornado, and other insurance policies for preferred risks only.

**Mid-West Insurance**

Insurance Building • Fort Worth, Texas

**NEW HORIZONS** BEFORE EVERY  
YOUNG MAN IN AMERICA DAWNS A NEW DAY



**LATENT WITH POSSIBILITIES FOR A GREATER  
MEASURE OF SECURITY THAN EVER BEFORE**

# YAWL RACE 4 Friday At Two

72 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

# OVERCOATS OF 7 Very Fine Quality

60 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

# THE TREND IS TO 12 Ludlow Slug System

48 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

# THE FELZ BOAT LINE 34 Speedy Freight Service

42 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

# DELUXE VARIANTS HAVE 56 Expressiveness And Power

36 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

# FORCEFUL ADS WILL PROMOTE 78 Heavy Selling At Very Small Cost

30 Point Deluxe Variants for Ludlow 6-B Medium Condensed Gothic

**STORE FOR MEN 73**  
Announces Several  
Additional Lines of  
Suits and Topcoats  
for Early Fall Wear

24 Point Deluxe Variants for Ludlow 6-B Medium  
Condensed Gothic

**EXTRA SPECIAL SALE 69**  
Of All Finer Quality Wash  
Goods Will Commence on  
Monday and Continue for  
the Balance of the Week

38 Point Deluxe Variants for Ludlow 6-B Medium  
Condensed Gothic

**THE RECENT PROGRESS THAT 38**  
Ludlow has Made in the Design  
of Excellent Typefaces has been  
Commented Upon by the Leaders  
in the Typographic Field all over  
America and in European Centers

14 Point Deluxe Variants for Ludlow 6-B Medium  
Condensed Gothic

**THIS NEWLY DESIGNED CAP FONT IS 51**  
Made Expressly for use With the Ludlow  
Medium Condensed Gothic. New Effect  
Which is being Continuously Sought by  
the Advertiser Can now be had in Good  
Measure With the use of an Occasional  
Display Line Set in this Attractive Face

12 Point Deluxe Variants for Ludlow 6-B Medium  
Condensed Gothic

Characters in Complete Font

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| A | C | E | F | G | K |
| L | M | N | R | S | T |
| U | W | X | Y |   |   |
| U | W | X | Y |   |   |



**GAS**

the modern wonder fuel

REFRIGERATION

HOUSE  
HEATING

WATER  
HEATING

COOKING

Want to protect...  
Want to increase...

**YOUR  
CAPITAL**

• Conserve and build up your capital by investing in reliable stocks, bonds and commodities. Follow the market intelligently. Keep abreast of trends in price structures, and invest wisely and safely. Our consulting and buying services are ready at all times to assist in investments.

•  
Be **SAFE**, Be **SURE**, with

**SCOTT, BROWNE & SHARP**  
Brokers in All Kinds of Securities  
21 Capitol Street, St. Paul

**PLASTICS**

do a better job  
on some products  
than other materials  
heretofore used . . .

again . . .



**THIS WINTER** come to the  
**SUNNY SOUTHWEST**

The mecca of sun seekers invites you to visit the beautiful Southwest where the sun always shines and the warm, mellow days are filled with enjoyment.  
**SOUTHWESTERNERS, INC., Phoenix**

# TRUCKING FIRMS 2 Increase their rate

72 Point Ludlow 6-C Condensed Gothic (Modernized)

Length of lower-case alphabet: 557 points

# APPROVE FUNDS FOR 9 Huge municipal airport

60 Point Ludlow 6-C Condensed Gothic (Modernized)

Length of lower-case alphabet: 471 points

# COUNTY COMMISSIONER 48 Reports on road conditions

60 Point Ludlow 6-C Condensed Gothic (Modernized)

Length of lower-case alphabet: 374 points

# SUBURBAN TOWNS BEGIN A 98 Drive to eliminate speed traps

42 Point Ludlow 6-C Condensed Gothic (Modernized)

Length of lower-case alphabet: 330 points

# NEW MODEL AUTOMOBILES TO BE 56 On display in showrooms this month

56 Point Ludlow 6-C Condensed Gothic (Modernized)

Length of lower-case alphabet: 276 points

# THE SUPERIOR QUALITY OF LUDLOW SLUGS 25 Is verified in test under stereotyping pressure

50 Point Ludlow 6-C Condensed Gothic (Modernized)

Length of lower-case alphabet: 217 points

## NEWSPAPERS REPORT 72 Increased subscriber lists

24 Point Ludlow 6-C Condensed Gothic (Modernized)  
Length of lower-case alphabet: 197 points

## LUDLOW TYPEFACES FAVORED 61 For large advertising campaigns

18 Point Ludlow 6-C Condensed Gothic (Modernized)  
Length of lower-case alphabet: 148 points

## NO BATTERED OR BROKEN LETTERS IN 30 Composition set the sensible Ludlow way

14 Point Ludlow 6-C Condensed Gothic (Modernized)  
Length of lower-case alphabet: 113 points

## EXTRA HOURS SPENT IN DISTRIBUTING SINGLE 34 Types are eliminated after installation of Ludlow

12 Point Ludlow 6-C Condensed Gothic (Modernized)  
Length of lower-case alphabet: 98 points

## NEWSPAPER PUBLISHER SAYS THAT COST OF SETTING 58 Display lines has been cut considerably with the Ludlow

10 Point Ludlow 6-C Condensed Gothic (Modernized)  
Length of lower-case alphabet: 83 points

## WITHIN A VERY SHORT TIME COMPOSITORS WILL FIND 64 Themselves accomplishing great things with the Ludlow

8 Point Ludlow 6-C Condensed Gothic (Modernized)  
Length of lower-case alphabet: 64 points

## THE RELIABILITY OF THE LUDLOW SYSTEM OF COMPOSITION IS 26 Completely verified by hundreds of business letters from users

6 Point Ludlow 6-C Condensed Gothic (Modernized)  
Length of lower-case alphabet: 73 points

### Characters in Complete Font

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  
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

. : , ; - ' ! ? —

The per cent mark is sold separately

%

For fractions see fraction specimen paper

## TWENTY PAGES OF GROCERY ADS SET ON NIGHT SHIFT

"Our ad composition problems have been minimized through the use of the Ludlow," says the mechanical superintendent of a large California newspaper, "mainly because of the never-ending supply of type on hand at all times."

"This is especially noticeable in the food market composition for we often set as many as twenty pages of food ads on a single night shift, all the display of which is produced with the Ludlow."

"We feel that the Ludlow has in no small way been responsible for our ability to meet severe competition in publication work, at the same time maintain high quality composition."

36 Point Ludlow 6-H Headline Gothic

## LUDLOW SLUGS STAND UP UNDER DRY MATS

"There was doubt in my mind," writes a Pennsylvania composing room foreman, "whether a Ludlow slug could be made that would stand up under the high pressure necessary to mold a dry mat successfully. But I have had all my fears dispelled, as we have not had a broken-down line since we have been using the new Ludlow."

"I recommend the Ludlow system of ad composition as a time and labor saver. We spend less money for its up-keep than for any other machine."

30 Point Ludlow 6-H Headline Gothic

Character in Complete Font

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  
. : , ; - ' ! ? —

## MODERN TYPOGRAPHY FOR ADS WITH LUDLOW

The modern newspaper, to keep up with the times, needs equipment which will enable it to present an up-to-date appearance typographically. One prominent Illinois newspaper composing room superintendent has this to say about results from using Ludlow.

"Thanks to Ludlow, we have greatly improved the appearance of our paper, in both advertising and news heads. No other equipment ever put into our plant

80 Point Ludlow 6-H Headline Gothic

has proved more helpful or more satisfying. We are now in position to give our advertisers really up-to-date typography — and are they pleased with our better-looking ads!

"Having had experience with other methods of typesetting, we find by comparison that Ludlow provides the most practical, simple and economical system of producing display composition for our composing room."

## MAKES EARLIER CLOSING EFFICIENTLY WITH LUDLOW

Earlier closing with more advertising is not easy to accomplish, but this New Jersey mechanical superintendent has the answer. Speaking from experience, he says:

"We bought our first Ludlow in May, 1922, at which time we were running from 8 to 12 pages and only one daily edition. By 1930 we had grown to 24 to 40 pages daily with three editions, and had added another Ludlow."

48 Point Ludlow 6-H Headline Gothic

"Our advertising volume has since increased enormously — and our edition time has been advanced 2½ hours, but this earlier closing is met efficiently by using our Ludlow equipment."

"Any good printer can operate a Ludlow, and there is no non-productive time, no shortage of type, and no storage cost. In my opinion there is no better system known for handling newspaper display composition."

## LOWEST MAINTENANCE COST WITH LUDLOW SET DISPLAY

"Maintenance cost is so low," says a Bay State publisher, "that seldom does the Ludlow get into our budget."

"Its simple, sturdy construction keeps upkeep down to a low figure. And I believe that the first unit essential for successful production of a newspaper — regardless of its size — is Ludlow equipment in its composing room."

"While there are a great many advantages in using Ludlow composition, by

far the greatest is the never-ending supply of display available, with a new face every time a line is cast."

"An apprentice masters the art of display composition more rapidly with the Ludlow system than he does using single types. Ad compositors assemble Ludlow sluglines much faster than they could make up ads set in single types."

"When display lines are needed Ludlow will do the job with satisfaction."

62 Point Ludlow 6-H Headline Gothic



## FORMER SKEPTIC GLAD TO ADMIT HE WAS WRDNG IN HIS OPINION OF LUJLOW

"Prior to 1925, I was one of those skeptical fellows when they began to talk Ludlow to me," admitted one of the successful Florida mechanical superintendents. "I just could not 'see' the time spent on distribution of mats.

"I was finally convinced, and two Ludlows were bought. A short time after I had worked out our present system of handling. It was then very easy to 'see' the enormous time saved in assembling ads, the lifting when making up,

49 Point Ludlow 8-HP Chamfer Gothic

with no sorts to pick, new type always, and a saving in page cost from ads you can keep standing without pulling sorts.

"What I consider my greatest saving is in the assembly of ads, since during our peak months we hire many new compositors not familiar with our shop.

"Some time ago we traded in our old Elrod and installed the latest model. Thanks to the Ludlow Company's products, we are now completely on the non-distribution system."

## TIME-STUDY SURVEY PROVES LUJLOW SPEED

To determine the most economical method of handling his display, a Michigan composing room executive carried out an intensive time-study survey before enlarging his Ludlow equipment. Every operation was timed. Hand-set methods were compared with Ludlow methods from accurate records.

After making the time study, this mechanical executive said, "The results

63 Point Ludlow 6-HP Chamfer Gothic

of this survey leaving no doubt in our minds, we added the second Ludlow and completed our typesafe requirements in the form of Ludlow matrices.

"Our column costs dropped immediately. All our display and running heads are Ludlow-set. I have yet to see a system equal to the Ludlow for display. It is the fastest and most economical, and low column cost is our aim."

## LARGER VOLUME ADVERTISING HANDLED WITH NO MORE COST

"The Ludlow installed in our plant has exceeded all our expectations," writes a Southern composing room foreman, "improving the appearance of our paper 100% and enabling us to handle a much larger volume of display advertising at no additional cost.

"We have just published our eighty-fifth anniversary edition and it has received much favorable comment as to

62 Point Ludlow 6-HP Chamfer Gothic

its beauty and typographical excellence, all due to the beautiful Ludlow faces and the all-new type which our Ludlow gives us in unlimited amounts.

"Our advertising and editorial departments are more than pleased with its performance and you know what that means to the composing room."

The Ludlow is doing as much and more in hundreds of progressive newspapers.

## TWO SHIFTS DAILY WITHOUT TROUBLE WITH THE LUDLOW

One of the many reasons why mechanical superintendents praise the Ludlow is because it gives trouble-free performance day after day, due to its mechanical simplicity.

An Eastern newspaper plant superintendent writes as follows, "During seven years of operation, the Ludlow has performed an efficient and economical service for us. It has been in operation day and night, and mechanical difficulties are unknown.

"The Ludlow has given us an unending supply of new type at all times, which has resulted in bright, new, and unbroken faces for our newspaper heads and advertising display."

58 Point Ludlow 8-HP Chamfer Gothic

## BIG DIVIDEND PAYERS --LUDLOW AND ELROD

"A thorough investigation by our plant superintendent showed us that we could get our production out if we installed Ludlow and Elrod equipment," said the publisher of a large New York State newspaper and circular printing plant.

"Both were installed and have, without a doubt, proven to be real dividend payers of the finest kind. It would be impossible for us to produce our large newspaper daily, as well as the millions of circulars we print monthly, were it not for Ludlow and Elrod equipments."

50 Point Ludlow 6-HP Chamfer Gothic

Characters in Complete Font

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  
.:,:;- ' ' ! ? - -

# ADVERTISING 23 A NEW PRODUCT

64 Point Ludlow 6-BCT Gothic Bold Condensed Title

# COUNCIL MEETS 14 WEDNESDAY NIGHT

72 Point Ludlow 6-BCT Gothic Bold Condensed Title

# A PRINTING EXHIBIT 15 WILL OPEN AT ALBANY PUBLIC LIBRARY TODAY

80 Point Ludlow 6-BCT Gothic Bold Condensed Title

The three sizes of Ludlow Gothic Bold Condensed Title shown above are one and one-quarter inch matrices

Characters in Complete Font

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 - . : ; - ' ! ?

DESIGN NEW 2  
AIRPLANE FOR  
OCEAN FLYING

144 Point Ludlow 6-EC Gothic Extra Condensed

Characters in Complete Font

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 . , ; - ' ! ?

The matrices for 144 point Ludlow Gothic Extra Condensed are specially engraved from solid blocks of brass and are practically indestructible. Each character is a separate unit, cast the long way of the slug, without mold changes.

On each matrix is engraved the number of

points of spacing material needed for that character. This number is reproduced on the slug and does away with guesswork in spacing lines.

These matrices are sold in fonts made up of one matrix for each character shown in the font listing immediately above.

**27<sup>25</sup> \$56**

144 Point (Title) Ludlow 6-B Medium Condensed Gothic Advertising Figures  
with 72 Point (regular) Ludlow Medium Condensed Gothic Superior Figures and Dollar Sign

**41<sup>84</sup> \$30**

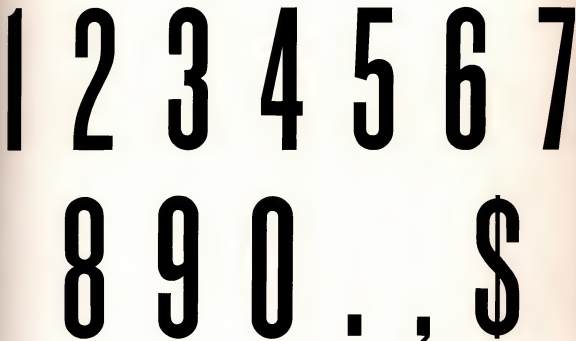
120 Point (Title) Ludlow 6-B Medium Condensed Gothic Advertising Figures  
with 60 Point (regular) Ludlow Medium Condensed Gothic Superior Figures and Dollar Sign

**98<sup>79</sup> \$57**

96 Point (Title) Ludlow 6-B Medium Condensed Gothic  
Advertising Figures with 48 Point (regular) Ludlow  
Medium Condensed Gothic Superior Figures

84 Point (Title) Ludlow 6-B Medium Condensed Gothic  
Advertising Figures with 42 Point (regular) Ludlow  
Medium Condensed Gothic Dollar Sign

These are engraved matrices. Each character is a separate unit, cast the long way of  
the slug. Sold in figure fonts of one set of figures, a dollar sign, a period and a comma.



The matrices for 144 point Ludlow Gothic Extra Condensed Advertising Figures are engraved in solid blocks of brass and are practically indestructible.

Each character is a separate unit, cast the long way of the slug, without mold changes. On each matrix is engraved the number of points of spac-

ing material needed for that character. This number is reproduced in the slug and does away entirely with guesswork in spacing out the lines.

The engraved brass matrices for these 144 point figures are sold in figure fonts of one set of figures, a period and a comma, and either the dollar sign (\$) or the pound mark (£), as desired.

Two Characteristic Uses in Combination with  
72 Point Ludlow Medium Condensed Gothic

\$94<sup>35</sup>

\$32<sup>97</sup>

EIGHT POOR  
MEN

By P. Ignatius Parnell

*Wherein fortune  
was found in  
unexpected places*

ECHO PUBLISHING COMPANY  
ORLEANS, MASSACHUSETTS

LAWN SOCIAL

AUSPICES OF THE WOMEN'S MUSIC CLUB

Many unusual attractions, novel refreshments and a series of fine amateur acts will be featured at this meeting. Tax 50c.

AUGUST TWELFTH, ON THE CLUB'S LAWN

*Reservations now being accepted*

THE PERFUME

UNIS

*A Delightful Scent!*

We are fortunate to be the first to import and market this new French perfume, said by most expert connoisseurs to rival the product of the perfumers of the early twentieth century period.

*On sale  
at all our  
stores*

HARTMAN & EARL  
CHICAGO · PITTSBURGH · NEW YORK

MEMBER OF THE EUROPEAN  
CONSERVATORY OF MUSIC

HELD'S

SCHOOL OF MUSIC

FIVE HUNDRED THAYER STREET

VIOLIN · VIOLONCELLO  
PIANOFORTE · HARMONY  
ORGAN · FLUTE · OBOE

MANY advantages offered by an early registration in our midsummer course, with reduced rates beginning April first, should be heeded. We are extending this offer to the third day of the summer session. It is a wonderful opportunity for the student of slender means for advancement under the most distinguished masters. Earliest applications will receive preferred attention.

UNIQUE HOME 2

60 Point Ludlow 21-OPT Delphian Open Title

POSTERS DESIGNED 34

48 Point Ludlow 21-OPT Delphian Open Title

PRINTERS OF HIGH REPUTE 67

96 Point Ludlow 21-OPT Delphian Open Title

MANY LEADING PRINTING PLANTS ARE 81  
NOW INSTALLING THE LUDLOW SYSTEM

24 Point Ludlow 21-OPT Delphian Open Title

NEWCOMB  
OF LIVERPOOL, ENGLAND*The Man*

HIS domestic habits, when I knew him, were still those of unabated study; he slept in the room joining his library, and was never with his family till the hour of dinner; at these times he would detach himself most completely from his studies, never appearing thoughtful or abstracted; rather sociable, gay, and possessing perfect serenity of mind and equability of temper. He had a great

[21]

## Characters in Complete Font

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  
. : ; ' - ! ? -

Parentheses are sold separately

( )

LUDLOW DELPHIAN OPEN TITLE matrices are available in the four point sizes shown above. These matrices can be purchased in complete fonts or in initial fonts which consist of one matrix each of the twenty-six characters in the alphabet. The sixty point size is cut on one and a quarter inch matrices.

**COLLEGE 90**  
Rowing teams  
ready for race

24 Point Ludlow No. 19 Cameo  
Length of lower-case alphabet: 348 points

**PROTECTS A 35**  
Print shop against  
dreaded hazard of  
typeface shortage

18 Point Ludlow No. 19 Cameo  
Length of lower-case alphabet: 275 points

**SIMPLE SYSTEM 64**  
Of setting and casting  
display faces on solid  
slugs at a great saving

14 Point Ludlow No. 19 Cameo  
Length of lower-case alphabet: 228 points

**ADVERTISERS ARE 81**  
Certain to get far greater  
results from their printed  
messages if they are set in  
faces that forcibly attract  
the reader's full attention

12 Point Ludlow No. 19 Cameo  
Length of lower-case alphabet: 185 points

**RENTS 2**  
**Big yachts**

72 Point Ludlow No. 19 Cameo

Length of lower-case alphabet: 1093 points

**FORFEIT 3**  
**Hockey title**

60 Point Ludlow No. 19 Cameo

Length of lower-case alphabet: 868 points

**LOW COST 12**  
**Nets big profits**

60 Point Ludlow No. 19 Cameo

Length of lower-case alphabet: 710 points

**A LENGTHY 34**  
**List of good faces**

42 Point Ludlow No. 19 Cameo

Length of lower-case alphabet: 610 points

**GARDEN CLUB 56**  
**Gives twelve awards**

56 Point Ludlow No. 19 Cameo

Length of lower-case alphabet: 515 points

**ALL-SLUG SYSTEM 78**  
**Increases plant efficiency**

30 Point Ludlow No. 19 Cameo

Length of lower-case alphabet: 450 points

Characters in Complete Font

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  
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

ff fi ffi fl fl

. : ; , ' ! ? -

Characters listed below sold separately

° % [ ] ( )



**JURIST IS 12**  
*Asked to head  
 city boys clubs*

41 Point Ludlow 19-1 Cameo Italic

Length of lower-case alphabet: 794 points

**INSPECTOR 34**  
*Of oil industries  
 named by board*

41 Point Ludlow 19-1 Cameo Italic

Length of lower-case alphabet: 555 points

**INDIAN CHIEF 52**  
*Will give a series of  
 interesting talks on  
 habits of his people*

36 Point Ludlow 19-1 Cameo Italic

Length of lower-case alphabet: 555 points

**TOURIST SEASON 78**  
*In mountainous region  
 will be extended due to  
 fine climate conditions*

30 Point Ludlow 19-1 Cameo Italic

Length of lower-case alphabet: 459 points

**LUDLOW 90**  
*Pays for itself  
 in a few years*

54 Point Ludlow 19-1 Cameo Italic  
 Length of lower-case alphabet: 974 points

**PRESIDENT 58**  
*Confers with the  
 officials of many  
 large steel plants*

18 Point Ludlow 19-1 Cameo Italic  
 Length of lower-case alphabet: 259 points

**MEMBERSHIPS 72**  
*Being offered in the  
 exclusive Sheldrake  
 country club of Eily*

14 Point Ludlow 19-1 Cameo Italic  
 Length of lower-case alphabet: 259 points

**RULEFORMS CAN 43**  
*Be set quickly and most  
 economically in plants  
 that are equipped with  
 the fine Ludlow system*

12 Point Ludlow 19-1 Cameo Italic  
 Length of lower-case alphabet: 218 points

Characters in Complete Post

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  
 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  
 . : ; - ' ! ? -

Characters listed below sold separately

( )

**TYPEFACES 23**

Of finer design 23

24 Point Ludlow 1-TC True-Cut Caslon  
Length of lower-case alphabet: 253 points

**RECAST LINE 89**

To save press time 89

22 Point Ludlow 1-TC True-Cut Caslon  
Length of lower-case alphabet: 253 points

**LEADING PAPERS 42**

Praise Ludlow system 42

18 Point Ludlow 1-TC True-Cut Caslon  
Length of lower-case alphabet: 197 points

**YOU NEED NOT CAST 21**

Big display types for storage 21

14 Point Ludlow 1-TC True-Cut Caslon  
Length of lower-case alphabet: 153 points

**NO MACHINE OR MOLD 70**

Changes necessary with Ludlow 70

22 Point Ludlow 1-TC True-Cut Caslon  
Length of lower-case alphabet: 144 points

**NEVER IN PRINTING HISTORY 31**

Has setting of display lines been so simple 31  
as it is today with the efficient Ludlow system

10 Point Ludlow 1-TC True-Cut Caslon  
Length of lower-case alphabet: 110 points

**A COMPETENT COMPOSITOR BECOMES 95**

Efficient Ludlow operator after short practice period 95  
which is another fine advantage of the Ludlow system

8 Point Ludlow 1-TC True-Cut Caslon  
Length of lower-case alphabet: 93 points

Characters in Complete Font

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 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  
ff fi ff fi ff . ; , - ' ! ? ( ) —

Font of all sizes are available with or  
without supplementary ligatures.

QU Qu f ff fa ffa fe ffe ffn  
fo ffo fr ffr fs ffs ft fu ffu fy  
ct j [ ]

Quasi characters such as the long S com-  
binations and oldstyle figures are extra.  
The following are available in 8 to 20 point.

f ff fb fh fi ffi fk fl fl  
ft i 2 3 4 5 6 7 8 9 0

Oldstyle figures are also available in 42,  
48, 60 and 72 point.

GETS A 4

New trial 4

72 Point Ludlow 1-TC True-Cut Caslon

Length of lower-case alphabet: 265 points

QUALITY 9

Ludlow slug 9

80 Point Ludlow 1-TC True-Cut Caslon

Length of lower-case alphabet: 773 points

COMPOSING 95  
Room efficiency 95

48 Point Ludlow 1-TC True-Cut Caslon

Length of lower-case alphabet: 573 points

CASLON SERIES 10  
Has many fine uses 10

42 Point Ludlow 1-TC True-Cut Caslon

Length of lower-case alphabet: 510 points

DEALER IMPRESSED 28  
With advertising results 28

28 Point Ludlow 1-TC True-Cut Caslon

Length of lower-case alphabet: 413 points

THE LUDLOW WILL BE A 67  
Valuable addition to your plant 67

30 Point Ludlow 1-TC True-Cut Caslon

Length of lower-case alphabet: 320 points

# BIKES

For ten years the Oakes bicycle has proved the popular choice of bicycle users in this country. Its ease of handling makes it highly popular with the youngsters. An ideal Christmas gift for that boy or girl to ride to and from school

**OAKES COMPANY**

2362 Austin Avenue, Cleveland

**HEGBLUMS  
COMPANY**

FLORISTS



SHELDRAKE ROAD  
DENVER

## Security for the Future

There is nothing like a growing bank account for establishing a sense of security and for providing protection against unknown or future serious contingencies.

**Security Bank**

390 Monroe Boulevard, Detroit

## An Invitation



The members of the INDIANA GUN & ROD CLUB cordially invite you to visit and inspect their new, modern Club House located in the Forest Preserve on Riverside Road. Its spacious living room with large, open fireplace and easy chairs will form a place of retreat for lovers of gun and rod to relate their many experiences. Sunday afternoon  
November twenty-seven  
three o'clock

## MERCHEZ

*Desires to inform his many friends that he has moved his studio to new and larger quarters and wishes you to come and see him. His studio is now filled with many beautiful antiques.*

*East George Place  
Baltimore, Maryland*

*The  
Main High School  
announces a series of  
one act plays  
Beginning Monday  
September Twenty-Seventh  
eight o'clock*

## Diamonds

\*\*\*  
*Samuel's diamonds have won the confidence of many brides for the last three generations.*

*Blue-white diamonds set most beautifully in modern style for June Brides*

\*\*\*  
*Clarence G. Samuel  
Watchmaker and Jeweler*

## Peace on Earth



*A Christmas  
Carol*



*Privately Printed  
Chicago*

*SCHOOL 8*  
*Of typography*

72 Point Ludlow 1-TCI True-Cut Caslon Italic

Length of lower-case alphabet: 732 points

*SYSTEM IS 4*  
*Simple and rapid*

90 Point Ludlow 1-TCI True-Cut Caslon Italic

Length of lower-case alphabet: 549 points

*BRIGHT NEW 62*  
*Typefaces cast as needed*

68 Point Ludlow 1-TCI True-Cut Caslon Italic

Length of lower-case alphabet: 440 points

*FULL KERNING 61*  
*Italics that will not break*

62 Point Ludlow 1-TCI True-Cut Caslon Italic

Length of lower-case alphabet: 410 points

*FINE SYSTEM TO 73*  
*Banish work-ups on the press*

36 Point Ludlow 1-TCI True-Cut Caslon Italic

Length of lower-case alphabet: 362 points

*TESTIFY TO EFFICIENCY 40*  
*Of all-slug display composition system*

30 Point Ludlow 1-TCI True-Cut Caslon Italic

Length of lower-case alphabet: 254 points

*PERFECTION 54*  
*Obtained from slugs*

24 Point Ludlow 1-TCI True-Cut Caslon Italic  
Length of lower-case alphabet: 244 points

*COMPETITION 23*  
*Met with modern system*

22 Point Ludlow 1-TCI True-Cut Caslon Italic  
Length of lower-case alphabet: 207 points

*UPKEEP COSTS OF 50*  
*The Ludlow is decidedly low*

16 Point Ludlow 1-TCI True-Cut Caslon Italic  
Length of lower-case alphabet: 174 points

*PRINTING GUILD TO 74*  
*Hold its annual meeting this week*

14 Point Ludlow 1-TCI True-Cut Caslon Italic  
Length of lower-case alphabet: 147 points

*FINE PRINTER OF BOOKS 61*  
*Installing a large Ludlow equipment*

15 Point Ludlow 1-TCI True-Cut Caslon Italic  
Length of lower-case alphabet: 153 points

*THE ELROD SUPPLIES BRAND 36*  
*New leads, slugs and rules at extremely low cost*

10 Point Ludlow 1-TCI True-Cut Caslon Italic  
Length of lower-case alphabet: 106 points

*THE PRINTER WHO IS INTERESTED IN 32*  
*Increasing his productivity should investigate this system*

8 Point Ludlow 1-TCI True-Cut Caslon Italic  
Length of lower-case alphabet: 81 points

Characters in Complete Font

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  
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  
ff ff ff ff  
. : , ; - ' ' ! ? ( ) -

SWASH CHARACTERS

Following swash characters are available in all sizes and may be purchased with complete fonts, separately or in sets.

A B C D E G J K  
L M N P Q U Qu  
R T U Y & a k  
v w z

LOW COST 90  
Display service

34 Point Ludlow 1-L Caslon Light  
Length of lower-case alphabet: 323 points

DESIGNS NEW 48  
Post Office building

18 Point Ludlow 1-L Caslon Light  
Length of lower-case alphabet: 332 points

SUBSCRIBER LIST IS 37  
Increased by forty per cent

14 Point Ludlow 1-L Caslon Light  
Length of lower-case alphabet: 189 points

STRIKING NEW GOWNS 71  
Originated by a Chicago stylist  
will be previewed today at three

12 Point Ludlow 1-L Caslon Light  
Length of lower-case alphabet: 157 points

COMPETENT COMPOSITORS 30  
Can become able Ludlow operators  
after a few short weeks of practice

10 Point Ludlow 1-L Caslon Light  
Length of lower-case alphabet: 138 points

NEVER BEFORE IN THE HISTORY 65  
Of the printing industry has display line  
composition been so simple. The Ludlow  
is solely responsible for this great advance

8 Point Ludlow 1-L Caslon Light  
Length of lower-case alphabet: 121 points

THE PRINTING INDUSTRY IS NOW OVER FIVE 49  
Hundred years old. Gutenberg, its inventor, spent a  
fortune on the idea which has turned out to be one of  
the greatest aids to man the world has ever known

6 Point Ludlow 1-L Caslon Light  
Length of lower-case alphabet: 104 points

Characters in Complete Font

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  
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

. : , ; - ' ! ? -

LIGATURES

In each font of the 12, 14, 18 and 24 point  
sizes use the following ligatures

ff fi ffi fl ffi

POLICE 8  
Squad cars

72 Point Ludlow 1-L Caslon Light

Length of lower-case alphabet: 1013 points

SUPPLIES 4  
Reach island

60 Point Ludlow 1-L Caslon Light

Length of lower-case alphabet: 547 points

MEMORIAL 12  
Planned by club

48 Point Ludlow 1-L Caslon Light

Length of lower-case alphabet: 554 points

PRESSROOMS 48  
On faster schedule

48 Point Ludlow 1-L Caslon Light

Length of lower-case alphabet: 574 points

STOCK MARKET 56  
Dips in wave of selling

36 Point Ludlow 1-L Caslon Light

Length of lower-case alphabet: 482 points

NEW AD CAMPAIGN 78  
Planned for local merchant

30 Point Ludlow 1-L Caslon Light

Length of lower-case alphabet: 390 points

**EXCEL 8**

**PRESIDES 90**  
*At college meet*

24 Point Ludlow 1-LI Caslon Light Italic  
Length of lower-case alphabet: 536 points

*In interest*

72 Point Ludlow 1-LI Caslon Light Italic

Length of lower-case alphabet: 1074 points

**DEPEND 4**

**NEW ORDERS 72**  
*For two naval units*

18 Point Ludlow 1-LI Caslon Light Italic  
Length of lower-case alphabet: 545 points

*On sluglines*

60 Point Ludlow 1-LI Caslon Light Italic

Length of lower-case alphabet: 898 points

**ENFORCES 12**

**HIGHER QUALITY 85**  
*Merchandise to go on sale at prices below actual cost*

14 Point Ludlow 1-LI Caslon Light Italic  
Length of lower-case alphabet: 193 points

*Auto speed laws*

48 Point Ludlow 1-LI Caslon Light Italic

Length of lower-case alphabet: 870 points

**MESSENGER 34**

**DAMAGES WROUGHT BY 43**  
*Tornado estimated by insurance officials at nearly a half million*

12 Point Ludlow 1-LI Caslon Light Italic  
Length of lower-case alphabet: 153 points

*Is victim of holdup*

62 Point Ludlow 1-LI Caslon Light Italic

Length of lower-case alphabet: 985 points

**EFFICIENCY IN 56**

**LUDLOW SYSTEM OF SLUG 16**  
*Composition affords the printer and publisher an ample supply of bright new typefaces cast on solid sluglines*

10 Point Ludlow 1-LI Caslon Light Italic  
Length of lower-case alphabet: 156 points

*Motorized army corps*

36 Point Ludlow 1-LI Caslon Light Italic

Length of lower-case alphabet: 680 points

**PROHIBITS USE OF 78**

**MONEY SPENT BY SHOP OWNERS 57**  
*For overtime on type distribution can be saved with a Ludlow because casting and distribution are done as the job progresses*

8 Point Ludlow 1-LI Caslon Light Italic  
Length of lower-case alphabet: 110 points

*Firearms on state property*

30 Point Ludlow 1-LI Caslon Light Italic

Length of lower-case alphabet: 600 points

**DEMONSTRATION OF THE LUDLOW SYSTEM 28**  
*Will thoroughly convince printers that it is really the ideal composing room tool. Saving in setting and shop matters are urged to see this proofmaking equipment in actual use*

8 Point Ludlow 1-LI Caslon Light Italic  
Length of lower-case alphabet: 82 points

The 6 point size is cut on roman body matrices

Characters in Complete Post

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

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

. , ; - ' ! ? —

**A SPEEDY 90**  
Display system

34 Point Ludlow 1-B Caslon Bold  
Length of lower-case alphabet: 394 points

**SIX STIRRING 58**  
Novels now on sale

18 Point Ludlow 1-B Caslon Bold  
Length of lower-case alphabet: 251 points

**AS A MEASURE OF 63**  
Economy install Ludlow

14 Point Ludlow 1-B Caslon Bold  
Length of lower-case alphabet: 321 points

**PRESSROOM PROFIT IS 42**  
Bigger with forms in multiple

12 Point Ludlow 1-B Caslon Bold  
Length of lower-case alphabet: 179 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

**LITTLE FLOOR SPACE NEEDED 97**  
For the installation of Ludlow equipment

8 Point Ludlow 1-B Caslon Bold  
Length of lower-case alphabet: 124 points

**SEE THE LUDLOW IN OPERATION AND 31**  
Be convinced of its speed and quality of product

6 Point Ludlow 1-B Caslon Bold  
Length of lower-case alphabet: 105 points

Characters in Complete Font

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

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

. , ; - ' ! ? -

**SIMPLE 4**  
**And quick**

72 Point Ludlow 1-B Caslon Bold

Length of lower-case alphabet: 1098 points

**CAST BIG 7**  
**Display lines**

60 Point Ludlow 1-B Caslon Bold

Length of lower-case alphabet: 856 points

**SYSTEM IS 12**  
**Needed in shop**

48 Point Ludlow 1-B Caslon Bold

Length of lower-case alphabet: 618 points

**EXHIBITION 34**  
**Of rare old prints**

42 Point Ludlow 1-B Caslon Bold

Length of lower-case alphabet: 608 points

**FAST METHOD 56**  
**Makes profit for you**

38 Point Ludlow 1-B Caslon Bold

Length of lower-case alphabet: 500 points

**PRODUCTIVE TIME 78**  
**Increase with the Ludlow**

30 Point Ludlow 1-B Caslon Bold

Length of lower-case alphabet: 411 points



**SECTIONS 12**  
*Of land will be  
 added to parks*

48 Point Ludlow 1-81 Caslow Bold Italic

Length of lower-case alphabet: 748 points

**SHARP NEW 69**  
*Faces for each job  
 are cast as needed*

18 Point Ludlow 1-81 Caslow Bold Italic  
 Length of lower-case alphabet: 283 points

**ANY COMPETENT 17**  
*Compositor can master  
 the Ludlow in one week  
 due to its true simplicity*

14 Point Ludlow 1-81 Caslow Bold Italic  
 Length of lower-case alphabet: 315 points

**POWERFUL 34**  
*Display for ads is  
 cast in slug form*

42 Point Ludlow 1-81 Caslow Bold Italic

Length of lower-case alphabet: 641 points

**PRODUCTIVE HOURS 38**  
*Spent distributing the dead  
 typeforms can be eliminated  
 in a Ludlow equipped shop*

12 Point Ludlow 1-81 Caslow Bold Italic  
 Length of lower-case alphabet: 179 points

**JOBS SET THE EFFICIENT 42**  
*Ludlow way save many hours of  
 time in pressroom due to an even  
 height-to-paper of every slug cast*

10 Point Ludlow 1-81 Caslow Bold Italic  
 Length of lower-case alphabet: 147 points

**COMPOSITION 61**  
*Most efficiently set  
 by this fine method*

36 Point Ludlow 1-81 Caslow Bold Italic

Length of lower-case alphabet: 559 points

**LUDLOW DESIGN DEPARTMENT 45**  
*Is constantly striving to produce the best  
 in attractive typefaces for all printers who  
 stress fine typography which is a feature  
 vitally important to buyers of fine printing*

8 Point Ludlow 1-81 Caslow Bold Italic  
 Length of lower-case alphabet: 113 points

**JOB PRINTERS ARE NOW INSTALLING 32**  
*The Ludlow system of composition because of the  
 simplicity of operation and the fact that they never  
 run short of sorts. Work can be printed in multiple  
 enabling the printer to cut the cost of production*

6 Point Ludlow 1-81 Caslow Bold Italic  
 Length of lower-case alphabet: 99 points

6, 6 and 10 point sizes are an even body matrices

**LUDLOW SYSTEM 78**  
*in busy shops is sure to  
 bring added production*

32 Point Ludlow 1-81 Caslow Bold Italic

Length of lower-case alphabet: 648 points

**NO QUADS TO WORK 90**  
*Up after a form has gone to  
 press if the job is Ludlow-set*

24 Point Ludlow 1-81 Caslow Bold Italic

Length of lower-case alphabet: 374 points

Characters in Complete Font

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

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

. : ; - ' ! ? -

The per cent mark is sold separately

%

**YOUNG MEN 90**  
Join trade school

24 Point Ludlow 1-BC Caslon Bold Condensed  
Length of lower-case alphabet: 281 points

**COLLEGE BOARD 63**  
Provides building funds

18 Point Ludlow 1-BC Caslon Bold Condensed  
Length of lower-case alphabet: 209 points

**ESTABLISHES RECORD 41**  
In cross-country airplane trip  
with nineteen officials aboard

14 Point Ludlow 1-BC Caslon Bold Condensed  
Length of lower-case alphabet: 169 points

**INSTANT CHANGE OF SIZE 72**  
And face is one important feature  
of Ludlow all-slug display system

18 Point Ludlow 1-BC Caslon Bold Condensed  
Length of lower-case alphabet: 144 points

**PRINTERS WITH AN OBSOLETE 35**  
Line of composing room equipment can  
never expect to increase their business

10 Point Ludlow 1-BC Caslon Bold Condensed  
Length of lower-case alphabet: 105 points

**NEWSPAPERS HAVING A FULL LINE OF 63**  
Attractive Ludlow typefaces help all their local  
advertisers by making their ads far more legible

8 Point Ludlow 1-BC Caslon Bold Condensed  
Length of lower-case alphabet: 105 points

**THE FACT THAT EACH SLUG IS HELD FIRMLY IN 80**  
The matrices while the bottom is being trimmed doubly  
insures uniform height to paper in Ludlow composition

8 Point Ludlow 1-BC Caslon Bold Condensed  
Length of lower-case alphabet: 87 points

Characters in Complete Font

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

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

. , ; - ' ! ? —

**A GRAND 4**  
**Canyon tour**

72 Point Ludlow 1-BC Caslon Bold Condensed

Length of lower-case alphabet: 808 points

**NEW STYLE 5**  
**Has advantages**

60 Point Ludlow 1-BC Caslon Bold Condensed

Length of lower-case alphabet: 675 points

**DELUXE TRIP 12**  
**At minimum price**

48 Point Ludlow 1-BC Caslon Bold Condensed

Length of lower-case alphabet: 577 points

**WORLD CRUISE 34**  
**Delayed three weeks**

42 Point Ludlow 1-BC Caslon Bold Condensed

Length of lower-case alphabet: 506 points

**CAMP FOR BOYS IS 56**  
**Open for summer season**

36 Point Ludlow 1-BC Caslon Bold Condensed

Length of lower-case alphabet: 432 points

**PROPRIETOR OF HOTEL 78**  
**Says tourist traffic has doubled**

30 Point Ludlow 1-BC Caslon Bold Condensed

Length of lower-case alphabet: 342 points

# A METHOD OF 4 Setting big lines

72 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 657 points

# COMPETITION IS 2 Met due to the speed

60 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 537 points

# NEWS REPORTER ON 12 Swindle case assignment

60 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 459 points

# NEWS HEADLINES CAST 34 In solid slugs on the Ludlow

42 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 373 points

# SUBDIVIDER REVEALS PLAN 56 For six nearby wooded homesites

66 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 514 points

# QUESTION OF NEW ROADS TO COME 78 Up at next meeting of the county board

30 Point Ludlow 1-BEC Caslon Bold Extra Condensed

Length of lower-case alphabet: 257 points

THE SIMPLICITY OF 91  
Ludlow is acclaimed by  
printers and publishers  
in all parts of the world

24 Point Ludlow 1-BEC Caslon Bold Extra Condensed  
Length of lower-case alphabet: 210 points

COMPOSITORS MASTER A 10  
Ludlow machine after only a  
few days of practice due to the  
absence of complicated parts  
and all intricate adjustments

10 Point Ludlow 1-BEC Caslon Bold Extra Condensed  
Length of lower-case alphabet: 165 points

THE NEWSPAPER ADOPTING AN 72  
All-slug system will find the Ludlow a  
valuable tool for the mass production  
of fine-looking display lines which are  
sure to improve the appearance of ads

24 Point Ludlow 1-BEC Caslon Bold Extra Condensed  
Length of lower-case alphabet: 129 points

ALL TYPEFACES IN SIZES FROM SIX TO 68  
Seventy-two point may be cast on the Ludlow  
without expensive machine and mold changes  
which is a great asset to plant owners who  
stress the importance of economy and speed

10 Point Ludlow 1-BEC Caslon Bold Extra Condensed  
Length of lower-case alphabet: 109 points

Characters in Complete Point

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  
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

. : ; - ' ! ? -

Characters listed below odd separately

1/2 1/4 1/8 [ ]

**THE PRINTER 47**  
 Whose interest is in economy will adopt the Ludlow System

18 Point Ludlow 1-OPH Caslon Old Face Heavy  
 Length of lower-case alphabet: 254 points

**FLOWER SHOW IS 63**  
 Being planned by several members of each garden club in Oregon township

14 Point Ludlow 1-OPH Caslon Old Face Heavy  
 Length of lower-case alphabet: 201 points

**CITY DRAMATIC CLUB 81**  
 Is preparing a series of popular plays which will be presented each month starting in August

12 Point Ludlow 1-OPH Caslon Old Face Heavy  
 Length of lower-case alphabet: 192 points

**CLUB MEMBERSHIP DRIVE 39**  
 Will soon be under way at Ferndale golf club for the purpose of making some needed additions to equipment

10 Point Ludlow 1-OPH Caslon Old Face Heavy  
 Length of lower-case alphabet: 157 points

**PROPOSED STATE ROAD REPAIRS 60**  
 Will be delayed two months to await board decision as to the type of material to be used. A five mile stretch of this road runs through marshy land which hampers building of roads

8 Point Ludlow 1-OPH Caslon Old Face Heavy  
 Length of lower-case alphabet: 110 points

**SLUGLINE DISPLAY COMPOSITION SET 52**  
 And cast on the Ludlow offers many advantages to the printer. Makeup is much easier since the compositors have an individual piece of type to handle which often obviates the necessity of re-setting

6 Point Ludlow 1-OPH Caslon Old Face Heavy  
 Length of lower-case alphabet: 103 points

Characters in Complete Font

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  
 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  
 . : ; - ' ! ? -

**ACQUIRES 12**  
 Contract for big airway terminal

48 Point Ludlow 1-OPH Caslon Old Face Heavy

Length of lower-case alphabet: 662 points

**GOLD MINE 34**  
 Operator strikes a very rich ore vein

42 Point Ludlow 1-OPH Caslon Old Face Heavy

Length of lower-case alphabet: 597 points

**EXHIBITS NEW 56**  
 Agricultural machine at national farm show

36 Point Ludlow 1-OPH Caslon Old Face Heavy

Length of lower-case alphabet: 691 points

**FIREMAN IS GIVEN 78**  
 Medal for his brave rescue work in office building fire

30 Point Ludlow 1-OPH Caslon Old Face Heavy

Length of lower-case alphabet: 402 points

**FORMS SET BY LUDLOW 90**  
 System may be kept standing for future orders tying up only metal used originally in casting the jobs

24 Point Ludlow 1-OPH Caslon Old Face Heavy

Length of lower-case alphabet: 325 points

**GUIDE TO 12  
Lake region is  
now complete**

48 Point Ludlow 1-HI Caslon Heavy Italic

Length of lower-case alphabet: 777 points

**PUBLISHER 34  
Asks increase in  
rate for ad space**

43 Point Ludlow 1-HI Caslon Heavy Italic

Length of lower-case alphabet: 673 points

**THE LUDLOW 56  
System provides an  
unlimited amount  
of bright new faces**

50 Point Ludlow 1-HI Caslon Heavy Italic

Length of lower-case alphabet: 575 points

**LOWER COST FOR 78  
Maintenance is but one  
reason why the users of  
Ludlow equipment are  
enjoying the utmost in  
economy in their shops**

50 Point Ludlow 1-HI Caslon Heavy Italic

Length of lower-case alphabet: 466 points

**GIFTS OF 90  
Quality to be  
shown in our  
gift section in  
the basement**

24 Point Ludlow 1-HI Caslon Heavy Italic  
Length of lower-case alphabet: 380 points

**EVIDENCE IS 52  
Given to the jury  
in one of the best  
known libel cases  
in history of Cole  
city court rulings**

18 Point Ludlow 1-HI Caslon Heavy Italic  
Length of lower-case alphabet: 284 points

**MANAGEMENTS 72  
Of the local trucking  
companies meet soon  
to discuss stabilizing  
of trucking prices on  
all types of deliveries  
in and out of the city**

14 Point Ludlow 1-HI Caslon Heavy Italic  
Length of lower-case alphabet: 237 points

Characters in Complete Font

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  
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  
. : , ; - ' ! ? -

**PRESSMEN NEED 53**  
Level forms in order to attain quality printing at low production cost

18 Point Ludlow Number 11-L  
Length of lower-case alphabet: 221 points

**THE INVENTION OF 26**  
Printing was without doubt one of the most important to the progress of mankind

14 Point Ludlow Number 11-L  
Length of lower-case alphabet: 177 points

**THE LUDLOW SYSTEM IS 48**  
Now installed in hundreds of the best printing plants in the world because it has proved its merits

12 Point Ludlow Number 11-L  
Length of lower-case alphabet: 149 points

**ONCE SET AND CORRECTED 71**  
The ad or job that is Ludlow-set stays correct because the entire form is as a solid block thus eliminating pull-outs

10 Point Ludlow Number 11-L  
Length of lower-case alphabet: 130 points

**WITHOUT A MACHINE OR MOLD 85**  
Change it is possible to cast type-sizes from six to ninety-six point on the Ludlow. This feature makes for speed in setting mixed sizes

8 Point Ludlow Number 11-L  
Length of lower-case alphabet: 111 points

**THE SIMPLICITY OF THE LUDLOW SYSTEM OF 92**  
Hand-set slug-cast composition has won it many friends in the printing world. Conscientious compositors learn to set display by this efficient method in a very short time

6 Point Ludlow Number 11-L  
Length of lower-case alphabet: 93 points

Characters in Complete Font

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  
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 ff fi ffi fl fl  
. : ; - ' ! ? —

Characters listed below sold separately

ſ ˆ ct

**ANNOUNCES 12**  
Engagement of five expert gown stylists

48 Point Ludlow Number 11-L

Length of lower-case alphabet: 554 points

**COMPOSITIONS 34**  
Of famous composers to be played at recital

42 Point Ludlow Number 11-L

Length of lower-case alphabet: 486 points

**ALL-SLUG FORM IS 56**  
Better because there is no danger of costly work-ups

38 Point Ludlow Number 11-L

Length of lower-case alphabet: 410 points

**NEW PLANT EQUIPPED 78**  
With Ludlow for producing all display composition at low cost

30 Point Ludlow Number 11-L

Length of lower-case alphabet: 337 points

**LEADER OF CLUB FOR BOYS 90**  
Outlines his plans for wide activity in both indoor and outdoor sport events

24 Point Ludlow Number 11-L

Length of lower-case alphabet: 279 points

**ELECTION OF 12**  
Officers will climax a  
successful convention

48 Point Ludlow Number 11-L1

Length of lower-case alphabet: 504 points

**PRODUCES HIGH 53**  
Class job printing with a  
line of Ludlow typefaces

18 Point Ludlow Number 11-L1  
Length of lower-case alphabet: 197 points

**SOCIAL EVENTS FOR 37**  
The coming year are published  
in the Beverly Shores Registrar

16 Point Ludlow Number 11-L1  
Length of lower-case alphabet: 165 points

**WINTER SPORTS 34**  
Program is sponsored by  
active city organizations

62 Point Ludlow Number 11-L1

Length of lower-case alphabet: 444 points

**HIGH SCHOOL STUDENTS 48**  
From twelve districts are competing  
this week for the annual scholarship  
award by well-known philanthropist

12 Point Ludlow Number 11-L1  
Length of lower-case alphabet: 124 points

**PRINTERS THE WORLD OVER 69**  
Are increasing their profit and composing  
room efficiency with the use of the Ludlow  
system of hand-set slug-cast composition

10 Point Ludlow Number 11-L1  
Length of lower-case alphabet: 119 points

**HUNDREDS LISTEN 56**  
As plans are outlined for an  
extensive industrial program

36 Point Ludlow Number 11-L1

Length of lower-case alphabet: 366 points

**A SMALL TYPEFACE SUCH AS THIS IS 28**  
Just as easy to set as the larger sizes because the  
matrices from six to forty-eight points are  
driven on the same size body. This is truly a fine feature

8 Point Ludlow Number 11-L1  
Length of lower-case alphabet: 101 points

**CAST FORMS IN MULTIPLE ON THE LUDLOW 40**  
And save the expense of electrotyping on jobs that must be  
run more than one up. This and other features of Ludlow  
system should be investigated by all pre-arranged printers

6 Point Ludlow Number 11-L1  
Length of lower-case alphabet: 80 points

**QUALITY COMPOSITION 78**  
Set the Ludlow way has many fine  
profitable advantages which should  
not be overlooked by the shop owner

90 Point Ludlow Number 11-L1

Length of lower-case alphabet: 297 points

**A LUDLOW-EQUIPPED PLANT 90**  
Need never fear type shortages because the  
all-slug system provides the equivalent of an  
unlimited supply of brilliant new typefaces

24 Point Ludlow Number 11-L1

Length of lower-case alphabet: 247 points

## Characters in Complete Font

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  
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  
. , ; - ' ! ? — ff fi ffi fl ffi

Characters listed below sold separately

T Q u j y &amp;

**COMPLETE 90**  
Line of matrices

24 Point Ludlow Number 11-B  
Length of lower-case alphabet: 204 points

**GROCERY ADS 46**  
Are set economically

18 Point Ludlow Number 11-B  
Length of lower-case alphabet: 241 points

**BRIGHTEN UP ADS 73**  
With finer Ludlow faces

14 Point Ludlow Number 11-B  
Length of lower-case alphabet: 197 points

**DECREASE IN COST OF 82**  
Production means more profit

18 Point Ludlow Number 11-B  
Length of lower-case alphabet: 159 points

**THE ELROD STRIP CASTER 20**  
Keeps the modern composing room  
supplied with quality slugs and rule

10 Point Ludlow Number 11-B  
Length of lower-case alphabet: 242 points

**HUNDREDS OF TRADE PLANTS 51**  
Now equipped with the Ludlow system  
are supplying their clients with the best  
in typeface design cast in solid sluglines

8 Point Ludlow Number 11-B  
Length of lower-case alphabet: 124 points

**THE LOW COST OF MAINTENANCE AND 59**  
Also the superior performance of the Ludlow is  
looked upon by its thousands of satisfied users the  
world over as a most valuable asset to their plants

6 Point Ludlow Number 11-B  
Length of lower-case alphabet: 99 points

Characters in Complete Font

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

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

ff fi ffi fl ffi .,:;-'?!?'—

**BRIGHT 6**  
**Illustration**

72 Point Ludlow Number 11-B

Length of lower-case alphabet: 950 points

**QUALITY 8**  
**Solid slugline**

60 Point Ludlow Number 11-B

Length of lower-case alphabet: 794 points

**GETS MORE 12**  
**Display per hour**

48 Point Ludlow Number 11-B

Length of lower-case alphabet: 634 points

**THE LUDLOW 34**  
**Wins praise at show**

42 Point Ludlow Number 11-B

Length of lower-case alphabet: 532 points

**BIGGER PROFITS 56**  
**With an all-slug system**

38 Point Ludlow Number 11-B

Length of lower-case alphabet: 445 points

**NEWS HEADINGS SET 78**  
**Quickly and more efficiently**

30 Point Ludlow Number 11-B

Length of lower-case alphabet: 385 points



# SALE OF 2 Fine cutlery

72 Point Ludlow Number 11-B1

Length of lower-case alphabet: 837 points

# AUCTION 3 Sale Saturday

60 Point Ludlow Number 11-B1

Length of lower-case alphabet: 745 points

# PUBLISHERS 41 Install the Ludlow

48 Point Ludlow Number 11-B1

Length of lower-case alphabet: 551 points

# HUGE CROWD 56 Visits the annual fair

42 Point Ludlow Number 11-B1

Length of lower-case alphabet: 504 points

# NEW SYSTEM FOR 17 Setting display headlines

36 Point Ludlow Number 11-B1

Length of lower-case alphabet: 425 points

# MANY UNIVERSITIES 89 Offer new graphic art course

30 Point Ludlow Number 11-B1

Length of lower-case alphabet: 358 points

## EXHIBIT OF 10 High grade tools

24 Point Ludlow Number 11-B1  
Length of lower-case alphabet: 292 points

## NEW BORDERS 23 Of a beautiful design

18 Point Ludlow Number 11-B1  
Length of lower-case alphabet: 229 points

## PRINTER BUILDS A 45 New addition to his plant

14 Point Ludlow Number 11-B1  
Length of lower-case alphabet: 189 points

## PUBLISHERS ENDORSE 35 The Ludlow for setting display

12 Point Ludlow Number 11-B1  
Length of lower-case alphabet: 156 points

## 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

## LUDLOW ITALICS ARE CAST IN 78 Sluggins and withstand severe pressure in both stereotyping and during press runs

8 Point Ludlow Number 11-B1  
Length of lower-case alphabet: 116 points

## PRINTERS WHO USE THE LUDLOW SYSTEM 10 Enjoy many excellent advantages which always lead to extra profits. No matter how large or small your shop may be the Ludlow will supply your every typeface need

6 Point Ludlow Number 11-B1  
Length of lower-case alphabet: 88 points

### Characters in Complete Font

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 &amp;

\$ 1 2 3 4 5 6 7 8 9 0

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

ff fi ffi fl fl. ; ' ! ? —

**BATTERED AND 90**  
Badly worn typefaces are never found in the shop that is equipped with Ludlow because new sluglines are cast for each and every job

18 Point Ludlow 5-E Century Expanded  
Length of lower-case alphabet: 532 points

**THE LUDLOW DESIGN 61**  
Department from which all Ludlow typefaces originate is always striving to create new designs to meet every need and demand in modern advertising and job printing

14 Point Ludlow 5-E Century Expanded  
Length of lower-case alphabet: 483 points

**INVENTION OF PRINTING IS 48**  
Credited to Johann Gutenberg of Mainz who it is reported spent his whole life and fortune to develop his idea. And after more than five hundred years of existence it has proven to be probably the greatest invention since beginning of time

12 Point Ludlow 5-E Century Expanded  
Length of lower-case alphabet: 448 points

**CONVENTIONS 12**  
Bring four hundred thousand visitors to city during summer

42 Point Ludlow 5-E Century Expanded

Length of lower-case alphabet: 553 points

**ENGINEER GIVES 34**  
Speech relative to a new idea that will aid men in big construction project

36 Point Ludlow 5-E Century Expanded

Length of lower-case alphabet: 463 points

**SUMMER TOURS WILL 56**  
Be offered by transportation companies at a lower price to encourage people to visit the parks and gorges in the west

30 Point Ludlow 5-E Century Expanded

Length of lower-case alphabet: 380 points

**COMPETENT COMPOSITORS 78**  
Become efficient Ludlow operators after a few weeks of practice due to the simplicity of handling matrices and the elimination of complicated adjustments in setting mixed sizes

54 Point Ludlow 5-E Century Expanded

Length of lower-case alphabet: 512 points

Characters in Complete Font

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  
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  
. : , ; - ' ! ? —

# STOCKS ARE 12 Lower after a big day on exchanges

48 Point Ludlow 5-B Century Bold

Length of lower-case alphabet: 651 points

# NEW SCHOOLS 34 Have every modern facility for teaching

48 Point Ludlow 5-B Century Bold

Length of lower-case alphabet: 549 points

# BLOCK OF STOCK 56 Will be floated by steel corporation as part of a big expansion program

36 Point Ludlow 5-B Century Bold

Length of lower-case alphabet: 450 points

# PRECISION IN HEIGHT 78 Of Ludlow composition is an important feature which will save many hours of valuable time in the press department

30 Point Ludlow 5-B Century Bold

Length of lower-case alphabet: 374 points

# QUESTIONS 90 Boy suspects on four auto thefts

24 Point Ludlow 5-B Century Bold  
Length of lower-case alphabet: 307 points

# HEADS OF FIRM 11 say that the Ludlow is indispensable in the up-to-date print shop

18 Point Ludlow 5-B Century Bold  
Length of lower-case alphabet: 223 points

# HISTORICAL SOCIETY 42 Will provide a fund for the re-binding of several books which are said to have been printed in fifteenth century

14 Point Ludlow 5-B Century Bold  
Length of lower-case alphabet: 180 points

# HANDLING LUDLOW SLUGS 83 Is so much easier than handling lines set with single types that new users of the Ludlow system are astounded at the effort and time saved alone by this feature

12 Point Ludlow 5-B Century Bold  
Length of lower-case alphabet: 152 points

## Characters in Complete Font

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 &amp;

\$ 1 2 3 4 5 6 7 8 9 0

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

. : , ; - . ! ? -

**NEW SHOW 41**  
*To be opened in Gary on Friday*

24 Point Ludlow 5-BI Century Bold Italic  
Length of lower-case alphabet: 216 points

**MORE SPEED IN 72**  
*Setting display lines and headings by the rapid Ludlow system*

18 Point Ludlow 5-BI Century Bold Italic  
Length of lower-case alphabet: 239 points

**MODERN METHOD OF 80**  
*Setting display headlines will eventually be adopted by all progressive printers*

14 Point Ludlow 5-BI Century Bold Italic  
Length of lower-case alphabet: 186 points

**MANY OF THE LARGEST 25**  
*Commercial printing plants in the United States and Canada have installed the Ludlow slug system for setting all job work*

12 Point Ludlow 5-BI Century Bold Italic  
Length of lower-case alphabet: 156 points

Characters in Complete Font

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

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

. : ; - ' ! ? -

**BUILDS 9**  
*New plane*

72 Point Ludlow 5-BI Century Bold Italic

Length of lower-case alphabet: 1059 points

**EXHIBITS 4**  
*Open Friday*

60 Point Ludlow 5-BI Century Bold Italic

Length of lower-case alphabet: 664 points

**CITY TAXES 56**  
*Reach low mark*

48 Point Ludlow 5-BI Century Bold Italic

Length of lower-case alphabet: 646 points

**FOUR KILLED 89**  
*In big plane wreck*

42 Point Ludlow 5-BI Century Bold Italic

Length of lower-case alphabet: 566 points

**MANY PRINTERS 90**  
*Will convene Monday*

36 Point Ludlow 5-BI Century Bold Italic

Length of lower-case alphabet: 482 points

**HISTORICAL SOCIETY 47**  
*To hold a series of lectures*

30 Point Ludlow 5-BI Century Bold Italic

Length of lower-case alphabet: 393 points

# BIGGER 5 Fight card

90 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 1019 points

# COLLEGE 12 Directors will discuss issues

48 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 795 points

# CHAMPION 34 Defends boxing crown six times

42 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 695 points

# CITY LEAGUE 56 Baseball manager arranges schedule

36 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 587 points

# COUNCIL ELECTS 78 To increase fund for a public swimming pool

30 Point Ludlow 5-BE Century Bold Extended

Length of lower-case alphabet: 492 points

## RECORD 90 For mile run cut a second in local meet

24 Point Ludlow 5-BE Century Bold Extended  
Length of lower-case alphabet: 620 points

## LEADER OF 53 Civic body calls meeting to plan local art center

18 Point Ludlow 5-BE Century Bold Extended  
Length of lower-case alphabet: 514 points

## SIMPLICITY IS 47 One of the features in Ludlow which is of vital importance to modern printers

14 Point Ludlow 5-BE Century Bold Extended  
Length of lower-case alphabet: 529 points

## THE EVEN HEIGHT 62 Of sluglines cast on the Ludlow makes for more profit in the pressroom is report of many users

12 Point Ludlow 5-BE Century Bold Extended  
Length of lower-case alphabet: 519 points

Characters in Complete Feet

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

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

. , ; - ' ! ? -

**PROTECT 90**  
Forest regions  
from fierce fire

34 Point Ludlow 14-L Bookman  
Length of lower-case alphabet: 345 points

**TO QUALIFY 52**  
For cross-country  
two hundred mile  
bicycle race today

18 Point Ludlow 14-L Bookman  
Length of lower-case alphabet: 278 points

**STRIKING NEW 64**  
Coats and dresses will  
be offered this week at  
greatly reduced prices

14 Point Ludlow 14-L Bookman  
Length of lower-case alphabet: 250 points

**PRINTERS' GUILD IS 73**  
Active in promoting ideas for  
better management and shop  
production by all its members

12 Point Ludlow 14-L Bookman  
Length of lower-case alphabet: 174 points

Characters in Complete Font

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

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

ff fi ffi fl ffl

. : ; - ' ! ? -

SPECIAL CHARACTERS

These special characters are available in  
all sizes and may be purchased with com-  
plete fonts, separately or by sets

*The A M R*

*© ® of r y*

**HUNDREDS 12**  
Listen as captain  
tells exciting tale

48 Point Ludlow 14-L Bookman

Length of lower-case alphabet: 641 points

**MERCHANTS 34**  
Have a joint dollar  
day event planned

42 Point Ludlow 14-L Bookman

Length of lower-case alphabet: 581 points

**TEST PILOT TO 56**  
Put newest type plane  
through series of trials  
in proof of worthiness

30 Point Ludlow 14-L Bookman

Length of lower-case alphabet: 487 points

**ELEVEN PRICELESS 78**  
Jewels have been loaned by  
their owners for showing at  
the tenth annual convention  
of jewelers which convenes  
in Hampton City next week

30 Point Ludlow 14-L Bookman

Length of lower-case alphabet: 395 points

**BANCROFT 12**  
*Gets contract for  
 new court house*

63 Point Ludlow 14-LI Bookman Italic

Length of lower-case alphabet: 630 points

**MEN'S SUITS 34**  
*Of high quality are  
 offered at low price*

65 Point Ludlow 14-LI Bookman Italic

Length of lower-case alphabet: 593 points

**LAKE CRUISES 56**  
*On motorship Cuyler  
 will be held regularly  
 from June to October*

66 Point Ludlow 14-LI Bookman Italic

Length of lower-case alphabet: 690 points

**RIDING CLUBS TO 78**  
*Hold a combined meeting  
 today. Exhibitions of fine  
 horsemanship will be the  
 featured attraction which  
 public is invited to attend*

80 Point Ludlow 14-LI Bookman Italic

Length of lower-case alphabet: 680 points

**BEQUEST 90**  
*Is made to city  
 charity society  
 by bank officer*

54 Point Ludlow 14-LI Bookman Italic  
Length of lower-case alphabet: 944 points

**PRESS CLUB 53**  
*Will celebrate the  
 ninth anniversary  
 of its first meeting*

58 Point Ludlow 14-LI Bookman Italic  
Length of lower-case alphabet: 579 points

**GOOD PRINTING 62**  
*Has no substitute and  
 a Ludlow will aid you  
 in producing it rapidly*

64 Point Ludlow 14-LI Bookman Italic  
Length of lower-case alphabet: 591 points

**SUPERIOR DESIGN 94**  
*And attractiveness of the  
 popular Ludlow typefaces  
 assure fine looking display*

92 Point Ludlow 14-LI Bookman Italic  
Length of lower-case alphabet: 1190 points

## Characters in Complete Font

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  
 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  
 ff fi ffi fl m . ; , - ' ! ? -

SWASH CHARACTERS  
 available in all sizes and may be purchased  
 with fonts, either separately or by sets

*A H M R S s y*

**A Dinner Party Will 90**  
**Be given for fifty-three**  
**graduating members of**  
**Welden dramatic school**

13 Point Ludlow No. 20 Old English  
 Length of lower-case alphabet: 210 points

**Gifts For Every Occasion 52**  
**Can be found in large stock of**  
**imported articles in our gift**  
**shop on the seventeenth floor**

14 Point Ludlow No. 20 Old English  
 Length of lower-case alphabet: 170 points

**The Ludlow-Equipped Printer 79**  
**Has an unlimited quantity of Old**  
**English in the shop ready to meet**  
**any emergency which might arise**

12 Point Ludlow No. 20 Old English  
 Length of lower-case alphabet: 147 points

**Invitations Are Being Issued For 41**  
**The annual Quinzen high school prom**  
**which will be held next week. The class**  
**promises that it will be one of the most**  
**colorful affairs in high school history**

12 Point Ludlow No. 20 Old English  
 Length of lower-case alphabet: 158 points

**Card Party and Dance Will Be Given On 63**  
**Thursday of this week by the club for young**  
**people. Members are requested to bring as**  
**many friends as possible to assure a huge**  
**attendance. The admission will be fifty cents**

8 Point Ludlow No. 20 Old English  
 Length of lower-case alphabet: 113 points

**Society Wedding 12**  
**Will climax activity**  
**of the suburbanites**

48 Point Ludlow No. 20 Old English

Length of lower-case alphabet: 544 points

**Daily Feature Page Of 34**  
**Interesting news notes for**  
**and about women is edited**  
**by Lois Ellen Westerfield**

36 Point Ludlow No. 20 Old English

Length of lower-case alphabet: 600 points

**Club Maverly Announces A 56**  
**Completely new floor show cast**  
**and orchestral personnel for its**  
**gala re-opening this month after**  
**being closed for summer season**

30 Point Ludlow No. 20 Old English

Length of lower-case alphabet: 289 points

**Hamilton City Welfare Society Is 78**  
**Commended by county officer for the**  
**good work it has performed in relief**  
**problems during the past year which**  
**consisted of free medical care and the**  
**distribution of necessities to the poor**

24 Point Ludlow No. 20 Old English

Length of lower-case alphabet: 277 points

Characters in Complete Font

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  
 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  
 . : ; - ' ! ? —



## STYLE SHOW TO 12 OPEN ON MONDAY

18 Point No. 2 Ludlow 44-M Commerce Gothic Medium

## PRACTICAL GOTHIC 31 HAS MANY FINE USES

18 Point No. 1 Ludlow 44-M Commerce Gothic Medium

## NEW STADIUM WILL BE 45 COMPLETED ON MONDAY

12 Point No. 4 Ludlow 44-M Commerce Gothic Medium

## RARE DESIGNS FROM PARIS 16 ARE ON VIEW IN THE LIBRARY

12 Point No. 3 Ludlow 44-M Commerce Gothic Medium

## RECORD BROKEN IN THE WORLD 71 SERIES OPENER IN PHILADELPHIA

12 Point No. 2 Ludlow 44-M Commerce Gothic Medium

## IMPROVE FORMS TYPOGRAPHICALLY 89 TO PROMOTE CUSTOMER SATISFACTION

12 Point No. 1 Ludlow 44-M Commerce Gothic Medium

## MANY MODERN AND TRADITIONAL TYPEFACES 81 ARE AVAILABLE TO THE LAYOUT MAN IN THE SHOP WHICH HAS INSTALLED THE LUDLOW ALL-SLUG SYSTEM FOR SETTING THEIR DISPLAY HEADLINES

6 Point No. 4 Ludlow 44-M Commerce Gothic Medium

## SOME IMPORTANT FEATURES OF THE LUDLOW SYSTEM 20 OF ALL-SLUG COMPOSITION ARE ITS EXTREME SIMPLICITY OF OPERATION AND THE ABOLISHING OF UNNECESSARY MOLD CHANGES WHEN A CHANGE OF TYPE SIZE IS WANTED

6 Point No. 3 Ludlow 44-M Commerce Gothic Medium

## EVERY PRESSROOM RUNNING FROM FORMS SET IN SINGLE TYPES 33 HAD A CONSTANT PROBLEM TO KEEP SPACES IN THEIR RIGHT PLACES BELOW THE PRINTING SURFACE. THE REPLACEMENT OF SINGLE TYPES WITH THE LUDLOW SYSTEM OF COMPOSITION SOLVES THIS PROBLEM

6 Point No. 2 Ludlow 44-M Commerce Gothic Medium

## MANY JOB PRINTERS ARE NOW INSTALLING THE LUDLOW SYSTEM OF ALL-SLUG 48 COMPOSITION BECAUSE OF THE SIMPLICITY OF OPERATION AND THE FACT THAT THEY NEVER RUN SHORT OF SPACES AND THAT WORK CAN BE PRINTED IN MULTIPLE TABLES CUTTING THE COST AND ENABLING THE PRINTER TO REALIZE A FAIR PROFIT

6 Point No. 1 Ludlow 44-M Commerce Gothic Medium

All these fonts align with each other at the bottom of the letter characters

Characters in Complete Font

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 . : ; - ' ! ? -

Characters listed below sold separately

The per cent mark  $\frac{\%}{\circ}$  Fractions are available for 6 pt. Nos. 2  
& 4, 12 pt. Nos. 2 & 4, and 18 pt. No. 2

## STYLE SHOW TO 28 OPEN ON TUESDAY

18 Point No. 2 Ludlow 44-L Commerce Gothic Light

## PRACTICAL GOTHIC 36 HAS MANY GOOD USES

18 Point No. 1 Ludlow 44-L Commerce Gothic Light

## NEW STADIUM WILL BE 45 COMPLETED NEXT FRIDAY

12 Point No. 4 Ludlow 44-L Commerce Gothic Light

## RARE DESIGNS FROM PARIS 26 ARE ON VIEW IN THE INSTITUTE

12 Point No. 3 Ludlow 44-L Commerce Gothic Light

## RECORD BROKEN IN THE WORLD 78 SERIES OPENER IN SAN FRANCISCO

12 Point No. 2 Ludlow 44-L Commerce Gothic Light

## IMPROVE JOB WORK TYPOGRAPHICALLY 81 TO ENSURE VOLUME OF REPEAT BUSINESS

12 Point No. 1 Ludlow 44-L Commerce Gothic Light

## MANY MODERN AND TRADITIONAL TYPEFACES 90 ARE AVAILABLE TO THE LAYOUT MAN IN THE SHOP WHICH HAS INSTALLED THE FAST GROWING LUDLOW SLUG SYSTEM FOR SETTING DISPLAY COMPOSITION

6 Point No. 4 Ludlow 44-L Commerce Gothic Light

## SOME IMPORTANT FEATURES OF THE LUDLOW SYSTEM 20 OF ALL-SLUG COMPOSITION ARE ITS EXTREME SIMPLICITY OF OPERATION AND THE ABOLISHING OF ALL UNNECESSARY MOLD CHANGES WHEN A CHANGE OF TYPE SIZE IS DESIRED

6 Point No. 3 Ludlow 44-L Commerce Gothic Light

## EVERY PRESSROOM RUNNING FROM FORMS SET IN SINGLE TYPES 33 A CONSTANT PROBLEM TO KEEP SPACES IN THEIR RIGHT PLACES BELOW THE PRINTING SURFACE. THE REPLACEMENT OF SINGLE TYPES WITH THE LUDLOW SYSTEM OF ALL-SLUG COMPOSITION WILL SOLVE THE PROBLEM

6 Point No. 2 Ludlow 44-L Commerce Gothic Light

## MANY JOB PRINTERS ARE NOW INSTALLING THE LUDLOW SYSTEM OF ALL-SLUG 48 COMPOSITION BECAUSE OF THE SIMPLICITY OF OPERATION AND THE FACT THAT THEY NEVER RUN SHORT OF SPACES AND THAT WORK CAN BE PRINTED IN MULTIPLE TABLES CUTTING THE COST AND ENABLING THE PRINTER TO REALIZE A FAIR PROFIT

6 Point No. 1 Ludlow 44-L Commerce Gothic Light

All these fonts align with each other at the bottom of the letter characters

Characters in Complete Font

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 . : ; - ' ! ? -

Characters listed below sold separately

The per cent mark  $\frac{\%}{\circ}$  Fractions are available for 6 pt. Nos. 2  
& 4, 12 pt. Nos. 2 & 4, and 18 pt. No. 2

# NEW MODE 23

24 Point No. 2 Ludlow 6-LPH

# GARDEN FETE 45

24 Point No. 1 Ludlow 6-LPH

# GOOD PRINTERS 61 ENDORSE LUDLOW

18 Point No. 2 Ludlow 6-LPH

# NEWSPAPER BUILDS 71 AN ADDITION TO PLANT

18 Point No. 1 Ludlow 6-LPH

# MEMORIAL FOUNTAIN TO 98 BE DEDICATED ON SUNDAY

12 Point No. 4 Ludlow 6-LPH

# NEW TOURIST CAMP TO OPEN 23 WITH ALL THE LATEST FACILITIES

12 Point No. 3 Ludlow 6-LPH

# OLD PRINTS ARE NOW ON DISPLAY 45 ON THE FIRST FLOOR OF THE LIBRARY

12 Point No. 2 Ludlow 6-LPH

# MUCH INTEREST IS BEING TAKEN IN THE 16 EXHIBIT OF MODERN PRINTING MACHINERY

12 Point No. 1 Ludlow 6-LPH

# THE SHOP THAT IS EQUIPPED WITH THE LUDLOW 90 SYSTEM WILL NEVER RUN OUT OF SORTS OR SPACES

8 Point No. 4 Ludlow 6-LPH

# ANY EQUIPMENT EXCEPT THE BEST IS POOR ECONOMY IN THE 23 END IF THE PRINTER IS TO PRODUCE WORK OF A HIGH QUALITY

8 Point No. 3 Ludlow 6-LPH

# CRAFTSMEN MEET TO DISCUSS TYPOGRAPHIC PROBLEMS THAT ARE MET 45 WITH EVERY DAY IN ALL CLASSES OF WORK DONE IN COMMERCIAL PLANTS

8 Point No. 2 Ludlow 6-LPH

# THE LUDLOW HAND-SET SLUG-CAST SYSTEM IS RECEIVING NOTABLE ENDORSEMENT 61 AS THE RIGHT SYSTEM FOR SETTING EVERY TYPE OF JOB AND DISPLAY COMPOSITION

8 Point No. 1 Ludlow 6-LPH

Character in Complete Font

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 . : ; - ' ' ! ? -

# NEW MODE 23

24 Point No. 2 Ludlow 6-LPL

# GARDEN FETE 45

24 Point No. 1 Ludlow 6-LPL

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8 Point No. 1 Ludlow 6-LPL

Character in Complete Font

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 . : ; - ' ' ! ? -

# UNIVERSITY OPENS A 23 FINE ARTS DEPARTMENT

18 Point No. 2 Ludlow 6-LPBC

# TYPOGRAPHERS AGREE ON 14 THE MERITS OF THE LUDLOW

18 Point No. 1 Ludlow 6-LPBC

# PRINTING CRAFTS TO CONVENE 56 IN SAN FRANCISCO NEXT MONDAY

15 Point No. 4 Ludlow 6-LPBC

# ONE OF THE MOST POPULAR SERIES IN 78 THE JOB PLANT PRINTING OFFICE FORMS

15 Point No. 3 Ludlow 6-LPBC

# MANY PRINTING PLANTS HAVE INSTALLED THE 89 LUDLOW SYSTEM OF COMPOSITION FOR SETTING ALL OF THEIR JOB AND RULEFORM COMPOSITION

15 Point No. 2 Ludlow 6-LPBC

# LARGE CROWDS ATTEND THE SERIES OF CONCERTS 90 SPONSORED BY THE CITY PARK BOARD AND HELD IN THE PUBLIC PARKS DURING THE SUMMER ON SUNDAY NIGHTS

15 Point No. 1 Ludlow 6-LPBC

# MANY PRINTERS WHO HAVE INSTALLED THE LUDLOW SYSTEM 72 OF COMPOSITION HAVE FOUND THAT IT INCREASES PRODUCTION IN THE COMPOSING ROOM AND IN THE PRESSROOM BECAUSE OF THE FACT THAT ALL FORMS ARE PRINTED FROM BRAND NEW SLUGS

8 Point No. 4 Ludlow 6-LPBC

# AN EXHIBIT OF RARE EUROPEAN PAINTINGS AND PRINTS WILL BE ON DISPLAY 23 IN THE NEW WASHINGTON PUBLIC LIBRARY BEGINNING NEXT WEDNESDAY AND WILL REMAIN OPEN FOR FOURTEEN DAYS. THIS EXHIBIT WAS SHOWN IN ALL THE PRINCIPAL CITIES OF EUROPE AND IS INSURED FOR TEN MILLION DOLLARS

8 Point No. 3 Ludlow 6-LPBC

# TO THE PRINTER WITH A SMALL JOB PLANT THE LUDLOW SYSTEM IS ECONOMICAL. FACILITIES 12 FOR PRODUCING A WIDE RANGE OF DISPLAY AND JOB COMPOSITION HERETOFORE POSSIBLE ONLY IN LARGE PLANTS ARE NOW AVAILABLE TO ALL THE SMALLER JOB SHOPS THAT HAVE INSTALLED THE FAST GROWING LUDLOW SYSTEM OF HAND-SET SLUG-CAST COMPOSITION

8 Point No. 2 Ludlow 6-LPBC

# WITH A PROPER ASSORTMENT OF NEW AND DISTINCTIVE LUDLOW TYPEFACES ALWAYS AVAILABLE IN 24 UNLIMITED QUANTITIES IT WILL HELP THE PRINTER GIVE THE COMPLETE JOB AN APPEARANCE OF FRESHNESS AND THE COMPOSITOR IN THE LUDLOW EQUIPPED SHOP DOES NOT WASTE VALUABLE TIME IN WAITING FOR SORTS OR CHANGING WREN AND BEGINS CHARACTER WHICH HELPS JOB OF PRODUCTION IN MOST PLANTS

8 Point No. 1 Ludlow 6-LPBC

Characters in Complete Font

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 . : ; - ' ! ? -

# UNIVERSITY OPENS A 23 FINE ARTS DEPARTMENT

18 Point No. 2 Ludlow 6-LPBC

# TYPOGRAPHERS AGREE ON 14 THE MERITS OF THE LUDLOW

18 Point No. 1 Ludlow 6-LPBC

# PRINTING CRAFTS TO CONVENE 56 IN SAN FRANCISCO NEXT MONDAY

15 Point No. 4 Ludlow 6-LPBC

# ONE OF THE MOST POPULAR SERIES IN 78 THE JOB PLANT PRINTING OFFICE FORMS

15 Point No. 3 Ludlow 6-LPBC

# MANY PRINTING PLANTS HAVE INSTALLED THE 91 LUDLOW SYSTEM OF COMPOSITION FOR SETTING ALL OF THEIR JOB AND RULEFORM COMPOSITION

15 Point No. 2 Ludlow 6-LPBC

# LARGE CROWDS ATTEND THE SERIES OF CONCERTS 23 SPONSORED BY THE CITY PARK BOARD AND HELD IN THE PUBLIC PARKS DURING THE SUMMER ON FRIDAY NIGHTS

15 Point No. 1 Ludlow 6-LPBC

# MANY PRINTERS WHO HAVE INSTALLED THE LUDLOW SYSTEM 45 OF COMPOSITION HAVE FOUND THAT IT INCREASES PRODUCTION IN THE COMPOSING ROOM AND IN THE PRESSROOM BECAUSE OF THE FACT THAT THE FORMS ARE PRINTED FROM BRAND NEW SLUGS

8 Point No. 4 Ludlow 6-LPBC

# AN EXHIBIT OF RARE EUROPEAN PAINTINGS AND PRINTS WILL BE ON DISPLAY 23 IN THE NEW WASHINGTON PUBLIC LIBRARY BEGINNING NEXT WEDNESDAY AND WILL REMAIN OPEN FOR FOURTEEN DAYS. THIS EXHIBIT WAS SHOWN IN ALL THE PRINCIPAL CITIES OF EUROPE AND IS INSURED FOR TEN MILLION DOLLARS

8 Point No. 3 Ludlow 6-LPBC

# TO THE PRINTER WITH A SMALL JOB SHOP THE LUDLOW SYSTEM IS ECONOMICAL. FACILITIES 12 FOR PRODUCING A WIDE RANGE OF DISPLAY AND JOB COMPOSITION HERETOFORE POSSIBLE ONLY IN LARGE PLANTS ARE NOW AVAILABLE TO ALL THE SMALLER JOB SHOPS THAT HAVE INSTALLED THE FAST GROWING LUDLOW SYSTEM OF HAND-SET SLUG-CAST COMPOSITION

8 Point No. 2 Ludlow 6-LPBC

# WITH A PROPER ASSORTMENT OF NEW AND DISTINCTIVE LUDLOW TYPEFACES ALWAYS AVAILABLE IN 24 UNLIMITED QUANTITIES IT WILL HELP A PRINTER GIVE THE COMPLETE JOB AN APPEARANCE OF FRESHNESS AND THE COMPOSITOR IN THE LUDLOW EQUIPPED SHOP DOES NOT WASTE VALUABLE TIME IN WAITING FOR SORTS OR CHANGING WREN AND BEGINS CHARACTER WHICH HELPS JOB OF PRODUCTION IN MOST PLANTS

8 Point No. 1 Ludlow 6-LPBC

Characters in Complete Font

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 . : ; - ' ! ? -



## OFFICE FORMS SET 51 AT A LARGER PROFIT IN THE LUDLOW SHOP

12 Point No. 4 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

THE ELROD PROVIDES 67  
ABUNDANCE OF HIGHEST  
QUALITY STRIP MATERIAL  
AT LOW OPERATING COST

12 Point No. 3 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

QUALITY COMPOSITION SET 18  
WITH THE LUDLOW SYSTEM IS  
IN A SOLID SLUG FORM WHICH  
SAVES MUCH TIME IN MAKE-UP

12 Point No. 2 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

PLANT PRODUCTION INCREASES 63  
WITH USE OF THE LUDLOW SYSTEM  
FOR DISPLAY COMPOSITION AND IN  
FINE QUALITY JOB AND RULE WORK

12 Point No. 1 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

EACH YEAR SHOWS A MARKED INCREASE 49  
IN THE NUMBER OF LUDLOW USERS AND IT IS  
NO WONDER BECAUSE LUDLOW PROVIDES A  
REAL OPPORTUNITY TO INCREASE PROFITS

8 Point No. 2 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

THE LUDLOW SYSTEM FOR PRODUCING RULEFORM 39  
COMPOSITION IN ALL-SLUG FORM HAS PROVED TO BE  
A REAL BOON TO LUDLOW-EQUIPPED PRINTERS. THE  
QUALITY IS EXCELLENT AND PRODUCTION EFFICIENT

8 Point No. 3 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

THE MERITS OF THE LUDLOW SYSTEM OF HAND COMPOSITION 28  
ARE VERIFIED BY HUNDREDS OF TESTIMONIALS FROM USERS ALL  
OVER THE WORLD. PROFIT-MINDED PRINTERS WILL INVESTIGATE  
THE LUDLOW EQUIPMENT FOR THEIR JOB AND DISPLAY COMPOSITION

8 Point No. 2 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

TO THE PRINTER WITH A SMALL JOB PLAN THE LUDLOW IS ECONOMICAL 84  
FACILITIES FOR PRODUCING A WIDE RANGE OF COMPOSITION HERETOFORE  
FOUND ONLY IN THE LARGE PLANTS ARE NOW AVAILABLE TO THE SMALL JOB  
SHOPS THAT HAVE INSTALLED THE LUDLOW SLUG SYSTEM OF COMPOSITION

8 Point No. 1 Ludlow 6-LPHE Lining Plate Gothic Heavy Extended

The 8 Point No. 1 size sets solid on 4 Point Size

All these fonts align with each other at the bottom of the letter characters

Characters in Complete Font

**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 . : ; - ' ! ? -**

Characters listed below sold separately

The per cent mark  $\%$  Fractions are available for 8 pt. Nos. 2 & 4, and 12 pt. Nos. 2 & 4.

## OFFICE FORMS SET 56 AT A GREATER PROFIT IN THE LUDLOW SHOP

12 Point No. 4 Ludlow 6-LPLE Lining Plate Gothic Light Extended

THE ELROD PRODUCES 67  
AN ABUNDANCE OF FINER  
QUALITY STRIP MATERIALS  
AT LOW OPERATING COST

12 Point No. 3 Ludlow 6-LPLE Lining Plate Gothic Light Extended

QUALITY COMPOSITION SET 18  
WITH THE LUDLOW SYSTEM IS  
IN A SOLID SLUG FORM WHICH  
SAVES MUCH TIME IN MAKE-UP

12 Point No. 2 Ludlow 6-LPLE Lining Plate Gothic Light Extended

PLANT PRODUCTION INCREASES 63  
WITH USE OF THE LUDLOW SYSTEM  
FOR DISPLAY COMPOSITION AND IN  
FINE QUALITY JOB AND RULE WORK

12 Point No. 1 Ludlow 6-LPLE Lining Plate Gothic Light Extended

EVERY YEAR SHOWS A MARKED INCREASE 49  
IN THE NUMBER OF LUDLOW USERS AND IT IS  
NO WONDER BECAUSE LUDLOW PROVIDES AN  
OPPORTUNITY TO BOOST SHOP PRODUCTION

8 Point No. 4 Ludlow 6-LPLE Lining Plate Gothic Light Extended

THE LUDLOW SYSTEM FOR PRODUCING RULEFORM 39  
COMPOSITION HAS PROVED TO BE A REAL BOON TO ALL  
LUDLOW-EQUIPPED PRINTERS. QUALITY IS EXCELLENT  
AND THEY ARE PRODUCED ACCURATELY AND RAPIDLY

8 Point No. 3 Ludlow 6-LPLE Lining Plate Gothic Light Extended

THE MERITS OF THE LUDLOW SYSTEM OF HAND COMPOSITION 28  
ARE VERIFIED BY HUNDREDS OF TESTIMONIALS FROM USERS ALL  
OVER THE WORLD. PROFIT-MINDED PRINTERS WILL INVESTIGATE  
THE LUDLOW FOR JOB AND DISPLAY COMPOSITION REQUIREMENTS

8 Point No. 2 Ludlow 6-LPLE Lining Plate Gothic Light Extended

TO THE PRINTER WITH A SMALL JOB PLAN THE LUDLOW IS ECONOMICAL 84  
FACILITIES FOR PRODUCING A WIDE RANGE OF COMPOSITION HERETOFORE  
FOUND ONLY IN THE LARGE PLANTS ARE NOW AVAILABLE TO THE SMALL JOB  
SHOPS THAT HAVE INSTALLED THE LUDLOW SLUG SYSTEM OF COMPOSITION

8 Point No. 1 Ludlow 6-LPLE Lining Plate Gothic Light Extended

The 8 Point No. 1 size sets solid on 4 Point Size

All these fonts align with each other at the bottom of the letter characters

Characters in Complete Font

**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 . : ; - ' ! ? -**

Characters listed below sold separately

The per cent mark  $\%$  Fractions are available for 8 pt. Nos. 2 & 4, and 12 pt. Nos. 2 & 4.

# LUDLOW COMMERCE GOTHIC MEDIUM CONDENSED

## CITY COUNCIL TO MEET 12 TODAY AND DISCUSS THE PLANS FOR NEW SCHOOL

18 Point No. 2 Ludlow 44-MC Commerce Gothic Medium Condensed

## INCREASE IN PRODUCTION 34 IS CREDITED TO THE LUDLOW BY MANY LARGE PUBLISHERS

12 Point No. 1 Ludlow 44-MC Commerce Gothic Medium Condensed

## BETTER PRINTERS ARE FINDING 56 THE LUDLOW COMMERCE GOTHICS POPULAR FOR SETTING JOB WORK

12 Point No. 4 Ludlow 44-MC Commerce Gothic Medium Condensed

## SUBSTANTIAL SAVINGS IN MAKEREADY 18 TIME WITH LUDLOW SLUG COMPOSITION HELPS PRINTERS INCREASE PRODUCTION

12 Point No. 3 Ludlow 44-MC Commerce Gothic Medium Condensed

## THE LUDLOW SYSTEM HAS MANY ADVANTAGES 91 WHICH MAKE FOR PROFITABLE SHOP OPERATION INCREASING QUANTITY AND QUALITY OF PRODUCT

12 Point No. 5 Ludlow 44-MC Commerce Gothic Medium Condensed

CITY OPERA COMPANY ANNOUNCES A BIG DEMAND FOR 13 RESERVATIONS FOR THE OPENING OF THE OPERA SEASON NEXT SATURDAY EVENING WHEN MARTHA WILL BE HEARD

12 Point No. 1 Ludlow 44-MC Commerce Gothic Medium Condensed

THE WIDE RANGE OF GOTHICS NOW AVAILABLE IN LUDLOW MATRIX 67 FORM IS A BOON TO LUDLOW USERS. MORE CUSTOMER-SATISFACTION CAN BE HAD THROUGH USE OF THESE EXCELLENT TYPEFACE DESIGNS

6 Point No. 4 Ludlow 44-MC Commerce Gothic Medium Condensed

OFFICE FORMS OF EVERY DESCRIPTION, INCLUDING CROSS RULEFORMS, CAN BE 89 SET AND MADE UP RAPIDLY AND EFFICIENTLY WITH THE LUDLOW ALL-SLUG SYSTEM OF HAND COMPOSITION. PROFIT-MINDED PRINTERS SHOULD INVESTIGATE LUDLOW

6 Point No. 3 Ludlow 44-MC Commerce Gothic Medium Condensed

THE SIMPLICITY OF MECHANISM AND OPERATION OF THE LUDLOW MAKE IT A FAVORITE WITH 20 COMMERCIAL AND NEWSPAPER PLANT OWNERS. SPEED IS MINIMIZED TO SUCH AN EXTENT THAT EXPENDITURE OF ONLY A FEW DOLLARS IS NECESSARY OVER THE ENTIRE WORKING YEAR

6 Point No. 2 Ludlow 44-MC Commerce Gothic Medium Condensed

ADVERTISERS TODAY DEMAND THAT THEIR SALES HEADERS BE SET IN ATTRACTIVE AND LEGIBLE TYPEFACES AS SO AS TO PROMPTLY ENSURE A RETURN FROM THEIR INVESTMENT AND PLANTS THAT ARE EQUIPPED WITH THE LUDLOW ALL-SLUG SYSTEM FIND THAT THEIR TYPEFACES ARE BEST KEPT TO CORRELATE WITH THEIR BUSINESS

8 Point No. 1 Ludlow 44-MC Commerce Gothic Medium Condensed

All these fonts align with each other at the bottom of the letter characters

The 6 Point No. 1 size sets sold on 4 Point Slug

For other series in the Ludlow Commerce Gothic family see page 159

Characters in Complete Font

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 . : ; - ' ! ? -

Characters listed below sold separately

The per cent mark is made for all sizes  $\frac{0}{0}$  Fractions are available for 6 pt. Nos. 2 & 4, and 12 pt. Nos. 2 & 4.

## THE GARDEN CITY LAUNDRY CO.

### MEN'S LIST

DRESS SHIRTS .....

WORK SHIRTS .....

COLLARS .....

HANDKERCHIEFS .....

PAJAMAS .....

UNDERWEAR .....

SOX .....

SLACKS .....

COVERALLS .....

## TELEPHONE

FOR .....

DATE ..... 19 .....

FROM .....

OF .....

ADDRESS .....

PHONE NO. ....

MESSAGE .....

RECEIVED BY .....

## FINEST QUALITY 21 OF COTTON SHIRTS

18 Point No. 2 Ludlow 45-L Lining Litho Light

## BIG CONSTRUCTION 34 MACHINERY IS MOVED

18 Point No. 1 Ludlow 45-L Lining Litho Light

## AUER PRINTING HOUSE 56 PRODUCES SCHOOL BOOKS

12 Point No. 4 Ludlow 45-L Lining Litho Light

## SET AND MAKE UP FORMS IN 78 MULTIPLE WITH THE LUDLOW

15 Point No. 3 Ludlow 45-L Lining Litho Light

## STOCKHOLDERS RECEIVE EXTRA 90 DIVIDENDS ON SHARES OF COMMON

12 Point No. 2 Ludlow 45-L Lining Litho Light

## THE LUDLOW ALL-SLUG SYSTEM AFFORDS 37 PRINTERS OPPORTUNITY FOR EXTRA PROFIT

12 Point No. 1 Ludlow 45-L Lining Litho Light

## NEWSPAPER PUBLISHER REPORTS GAIN IN LINAGE 68 SINCE GENERAL TYPOGRAPHY HAS BEEN IMPROVED WITH AN EXCELLENT SELECTION OF LIGHT AND BOLD LUDLOW TYPEFACES FOR SETTING ADS AND HEADS

6 Point No. 4 Ludlow 45-L Lining Litho Light

## PRODUCTIVE HOURS INCREASE WITH THE INSTALLATION OF 70 THE RAPID LUDLOW SYSTEM OF SLEG-CAST HAND COMPOSITION SINCE IT IS EFFICIENT AND FAST. PRINTERS WISHING TO ADD EXTRA PRODUCTIVE HOURS EVERY WEEK SHOULD MODERNIZE

6 Point No. 3 Ludlow 45-L Lining Litho Light

## THE STRIKING EFFECTS OBTAINED BY THE USE OF LUDLOW TYPEFACES IN 45 FINE COMMERCIAL PRINTING AND NEWSPAPER ADVERTISEMENTS HAS BEEN COMMENTED UPON BY MANY IMPRINTAL MEN IN TYPOGRAPHIC CIRCLES. A REQUEST BY MAIL WILL BRING SPECIMEN SHEETS OF LATEST LUDLOW FACES

6 Point No. 2 Ludlow 45-B Lining Litho Light

## EVERY LINE CAST ON THE LUDLOW IS UNIFORM IN HEIGHT BECAUSE THE SLUG IS HELD SO FIRMLY IN THE TYPEFACE MATRICES WHILE THE BOTTOM IS BEING TYPED, THAT AND MANY OTHER IMPORTANT FEATURES OF THE LUDLOW SYSTEM MAKE IT A VALUABLE COMPENSATING ROOM TOOL. THOUSANDS OF SAVINGS MADE THE WORLD OVER FIND IT SO

6 Point No. 1 Ludlow 45-L Lining Litho Light

The 6 Point No. 1 size sets solid on 6 Point Slug

Characters in Complete Font

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 . : ; - ' ! ? -

Characters listed below sold separately

The per cent mark  
is made for all uses  $\frac{90}{100}$

Fractions are available for 6 pt. Nos. 2  
& 4, 12 pt. Nos. 2 & 4, and 18 pt. No. 2

## FINER QUALITY 12 TEXTILE PRODUCT

18 Point No. 2 Ludlow 45-B Lining Litho Bold

## BIG CONSTRUCTION 34 MACHINERY IS MOVED

18 Point No. 1 Ludlow 45-B Lining Litho Bold

## AUER PRINTING HOUSE 56 PRODUCES SCHOOL BOOKS

12 Point No. 4 Ludlow 45-B Lining Litho Bold

## SET AND MAKE UP FORMS IN 78 MULTIPLE WITH THE LUDLOW

15 Point No. 3 Ludlow 45-B Lining Litho Bold

## STOCKHOLDERS RECEIVE EXTRA 90 DIVIDENDS ON SHARES OF COMMON

12 Point No. 2 Ludlow 45-B Lining Litho Bold

## THE LUDLOW ALL-SLUG SYSTEM AFFORDS 37 PRINTERS OPPORTUNITY FOR MORE PROFIT

12 Point No. 1 Ludlow 45-B Lining Litho Bold

## NEWSPAPER PUBLISHER REPORTS LINAGE GAIN 68 SINCE GENERAL TYPOGRAPHY HAS BEEN IMPROVED WITH EXCELLENT SELECTION OF LIGHT AND BOLD LUDLOW TYPEFACES FOR SETTING ADS AND HEADS

6 Point No. 4 Ludlow 45-B Lining Litho Bold

## PRODUCTIVE HOURS INCREASE WITH THE INSTALLATION OF 70 THE RAPID LUDLOW SYSTEM OF SLEG-CAST HAND COMPOSITION SINCE IT IS EFFICIENT AND FAST. PRINTERS WISHING TO ADD EXTRA PRODUCTIVE HOURS EVERY WEEK SHOULD MODERNIZE

6 Point No. 3 Ludlow 45-B Lining Litho Bold

## THE STRIKING EFFECTS OBTAINED BY THE USE OF LUDLOW TYPEFACES IN 45 FINE COMMERCIAL PRINTING AND NEWSPAPER ADVERTISEMENTS HAS BEEN COMMENTED UPON BY MANY IMPRINTAL MEN IN TYPOGRAPHIC CIRCLES. A REQUEST BY MAIL WILL BRING SPECIMEN SHEETS OF LATEST LUDLOW FACES

6 Point No. 2 Ludlow 45-B Lining Litho Bold

## EVERY LINE CAST ON THE LUDLOW IS UNIFORM IN HEIGHT BECAUSE THE SLUG IS HELD SO FIRMLY IN THE TYPEFACE MATRICES WHILE THE BOTTOM IS BEING TYPED, THAT AND MANY OTHER IMPORTANT FEATURES OF THE LUDLOW SYSTEM MAKE IT A VALUABLE COMPENSATING ROOM TOOL. THOUSANDS OF SAVINGS MADE THE WORLD OVER FIND IT SO

6 Point No. 1 Ludlow 45-B Lining Litho Bold

The 6 Point No. 1 size sets solid on 4 Point Slug

Characters in Complete Font

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 . : ; - ' ! ? -

Characters listed below sold separately

The per cent mark  
is made for all uses  $\frac{90}{100}$

Fractions are available for 6 pt. Nos. 2  
& 4, 12 pt. Nos. 2 & 4, and 18 pt. No. 2

LUDLOW RECORD GOTHIC

THE LUDLOW SYSTEM OF COMPOSITION IS 12  
Being used successfully and profitably in many  
hundreds of the leading commercial shops and  
daily and weekly newspapers all over the world

12 Point Ludlow 6-R Record Gothic

THE ELROD STRIP CASTER PRODUCES UNLIMITED 34  
Supplies of spacing materials and rules in a wide range  
of thicknesses. True economy in the printing plant is to  
have plenty of leads and slugs and rule always on hand

10 Point Ludlow 6-R Record Gothic

THE SMALL AMOUNT OF SPACE THAT IS REQUIRED FOR THE 56  
Ludlow as compared with the single type system is a feature that  
should not be overlooked by printers with a limited amount of floor  
space. Investigate this and other important features of the Ludlow  
system for absolute true economy in composing room production

8 Point Ludlow 6-R Record Gothic

A POPULAR SCHOOL OF PRINTING HAS RECENTLY PURCHASED A LARGE 78  
Ludlow equipment to teach this modern method of setting and casting job and  
display composition. The simplicity of mechanism of the Ludlow machine and  
the ease of handling matrices has created a wide interest among the students  
in the composition class which heretofore had taught only the single type system

6 Point Ludlow 6-R Record Gothic

Characters in Complete Font

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  
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  
. : ; - ' ! ? -

LUDLOW VICTORIA ITALIC

*A SCHOOL OF PRINTING 12*

12 Point No. 4 Ludlow 18 Victoria Italic

*STYLES FOR SUMMER WEAR 34*

12 Point No. 3 Ludlow 18 Victoria Italic

*LUDLOW EQUIPMENT IS BEING USED 56  
IN HUNDREDS OF THE BETTER PLANTS*

12 Point No. 2 Ludlow 18 Victoria Italic

*LUDLOW QUALITY ALL-SLUG COMPOSITION IS 78  
PRAISED BY PRESSROOM SUPERINTENDENTS*

12 Point No. 1 Ludlow 18 Victoria Italic

*FORMAL DANCE WILL BE GIVEN TUESDAY EVENING 90  
BY A PROMINENT MEMBER OF NORTH SHORE SOCIETY*

6 Point No. 4 Ludlow 18 Victoria Italic

*A NOTICEABLE INCREASE IN PRINTING PLANT PRODUCTION 49  
GOES INTO EFFECT AS SOON AS A LUDLOW SYSTEM IS ADOPTED*

6 Point No. 3 Ludlow 18 Victoria Italic

*FOR QUALITY WORK AND MORE PROFIT CAST YOUR RULEFORMS WITH 85  
THE TRULY ECONOMICAL LUDLOW SYSTEM OF RULEFORM COMPOSITION*

6 Point No. 2 Ludlow 18 Victoria Italic

Characters in Complete Font

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 . : ; - ' ! ? -

LUDLOW ENGRAVERS BOLD

**SOLIDITY 12**

12 Point No. 1 Ludlow 17 Engravers Bold

**OFFICE FILE 34**

18 Point No. 2 Ludlow 17 Engravers Bold

**A WIDE LETTER 56**

18 Point No. 1 Ludlow 17 Engravers Bold

**INCREASE PROFITS 78**

12 Point No. 3 Ludlow 17 Engravers Bold

**QUALITY JOB PRINTING 90**

12 Point No. 2 Ludlow 17 Engravers Bold

Characters in Complete Font

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 & 8 1 2 3 4 5 6 7 8 9 0 . : ; - ' ! ? -

**PRINT ALL OFFICE FORMS FROM 63  
LUDLOW SLUG-CAST COMPOSITION**

12 Point No. 1 Ludlow 17 Engravers Bold

**CAST TYPE FORMS IN MULTIPLE WITH THE 29  
LUDLOW AND SPEED UP PRESS PRODUCTION**

6 Point No. 3 Ludlow 17 Engravers Bold

**MANY NEW ORIGINAL TYPEFACES BY LUDLOW ARE 71  
PROCURABLE IN MATRICES IN A FULL RANGE OF SIZES**

6 Point No. 4 Ludlow 17 Engravers Bold

**MANY ENTHUSIASTIC ENDORSEMENTS OF THE LUDLOW SYSTEM 60  
ARE BEING RECEIVED FROM SATISFIED USERS THE WORLD OVER**

6 Point No. 3 Ludlow 17 Engravers Bold

**\*SLUGS CAST ON THE LUDLOW ARE UNIFORM IN HEIGHT WHICH MAKES 74  
FOR A DECIDED DECREASE IN THE TIME SPENT BY PRESSMEN IN MAKEREADY**

6 Point No. 2 Ludlow 17 Engravers Bold



## THE ELROD LEAD, SLUG, RULE AND BASE CASTER

No composing room can operate economically and efficiently without an adequate supply of strip material—leads, slugs, rule and base. Every few minutes during the day compositors have need for strip material for one purpose or another—for rules, for spacing between lines and paragraphs, for make-up, for blanking out white space, for press look-up, for foundry bearers, or for base.

With an Elrod on the floor, strip material is produced so easily and economically that the bins for leads and slugs are readily kept filled. An ample supply of strip material can always be kept on hand so that when the operator reaches for it he finds it there—ready for use in the form on which he is working.

Composing room executives who have cured the evil of strip material shortage by installing Elrod equipment testify to the noteworthy and often surprising economies which have resulted.

## Characters in Complete Font

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z &amp; \$ 1 2 3 4 5 6 7 8 9 0

abcdefghijklmnopqrstuvwxyz . , ; - ' ! ? - ( ) [ ] ' " @ # % \* / = ° ± ¼ ½

## LUDLOW SYSTEM OF HAND-SET, SLUG-CAST COMPOSITION

Upon choosing a face of type, anyone who has used printing has frequently had the sad experience of finding that the supply of it was limited, that costs of composition would be prohibitive, or that it could not be used for everyday printing.

The essential feature of the Ludlow system of job and display composition is the substitution of hand composition of matrices, from which lines are cast in slug form, for the hand composition of single types.

This feature solves the age-old problems of type supply and limitations of use, at the same time providing consequential savings over the cost of hand composition with single types. It is small wonder, then, that the Ludlow system is fast growing in popularity.

## Characters in Complete Font

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z &amp; \$ 1 2 3 4 5 6 7 8 9 0

abcdefghijklmnopqrstuvwxyz . , ; - ' ! ? - ( ) [ ] ' " @ # % \* / = ° ± ¼ ½

**INCREASING 31**  
Number of shops  
adopt our system

24 Point Ludlow 22-M Ultra-Modern [McMurtrie]  
Length of lower-case alphabet: 290 points

**DISPENSE WITH 75**  
Type storage methods  
and cast display lines  
for ads as need arises

18 Point Ludlow 22-M Ultra-Modern [McMurtrie]  
Length of lower-case alphabet: 250 points

**THE SUPERIORITY OF 96**  
Ludlow typefaces is proven  
by their wide usage by many  
of the foremost newspapers

14 Point Ludlow 22-M Ultra-Modern [McMurtrie]  
Length of lower-case alphabet: 177 points

**THE LUDLOW MACHINE 71**  
Has comparatively few moving  
parts and there are no intricate  
adjustments for the operator to  
make when setting mixed sizes

12 Point Ludlow 22-M Ultra-Modern [McMurtrie]  
Length of lower-case alphabet: 162 points

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

ſ T U V W X Y Z &

\$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g g h i j k l

m n o p q r s ſ t u v

w x y z

. : ; - ' ' ! ? ( ) [ ] -

EXTRA

The per cent mark is designed for all sizes  
but is not included in the regular font. It  
may be purchased separately.

%

**MODERN 8**  
**Display face**

72 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 278 points

**SIMPLIFIED 4**  
**Ad composing**

60 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 737 points

**TYPE SUPPLY 58**  
**Is important factor**

48 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 564 points

**INQUIRIES WILL 10**  
**Be conducted by city**

42 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 498 points

**HERE IS FACE FOR 80**  
**Those seeking modernity**

36 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 428 points

**LOCAL COLUMNIST TO 15**  
**Write features for syndicates**

30 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 358 points

## LA CONGA

- three floor shows nightly
- nationally-known entertainers
- two excellent orchestras
- delicious food and drink
- popular prices—always

# don's

River Drive and Algonquin Street • Niles

The woman of today accepts facial care by moderne as a keynote for true perfection in beauty culture... May we have the pleasure of serving you soon?

**moderne**  
chandler & brice streets

## A TRADITION OF PRODUCTION

Fifty years of steady production of quality plumbing and heating fixtures and fittings indicates that Cranston products must be in demand. No production costs have been spared to give heating experts the kind of equipment they will be proud to install. It would be a pleasure to have you visit us.



## THE CRANSTON COMPANY

**NO LIMITED 10**  
*Supplies of faces  
in Ludlow plants*

34 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]  
Length of lower-case alphabet: 252 points

**THE EASE WITH 72**  
*Which these matrices  
are assembled speeds  
up display line setting*

18 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]  
Length of lower-case alphabet: 214 points

**BY SETTING JOBS IN 54**  
*Multiple the Ludlow way you  
save hours of press time and  
thereby realize greater profit*

14 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]  
Length of lower-case alphabet: 159 points

**THE BUSINESS MAN WHO 69**  
*Is interested in getting the most  
out of his advertising budget will  
give a good deal of attention to  
typographic arrangement of ads*

12 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]  
Length of lower-case alphabet: 149 points

**CREATION OF 12**  
*New Ludlow faces  
aids typographers*

45 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]

Length of lower-case alphabet: 522 points

**GOOD TASTE IN 34**  
*Typography is shown  
in a new series of ads*

45 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]

Length of lower-case alphabet: 452 points

**LUDLOW SYSTEM 56**  
*Gives print shop owners  
the advantage of having  
unlimited supply of type*

36 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]

Length of lower-case alphabet: 432 points

**TO CREATE ADS WITH 78**  
*Power to sell the layout man  
must first give consideration  
to the very important duty of  
selecting attractive typefaces*

30 Point Ludlow 22-MI Ultra-Modern Italic [McMurtrie]

Length of lower-case alphabet: 305 points

Characters in Complete Font

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  
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  
. : ; - ' ' ! ? - ( ) [ ]

Characters listed below sold separately

A B C D G M N P T

Swash characters are made for all sizes

%

The per cent mark is made for all sizes

**DEED IS 4  
Rewarded**

72 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 1078 points

**SHOWS 69  
Dress styles  
for autumn**

50 Point Ludlow 22-B Ultra Modern Bold  
Length of lower-case alphabet: 452 points

**ELECTION 5  
Law to pass**

60 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 890 points

**CLIENTELE 72  
Is increased by  
the print shop  
with a Ludlow**

24 Point Ludlow 22-B Ultra Modern Bold  
Length of lower-case alphabet: 547 points

**CIVIC BODY 81  
Discusses plans**

48 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 888 points

**A SALE OF NEW 10  
Fall suits for young  
men starts today in  
our basement store**

10 Point Ludlow 22-B Ultra Modern Bold  
Length of lower-case alphabet: 258 points

**BUSY SEASON 14  
For all merchants  
in sales campaign**

45 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 808 points

**TO DERIVE THE MOST 98  
From your investments in  
advertising your ads must  
have the power to attract**

14 Point Ludlow 22-B Ultra Modern Bold  
Length of lower-case alphabet: 180 points

**HEAVY MODERN 28  
Typeface that brings  
attractiveness to ads**

38 Point Ludlow 22-B Ultra Modern Bold

Length of lower-case alphabet: 517 points

Characters in Complete Font

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 &amp; \$ 1 2 3 4 5 6

7 8 9 0

a b c d e f g g h i

j k l m n o p q r

s t u v w x y z

. , ; ' " ? ( ) [ ] -

The per cent mark is sold separately

%

**A LIGHTING 90**  
System is being  
devised for use  
at a dangerous  
turn in highway

34 Point Ludlow No. 25 Stygian Black  
Length of lower-case alphabet: 323 points

**COMPOSITION 52**  
Set by the Ludlow  
system will not pi  
because the form  
is made up solidly  
with all typefaces  
cast in solid slugs

18 Point Ludlow No. 25 Stygian Black  
Length of lower-case alphabet: 285 points

**LUDLOW SYSTEM IS 48**  
In every detail the most  
efficient way to set and  
make up an ad or a job.  
It has proven its merits  
in hundreds of printing  
plants the country over

14 Point Ludlow No. 25 Stygian Black  
Length of lower-case alphabet: 213 points

**A FINE NOVEL 12**  
Based on college  
life goes to press

48 Point Ludlow No. 25 Stygian Black

Length of lower-case alphabet: 644 points

**POLO CLUB HAS 34**  
Leased seven acres  
of land in city limits  
for big tournament

42 Point Ludlow No. 25 Stygian Black

Length of lower-case alphabet: 556 points

**REIS HIGH SCHOOL 56**  
Band wins first award  
in the national contest  
held here July twelfth

36 Point Ludlow No. 25 Stygian Black

Length of lower-case alphabet: 490 points

**THIS IS AN EXCELLENT 78**  
Ludlow typeface based on a  
design that is appealing to  
the reader. Many prefer it  
for giving ads effectiveness

30 Point Ludlow No. 25 Stygian Black

Length of lower-case alphabet: 400 points

Characters in Complete Font

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 &  
5 1 2 3 4 5 6 7 8 9 0  
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  
. : ; - ' " ? [ ] ( ) - -

The per cent mark is sold separately

%

**Startling Effects 12  
In ad layouts by a  
clever art student**

48 Point Ludlow 25-1 Stygian Black Italic

Length of lower-case alphabet: 601 points

**New Chic Dresses 34  
Of finest quality are  
on sale this week at  
the Crest smart shop**

42 Point Ludlow 25-1 Stygian Black Italic

Length of lower-case alphabet: 521 points

**Continuation School 56  
Offers attractive courses  
in mathematics and art  
at a low cost for tuition**

36 Point Ludlow 25-1 Stygian Black Italic

Length of lower-case alphabet: 451 points

**Exhibit Of Fine Art And 78  
Sculpture will start Sunday  
and continue for one month  
in the Manchester building  
at ninety east Grove avenue**

30 Point Ludlow 25-1 Stygian Black Italic

Length of lower-case alphabet: 376 points

**The Western 90  
Open golf title is  
won by a twenty  
year old Preston  
university youth**

34 Point Ludlow 25-1 Stygian Black Italic  
Length of lower-case alphabet: 505 points

**The Ludlow Is 93  
Installed in most  
of the leading job  
plants the world  
over because of its  
economic value to  
printing industry**

18 Point Ludlow 25-1 Stygian Black Italic  
Length of lower-case alphabet: 290 points

**Quality Composition 54  
In a solid all-slug form  
produced with Ludlow  
will help printers who  
are aiming to give their  
clients good service and  
satisfaction at a low cost**

14 Point Ludlow 25-1 Stygian Black Italic  
Length of lower-case alphabet: 211 points

Characters in Complete Point

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 &amp; S

1 2 3 4 5 6 7 8 9 0

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

. : ; - ' ? ( ) [ ] - ' -

**LOW PRICES 53**  
**On real estate to help the builder**

16 Point Ludlow No. 15 Ludlow Black  
 Length of lower-case alphabet: 214 points

**A SELECTION OF 95**  
**Excellent typefaces is now available in a complete size range**

14 Point Ludlow No. 15 Ludlow Black  
 Length of lower-case alphabet: 254 points

**A SINGLE LINE OR A 72**  
**Thousand lines all in the same face can be set and cast without loss of time**

12 Point Ludlow No. 15 Ludlow Black  
 Length of lower-case alphabet: 211 points

**ALL NEWSPAPER ADS 41**  
**Should be made up in an impressive manner so as to be sure to bring results**

10 Point Ludlow No. 15 Ludlow Black  
 Length of lower-case alphabet: 204 points

**DIFFICULTIES IN PRESSROOMS 84**  
**Such as space and quad work-ups can be entirely eliminated by use of Ludlow all-stag display system**

8 Point Ludlow No. 15 Ludlow Black  
 Length of lower-case alphabet: 145 points

**PRINTING 12**  
**Plays big role in daily work**

48 Point Ludlow No. 15 Ludlow Black

Length of lower-case alphabet: 817 points

**HIGH PRICE 34**  
**Asked for large city parking lot**

42 Point Ludlow No. 15 Ludlow Black

Length of lower-case alphabet: 717 points

**HUNDREDS OF 56**  
**Modern job plants show larger profit**

26 Point Ludlow No. 15 Ludlow Black

Length of lower-case alphabet: 625 points

**HIGHLIGHTS OF A 78**  
**Fine talk by secretary of city boys clubs will be found on page four**

30 Point Ludlow No. 15 Ludlow Black

Length of lower-case alphabet: 500 points

**SLUGLINES CAST ON A 90**  
**Ludlow are notably strong and heavy stereo pressure does not break them down**

24 Point Ludlow No. 15 Ludlow Black

Length of lower-case alphabet: 402 points

Characters in Complete Font

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

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

. : , ; - ' ! ? ( ) - q .

The per cent mark is sold separately

%

For fractions see fraction specimen pages



**TOOLS OF 12**  
**High quality**  
**at low prices**

48 Point Ludlow 15-1 Ludlow Black Italic

Length of lower-case alphabet: 887 points

**LANDSLIDE 34**  
**Causes big loss**  
**to land owners**  
**in the foothills**

62 Point Ludlow 15-1 Ludlow Black Italic

Length of lower-case alphabet: 747 points

**BOLDNESS OF 56**  
**This italic gives it**  
**powerful appeal**  
**to eyes of readers**

30 Point Ludlow 15-1 Ludlow Black Italic

Length of lower-case alphabet: 643 points

**NEW TYPEFACES 78**  
**Cast in all-slug form**  
**on the Ludlow make**  
**for quality job work**  
**and forceful display**

30 Point Ludlow 15-1 Ludlow Black Italic

Length of lower-case alphabet: 537 points

**DEMAND 90**  
**High courts**  
**act on issue**

24 Point Ludlow 15-1 Ludlow Black Italic  
Length of lower-case alphabet: 427 points

**AN AUCTION 53**  
**Sale of all types**  
**of equipment is**  
**now going on at**  
**city warehouse**

18 Point Ludlow 15-1 Ludlow Black Italic  
Length of lower-case alphabet: 315 points

**OFFICIAL NEWS 72**  
**Agency offers new**  
**interesting weekly**  
**feature to all daily**  
**and weekly papers**

14 Point Ludlow 15-1 Ludlow Black Italic  
Length of lower-case alphabet: 265 points

**NEW MODEL AUTOS 69**  
**Are to be previewed in**  
**the showrooms of most**  
**of the county's leading**  
**dealers Saturday noon**

12 Point Ludlow 15-1 Ludlow Black Italic  
Length of lower-case alphabet: 215 points

Characters in Complete Font

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 &amp;

\$ 1 2 3 4 5 6 7 8 9 0

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

. : ; - ' ? ! - ( ) ^

LUDLOW BLACK ADVERTISING FIGURES

**\$ 1 2 3 4 5 6 7**  
**8 9 0.,,**

84 Point Ludlow Black Advertising Figures

**\$ 1 2 3 4 5 6 7 8**  
**9 0.,,**

72 Point Ludlow Black Advertising Figures

**\$ 1 2 3 4 5 6 7 8 9 0.,,**

60 Point Ludlow Black Advertising Figures

**67<sup>45</sup> \$52 89<sup>15</sup>**

84 Point Ludlow Black Advertising Figures shown in combination with 42 point Ludlow Black regular figures

72 Point Ludlow Black Advertising Figures shown in combination with 36 point Ludlow Black dollar sign

60 Point Ludlow Black Advertising Figures shown in combination with 30 point Ludlow Black regular figures

All the advertising figures shown on this page are driven in one and one-quarter inch matrices

# NEW CITY PROJECTS WILL EMPLOY 190 MEN FOR THE BALANCE OF THE SUMMER

48 Point Ludlow 35-EC Lafayette Extra Condensed

# Stocks Gain Rapidly In Heavy Day of Buying; Wheat Lower

48 Point Ludlow 35-EC Lafayette Extra Condensed  
Length of lower-case alphabet: 299 points

# UNITED SHIPPING BOARD REPORTS A LARGE INCREASE IN EXPORTING THIS YEAR DUE TO 24 NEW TRADE PACTS

36 Point Ludlow 35-EC Lafayette Extra Condensed

# Contract Let For City Recreation Building Which Calls For Completion By October 5

36 Point Ludlow 35-EC Lafayette Extra Condensed  
Length of lower-case alphabet: 219 points

# PLANE COMPLETES FLIGHT AROUND ENTIRE WORLD IN RECORD TIME; 42 ABOARD

24 Point Ludlow 35-EC Lafayette Extra Condensed

# Political Speeches Stir Public In the Contest For City Mayor

24 Point Ludlow 35-EC Lafayette Extra Condensed  
Length of lower-case alphabet: 151 points

# RECORD-HERALD INVITES PUBLIC TO SEE NEW LUDLOW EQUIPMENT; INSTALLS 16 MODERN TYPEFACES

18 Point Ludlow 35-EC Lafayette Extra Condensed

# Printers' Club to Hold Annual Exhibit Of Fine Printed Pieces Starting Today

18 Point Ludlow 35-EC Lafayette Extra Condensed  
Length of lower-case alphabet: 134 points

Character in Complete Font

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  
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  
. : , ; - ' ' ! ? ( ) —

The per cent mark is made for all sizes  
and may be purchased separately



A FINE LINE 90  
Of sportswear being  
reduced for this sale

34 Point Ludlow 2-L Cheltenham Oldstyle  
Length of lower-case alphabet: 242 points

A DIRECT MAIL 57  
Campaign will promote a  
great many large sales if it  
is powerful and attractive

18 Point Ludlow 2-L Cheltenham Oldstyle  
Length of lower-case alphabet: 194 points

SALE PRICE FIGURES 10  
Up to over three inches high can  
be cast on the Ludlow in unlimited  
quantities for use in dollar day ads

14 Point Ludlow 2-S Cheltenham Oldstyle  
Length of lower-case alphabet: 145 points

ONCE AN AD OR JOB HAS 63  
Been corrected it stays correct when it  
is Ludlow-set. Solid slugsline avert all  
risks of price figures or letters becoming  
transposed before the forms go to press

16 Point Ludlow 2-L Cheltenham Oldstyle  
Length of lower-case alphabet: 125 points

COLUMN OF 12  
Interesting articles on  
how to run your farm

48 Point Ludlow 2-L Cheltenham Oldstyle

Length of lower-case alphabet: 504 points

EXAMPLES OF 34  
Old printed pieces are to  
be exhibited here in July

42 Point Ludlow 2-L Cheltenham Oldstyle

Length of lower-case alphabet: 434 points

ACTIVE MEMBERS 56  
Of chamber of commerce will  
make a goodwill tour to many  
important manufacturing cities

56 Point Ludlow 2-L Cheltenham Oldstyle

Length of lower-case alphabet: 353 points

LUDLOW IS DESIGNED 78  
To meet the exacting requirements  
of both commercial print shops and  
newspapers. Notable savings can be  
afforded either type of printing plant

30 Point Ludlow 2-L Cheltenham Oldstyle

Length of lower-case alphabet: 233 points

Characters in Complete Font

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  
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  
. , ; - ' ! ? —

The following special characters and ligatures are included in all fonts excepting the 42 and 48 point sizes.

ff fi fh fl fl Qy et st  
¶ ' " ( ) []

**MOVIES OF A 12**  
*Battle in the air will  
 be feature attraction*

48 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 521 points

**EQUIPMENT IS 34**  
*Being purchased by an  
 outstanding city printer*

42 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 492 points

**SOLID LINES CAST 56**  
*On a Ludlow will stand up  
 under severe stereo pressure  
 and long cylinder press runs*

38 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 379 points

**STRIKING DESIGNS IN 78**  
*Home construction are exhibited  
 in the foyer of the public library  
 under the auspices of united real  
 estate dealers of Camden County*

32 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 315 points

**MUNICIPAL 90**  
*Bond issue floated  
 for traction system*

24 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 197 points

**WESTERN GOLF 63**  
*Champion comes east to  
 challenge other sectional  
 champions for world title*

18 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 150 points

**NO MORE WORKUPS 82**  
*On the press after the Ludlow  
 system of all-slug composition  
 has been installed because all  
 faces are cast in solid sluglines*

14 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 155 points

**FLUSH LEFT HEADINGS 47**  
*In newspaper columns give modern  
 streamlined appearance. Many of  
 the country's best newspapers have  
 adopted this modern headline style*

12 Point Ludlow 2-LI Cheltenham Oldstyle Italic

Length of lower-case alphabet: 134 points

Characters in Complete Font

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 &amp;

\$ 1 2 3 4 5 6 7 8 9 0

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

. : ; - ' ! ? —

*Fall Hats Now On Sale 23  
In The Basement At Grants*

48 Point Ludlow 2-LIC Cheltenham Cursive

*Yacht Club To Hold Race 45  
In Park Lagoon On Wednesday*

48 Point Ludlow 2-LIC Cheltenham Cursive

*Exhibition Will 16  
Close July Second*

36 Point Ludlow 2-LIC Cheltenham Cursive

*X-Ray Machine To 89  
Be Installed In The New  
County Hospital Monday*

36 Point Ludlow 2-LIC Cheltenham Cursive

*Band Concerts To 75  
Start In Ulmer Park*

30 Point Ludlow 2-LIC Cheltenham Cursive

*Quaint Designs Made By Old 10  
Masters Were Sold At Auction  
Held The Seventh Of December*

18 Point Ludlow 2-LIC Cheltenham Cursive

*New Spring Frocks*

*Specially Priced*

*To introduce a complete line  
of smart frocks, Sally's Dress  
Shop will place a number of  
new models on sale at a  
price sure to please*

*The Sally Dress Shop*

Characters in Complete Post

*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*

Cheltenham Cursive Initials can be purchased separately or with the lower-case matrices of Cheltenham Oldstyle Italic as complete fonts

# BERTON COLLEGE 12

## Offers attractive courses in advanced engineering to interested young men

35 Point Ludlow 2-LW Cheltenham Wide

Length of lower-case alphabet: 440 points

# LOCAL BUSINESS MEN 34

## Meet to make plans for a huge combined dollar day event for a duration of two days to clear stores of seasonal merchandise

35 Point Ludlow 2-LW Cheltenham Wide

Length of lower-case alphabet: 554 points

# EVERY LUDLOW-EQUIPPED 56

## Composing room affords printers and publishers many fine advantages two of which are an inexhaustible supply of bright new modern typefaces and the extreme simplicity of its operation

35 Point Ludlow 2-LW Cheltenham Wide

Length of lower-case alphabet: 593 points

# CARTON AND BOX MAKERS FIND AN 78

## Invaluable asset in the Ludlow. Carton printing quickly wears and rounds off type which must be replaced to keep the printing job clear and sharp but with Ludlow this expense is entirely eliminated because multiple casts may be made from a single setting of matrices to replace the sluglines which are worn from hard impressions

38 Point Ludlow 2-LW Cheltenham Wide

Length of lower-case alphabet: 224 points

OPEN AIR MEETING IS 90  
Being arranged for next joint band and chorus concert to be held next week. An amplifier will be installed to ensure fine reception in each seat section

14 Point Ludlow 2-LW Cheltenham Wide  
Length of lower-case alphabet: 171 points

LARGE TRACT OF TIMBER 52  
Will be preserved and transformed into a National forest. The beauty of this untouched tract will be admired by tourists for many years to come

12 Point Ludlow 2-LW Cheltenham Wide  
Length of lower-case alphabet: 147 points

STYLIST FOR AN EXCLUSIVE 84  
Clyde avenue store will conduct a style show of her beautiful creations for the coming season. The garments are the last word in feminine attire yet priced to come within every woman's budget

10 Point Ludlow 2-LW Cheltenham Wide  
Length of lower-case alphabet: 134 points

MATCHLESS IN POWER AMONG THE 73  
Arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. We may through printed pages confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization down to the present day

8 Point Ludlow 2-LW Cheltenham Wide  
Length of lower-case alphabet: 108 points

TYPEFACES FROM THE FOUR POINT SIZE UP 66  
To ninety-six point may be cast on the Ludlow without a nucleus or mold change. This feature is invaluable to the printer for setting mixed sizes and faces for ad and job composition. Every progressive printer will investigate this and other important Ludlow features

6 Point Ludlow 2-LW Cheltenham Wide  
Length of lower-case alphabet: 92 points

## Characteristics in Complete Post

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  
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  
Qy ct st ff fi ffi fl ffl  
¶ ' " ( ) [ ]  
. : ; - ' ! ? —

**LARGE GIFT TO 90**  
University announced  
by city trust company

34 Point Ludlow 2-LC Cheltenham O. S. Condensed  
Length of lower-case alphabet: 224 points

**TRAFFIC MANAGER 53**  
Of airline reports a twenty  
percent increase in express  
shipments for first half year

18 Point Ludlow 2-LC Cheltenham O. S. Condensed  
Length of lower-case alphabet: 184 points

**MAGAZINE ADVERTISER 62**  
Authorizes his agency to prepare  
a national campaign for the purpose  
of announcing improved products

14 Point Ludlow 2-LC Cheltenham O. S. Condensed  
Length of lower-case alphabet: 139 points

**THE SUCCESS OF ANY PRINTING 41**  
Plant whether it be a commercial shop or  
a newspaper depends largely upon men  
and machinery. The versatile Ludlow is  
the machine to produce all display lines

12 Point Ludlow 2-LC Cheltenham O. S. Condensed  
Length of lower-case alphabet: 121 points

**BIG HEADLINE IS 12**  
Set and cast rapidly with  
versatile Ludlow system

48 Point Ludlow 2-LC Cheltenham O. S. Condensed

Length of lower-case alphabet: 426 points

**NORTH OF THE RIO 34**  
Is title of an interesting new  
book by a well-known writer

42 Point Ludlow 2-LC Cheltenham O. S. Condensed

Length of lower-case alphabet: 375 points

**CONDUCTED TOURS TO 56**  
All scenic parts of the country are  
being offered by railroad and bus  
companies at very attractive rates

36 Point Ludlow 2-LC Cheltenham O. S. Condensed

Length of lower-case alphabet: 319 points

**PRESSROOM PERFORMANCE 78**  
Can be improved if the forms furnished  
it are set by the Ludlow all-slug system.  
Sharp new typefaces of uniform height  
and cast in sluglines reduce makeready

30 Point Ludlow 2-LC Cheltenham O. S. Condensed

Length of lower-case alphabet: 268 points

Characters in Complete Font

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  
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  
. : ; - ' ! ? -

The following special characters and ligatures are included in all fonts excepting the 42 and 48 point sizes.

ff fi ffi fl ffi Qu et st  
¶ " ' ( ) [ ]



# EXHIBIT OF FINE ARTS WILL 21 Open Monday in the Mason Library

36 Point Ludlow 2-80 Cheltenham Bold Outline

Length of lower-case alphabet: 459 points

# MUSIC FESTIVAL SPONSORED BY A 31 Chicago newspaper attracts a record crowd to the municipal stadium last Monday night

30 Point Ludlow 2-80 Cheltenham Bold Outline

Length of lower-case alphabet: 378 points

# EXHIBIT OF RARE 45 Paintings will open in the public library next week for a period of eight days

24 Point Ludlow 2-80 Cheltenham Bold Outline  
Length of lower-case alphabet: 307 points

# MANY PUBLISHERS ARE 67 Now installing the Ludlow slug system for setting their display heads and newspaper headings to cut down costs of production

18 Point Ludlow 2-80 Cheltenham Bold Outline  
Length of lower-case alphabet: 232 points

## A Fall Bouquet

Your perfume subtly enfolds you as does your cloak and always about you is its atmosphere of fugitive charm. The fragrance you wear is really a part of you, so care must be taken in this selection be it your favorite flower or the mingling odors of a bouquet. Our perfumes satisfy the most discriminating.

Obtainable at Most Good Shops

**RIVIERA PERFUME CO.**  
NEW YORK • LOS ANGELES • CHICAGO

Text set in Cheltenham Oldstyle

### Characters in Complete Font

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  
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 . : , ; - ' ! ? -

**EXHIBIT 29**  
**In the library**

30 Point Ludlow 2-B Cheltenham Bold  
Length of lower-case alphabet: 579 points

**SIMPLICITY 41**  
**Of this typeface**

24 Point Ludlow 2-B Cheltenham Bold  
Length of lower-case alphabet: 505 points

**FLEXIBILITY OF 61**  
**Ludlow display heads**

18 Point Ludlow 2-B Cheltenham Bold  
Length of lower-case alphabet: 523 points

**NEW GOLF COURSE IS 61**  
**Opened with a tournament**

14 Point Ludlow 2-B Cheltenham Bold  
Length of lower-case alphabet: 577 points

**LUDLOW HAS HELPED US 90**  
**Turn out printing of better class**

12 Point Ludlow 2-B Cheltenham Bold  
Length of lower-case alphabet: 552 points

**RECORD CROWDS ATTEND 23**  
**The opening of the baseball season**

10 Point Ludlow 2-B Cheltenham Bold  
Length of lower-case alphabet: 543 points

**DISTRIBUTION IS A THING OF THE 56**  
**Fast with the Ludlow system of composition**

8 Point Ludlow 2-B Cheltenham Bold  
Length of lower-case alphabet: 512 points

**FORMS PRINTED DIRECT FROM LUDLOW 89**  
**Slugs help the printer to make a fair margin of profit**

8 Point Ludlow 2-B Cheltenham Bold  
Length of lower-case alphabet: 95 points

Characters in Complete Font

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  
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  
. ; , - ' ! ? -

**ELECT A 2**  
**New mayor**

75 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 940 points

**PRINTERS 3**  
**Hold meeting**

60 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 780 points

**DEMANDS 7**

60 Point Ludlow 2-B Cheltenham Bold—Caps Only. Driven in 3/8-inch matrices.

**EXHIBITION 45**  
**Will open Friday**

48 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 621 points

**ANNOUNCE A 87**  
**Change in schedule**

42 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 592 points

**A POPULAR OLD 90**  
**Design that is still in use**

36 Point Ludlow 2-B Cheltenham Bold

Length of lower-case alphabet: 459 points

**SPRING 3**  
*Sale opens*

72 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 1003 points

**PRESENT 6**  
*Club leaders*

60 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 847 points

**ADVERTISE 21**  
*New periodicals*

48 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 647 points

**ANNOUNCE A 13**  
*Change in policies*

62 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 568 points

**SPECIMEN OF AN 45**  
*Ancient trade is found*

36 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 479 points

**MANY PRINTERS ARE 61**  
*Now installing this system*

60 Point Ludlow 2-BI Cheltenham Bold Italic

Length of lower-case alphabet: 592 points

**DESIGNS A 78**  
*New skyscraper*

24 Point Ludlow 2-BI Cheltenham Bold Italic  
Length of lower-case alphabet: 318 points

**SIMPLICITY OF 90**  
*The Ludlow machine*

18 Point Ludlow 2-BI Cheltenham Bold Italic  
Length of lower-case alphabet: 236 points

**MANY PUBLISHERS 23**  
*Install the all-slug system*

14 Point Ludlow 2-BI Cheltenham Bold Italic  
Length of lower-case alphabet: 185 points

**UNIVERSITIES REPORT A 45**  
*Large increase in enrollment in the many Graphic Arts courses*

12 Point Ludlow 2-BI Cheltenham Bold Italic  
Length of lower-case alphabet: 157 points

**LARGE CROWDS ATTEND 61**  
*The exhibit of fine printing held in the new library the past week*

10 Point Ludlow 2-BI Cheltenham Bold Italic  
Length of lower-case alphabet: 125 points

**THE LUDLOW SYSTEM PROVIDES 89**  
*An unlimited supply of new and unbroken typefaces eliminating hunting for sorts*

8 Point Ludlow 2-BI Cheltenham Bold Italic  
Length of lower-case alphabet: 121 points

**MODERN EQUIPMENT IS ESSENTIAL IF 26**  
*The printer wants to make a fair profit and produce printing that assures future orders*

6 Point Ludlow 2-BI Cheltenham Bold Italic  
Length of lower-case alphabet: 108 points

Characters in Complete Post

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

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

. : , ; - ' ! ? —

**EXHIBIT OF 67**  
**Fine books opens**

30 Point Ludlow 2-BC Cheltenham Bold Condensed  
 Length of lower-case alphabet: 286 points

**IDEAL SYSTEM 89**  
**For setting ad heads**

34 Point Ludlow 2-BC Cheltenham Bold Condensed  
 Length of lower-case alphabet: 334 points

**BIG CROWD ENROLLS 18**  
**For summer school in Gary**

17 Point Ludlow 2-BC Cheltenham Bold Condensed  
 Length of lower-case alphabet: 177 points

**MANY PRINTERS ARE NOW 90**  
**Installing the Ludlow slug system**

14 Point Ludlow 2-BC Cheltenham Bold Condensed  
 Length of lower-case alphabet: 141 points

**HUGE CROWD ATTENDS A SERIES 45**  
**Of concerts sponsored by the park board**

12 Point Ludlow 2-BC Cheltenham Bold Condensed  
 Length of lower-case alphabet: 120 points

**POLICE AND FIRE DEPARTMENT TO 10**  
**Hold athletic field day in the new stadium**

10 Point Ludlow 2-BC Cheltenham Bold Condensed  
 Length of lower-case alphabet: 115 points

**BATTERED AND WORN TYPE A THING OF THE 11**  
**Fast in the shop equipped with the Ludlow slug system**

9 Point Ludlow 2-BC Cheltenham Bold Condensed  
 Length of lower-case alphabet: 91 points

**FINE DISPLAY COMPOSITION OBTAINABLE AT LOWER 31**  
**Cost by this most practical of all display typesetting systems**

9 Point Ludlow 2-BC Cheltenham Bold Condensed  
 Length of lower-case alphabet: 80 points

Character in Complete Font

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  
 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  
 . : ; - ' ! ? —

**SCHEDULE 8**  
**To be changed**

75 Point Ludlow 2-BC Cheltenham Bold Condensed

Length of lower-case alphabet: 700 points

**PRINTERS TO 8**  
**Convene Monday**

60 Point Ludlow 2-BC Cheltenham Bold Condensed

Length of lower-case alphabet: 629 points

**MODERNIZES 9**

60 Point Ludlow 2-BC Cheltenham Bold Condensed—Case Only. Driven in 7/8-inch matrices.

**MODERN PLANT 23**  
**Builds a new addition**

48 Point Ludlow 2-BC Cheltenham Bold Condensed

Length of lower-case alphabet: 480 points

**TYPE SHORTAGE IS 41**  
**Eliminated with a Ludlow**

42 Point Ludlow 2-BC Cheltenham Bold Condensed

Length of lower-case alphabet: 418 points

**COSTS ARE CUT WITH 67**  
**Ease by this new slug system**

36 Point Ludlow 2-BC Cheltenham Bold Condensed

Length of lower-case alphabet: 361 points

# *PRINTERS 2 Meet Sunday*

72 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic

Length of lower-case alphabet: 787 points

# *ANNOUNCES 5 New tariff rates*

60 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic

Length of lower-case alphabet: 650 points

# *CITY LEADERS 37 Endorse new project*

48 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic

Length of lower-case alphabet: 516 points

# *UNIVERSITY WILL 61 Hold track meet today*

62 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic

Length of lower-case alphabet: 452 points

# *HEADLINES ARE CAST 78 In solid slugs on the Ludlow*

96 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic

Length of lower-case alphabet: 375 points

# *A BIG TECHNICAL COLLEGE 94 Reports an increase in enrollment*

90 Point Ludlow 2-BCI Cheltenham Bold Condensed Italic

Length of lower-case alphabet: 520 points

*CONCERTS TO 20  
Be given by the city  
in the public parks  
during the summer*

24 Point Ludlow 2-BCI Cheltenham Bold Cond. Italic  
Length of lower-case alphabet: 353 points

*ORIENTAL EXHIBIT 34  
Will be held on the first  
floor of the new public  
library beginning Friday*

18 Point Ludlow 2-BCI Cheltenham Bold Cond. Italic  
Length of lower-case alphabet: 197 points

*UNIVERSITY REPORTS A 56  
Large enrollment for the new  
graphic arts course which will  
be opened at the next semester  
beginning the fourteenth of July*

14 Point Ludlow 2-BCI Cheltenham Bold Cond. Italic  
Length of lower-case alphabet: 154 points

*MANY ATTRACTIVELY DESIGNED 61  
Typefaces are available for the use of  
the layout man in the shop which has  
installed the Ludlow slugline system  
for setting their display composition*

32 Point Ludlow 2-BCI Cheltenham Bold Cond. Italic  
Length of lower-case alphabet: 121 points

Characters in Complete Post

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  
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  
. : , ; - ' ! ? —

**A SIMPLE METHOD 75**  
Of casting display lines  
in slugs from hot metal

24 Point Ludlow 2-BEC Cheltenham Bold Extra Cond.  
Length of lower-case alphabet: 212 points

**THE LUDLOW MACHINE IS 83**  
Sturdy in construction and has  
but few moving parts that wear  
making for low cost in upkeep

19 Point Ludlow 2-BEC Cheltenham Bold Extra Cond.  
Length of lower-case alphabet: 193 points

**THE SIMPLICITY OF THE LUDLOW 50**  
System has been favored feature with  
numbers of printing plant owners and  
newspaper publishers the world over

14 Point Ludlow 2-BEC Cheltenham Bold Extra Cond.  
Length of lower-case alphabet: 193 points

**HIGH COMPOSING ROOM PRODUCTION 48**  
Costs can immediately be radically reduced  
with the installation of the efficient all-slug  
system of display composition in which the  
Ludlow plays an immensely important part

12 Point Ludlow 2-BEC Cheltenham Bold Extra Cond.  
Length of lower-case alphabet: 169 points

**SPECIALIZING 6**  
In all-slug forms

72 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

Length of lower-case alphabet: 661 points

**PRODUCING HIGH 7**  
Quality composition

60 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

Length of lower-case alphabet: 583 points

**A LARGER MEASURE 58**  
Of economy with Ludlow

42 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

Length of lower-case alphabet: 415 points

**ATTRACTIVE ADS WILL 60**  
Promote high reader interest

42 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

Length of lower-case alphabet: 386 points

**AMPLE SUPPLY OF DISPLAY 37**  
Faces always available as needed

36 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

Length of lower-case alphabet: 307 points

**WHEN SHARP NEW TYPEFACES ARE 92**  
Used a clearly printed sheet is the result

30 Point Ludlow 2-BEC Cheltenham Bold Extra Condensed

Length of lower-case alphabet: 261 points

Characters in Complete Font

|    |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|
| 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 |   |   |   |   |   |
| 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 |   |   |
| .  | : | ; | - | ' | ! | ? | — |

# REVIVES 62 Suit to retain rich oil lands

48 Point Ludlow 2-BE Cheltenham Bold Extended

Length of lower-case alphabet: 643 points

# REPORT 90 Mutiny on a fishing boat near islands

24 Point Ludlow 2-BE Cheltenham Bold Extended  
Length of lower-case alphabet: 415 points

# RESTORES 43 Ancient fossils found in Egypt

42 Point Ludlow 2-BE Cheltenham Bold Extended

Length of lower-case alphabet: 736 points

# GOVERNOR 63 Praises a rescue crew for ardent support given in railway disaster

16 Point Ludlow 2-BE Cheltenham Bold Extended  
Length of lower-case alphabet: 309 points

# ADDITIONAL 56 Rich land deals to be transacted this week in Appleton

36 Point Ludlow 2-BE Cheltenham Bold Extended

Length of lower-case alphabet: 617 points

# ADVERTISING IS 84 One of the most vital helps to merchants in a local and a national distribution of goods

14 Point Ludlow 2-BE Cheltenham Bold Extended  
Length of lower-case alphabet: 237 points

# AN ELROD SLUG AND 27 Rule caster in your plant provides compositors with an unlimited supply of all thicknesses of quality rule faces and leads and slugs

12 Point Ludlow 2-BE Cheltenham Bold Extended  
Length of lower-case alphabet: 136 points

# COMPETITION IS 78 Met easily by printers whose plants contain a modern equipment for setting slug forms quickly and correctly

30 Point Ludlow 2-BE Cheltenham Bold Extended

Length of lower-case alphabet: 502 points

Characters in Complete Font

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  
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  
. : ; , - ' ! ? —

85<sup>25</sup>

\$73

120 Point (Title) Ludlow 2-BC Cheltenham Bold Condensed Advertising Figures  
with 72 point (regular) Ludlow Cheltenham Bold Condensed Superior Figures and Dollar Sign

94<sup>98</sup>

\$20

96 Point (Title) Ludlow 2-BC Cheltenham Bold Condensed Advertising Figures  
with 60 point (regular) Ludlow Cheltenham Bold Condensed Superior Figures and Dollar Sign

19<sup>73</sup>

\$57

84 Point (Title) Ludlow 2-BC Cheltenham Bold Condensed  
Advertising Figures with 48 point (regular) Ludlow Cheltenham  
Bold Condensed Superior Figures.

72 Point (Title) Ludlow 2-BC Cheltenham Bold Condensed  
Advertising Figures with 42 point (regular) Ludlow Cheltenham  
Bold Condensed Dollar Sign

Matrices for the 120, 96 and 84 point are engraved. Each character in these sizes is a separate unit, cast the long way of the slug. Sold in figure fonts of one matrix each of figures, dollar sign, period and comma.



# LUDLOW STENCIL

... a new typeface produced by the Ludlow Typograph Company.  
... Letters with the breaks characteristic of stencils will prove useful to the typographer seeking deliberately to convey an impression of informality.

The 36 point size, title lining, is shown in the heading lines above.

For more than forty-five years Home Furnishings of distinction have borne the trade mark of

## HENRI

Complete line of furniture and furnishings to suit every need.

HENRI FURNITURE HOUSE  
NEW YORK • BOSTON • NEWARK • TOPEKA • DALLAS

36 Point Ludlow No. 41 Stencil

# MITCHELL OFFERS 12 HUGE OPENING SALE

Characters in Complete Font

**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 . : , ; - ' ' ! ? - ♦**

The per cent mark is sold separately

**RAPID JOB AND 74**  
Ad composition in the plant that is equipped with a Ludlow system

13 Point Ludlow 10-L Artcraft  
Length of lower-case alphabet: 236 points

**COMPOSING ROOMS 58**  
That are equipped with the Ludlow system have ample supplies of sharp new faces

14 Point Ludlow 10-L Artcraft  
Length of lower-case alphabet: 182 points

**THE ADVERTISER GETS 39**  
A greater return from his sales message if he chooses typefaces that attract the eye of the reader

22 Point Ludlow 10-L Artcraft  
Length of lower-case alphabet: 162 points

**MUCH FLOOR SPACE CAN BE 61**  
Saved by the elimination of large type racks with the installation of Ludlow system of all-slug display composition

10 Point Ludlow 10-L Artcraft  
Length of lower-case alphabet: 158 points

**PUBLISHERS 12**  
Praise the Ludlow for its fine product

68 Point Ludlow 10-L Artcraft

Length of lower-case alphabet: 606 points

**CONTEST FOR 34**  
Model plane builders to be announced soon

42 Point Ludlow 10-L Artcraft

Length of lower-case alphabet: 527 points

**SOCIETY EDITOR 56**  
Of the Inland Chronicle starts a new feature page

36 Point Ludlow 10-L Artcraft

Length of lower-case alphabet: 449 points

**A COMPLETE LINE OF 78**  
Quality apparel for particular women goes on sale tomorrow

30 Point Ludlow 10-L Artcraft

Length of lower-case alphabet: 384 points

**UPPER CLASSMEN PLAN A 90**  
Public debate in the school assembly hall on the important subject of the past and future affairs of the world

36 Point Ludlow 10-L Artcraft

Length of lower-case alphabet: 299 points

Characters in Complete Font

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  
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  
ff fi ffi fl fl . : ; - ' ! ? —

In each least of 14 point to 48 point the following characters are also included

fa ffa fe ffe fo ffo fr  
ffr ft fu ffu fy ( ) ( )

The Swash Characters listed below are not furnished with regular fonts but they can be purchased separately in 10 and 22 point only

A B D M N O P  
R Th th ct st ø r y f  
∩ ⊗ ⊗

# FURNISHES 12 Entertainer for a tennis club dinner

48 Point Ludlow 10-11 Artcraft Italic

Length of lower-case alphabet: 595 points

# PRODUCTION 34 Begins today on new style passenger autos

42 Point Ludlow 10-11 Artcraft Italic

Length of lower-case alphabet: 516 points

# COMPOSITION IS 56 Easier to handle when it is cast in solid slug form

36 Point Ludlow 10-11 Artcraft Italic

Length of lower-case alphabet: 436 points

# LENGTHY PROGRAM 78 Being planned for the second annual meet of famous artists

30 Point Ludlow 10-11 Artcraft Italic

Length of lower-case alphabet: 350 points

# INVENTION OF PRINTING 90 In the year fourteen hundred forty by Johann Gutenberg has proved a great aid to the welfare of mankind

24 Point Ludlow 10-11 Artcraft Italic

Length of lower-case alphabet: 301 points

*AUTO RACING 63*  
*Starts today at Liege*  
*with the world's most*  
*noted drivers entered*

18 Point Ludlow 10-11 Artcraft Italic  
Length of lower-case alphabet: 227 points

*PRINTING COURSE 58*  
*Is to be added to a lengthy*  
*list of trades which are to*  
*be taught at Staß school*

14 Point Ludlow 10-11 Artcraft Italic  
Length of lower-case alphabet: 183 points

*BOY SCOUT TROOP TO 47*  
*Leave Friday for their annual*  
*one-month camping trip under*  
*the supervision of three great*  
*leaders in Boy Scout activities*

12 Point Ludlow 10-11 Artcraft Italic  
Length of lower-case alphabet: 150 points

*LUDLOW COMPOSITION IN 48*  
*Ads and job work eliminates many of*  
*the printer's worries. Once a line is*  
*set and cast there is no danger of type*  
*pulling out or of spaces working up*

10 Point Ludlow 10-11 Artcraft Italic  
Length of lower-case alphabet: 124 points

## Characters in Complete Font

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 &amp;

\$ 1 2 3 4 5 6 7 8 9 0

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

ff fi ffi fl ffi . : ; - ' ! ? —

Characters listed below sold separately

C A B D M N T

P R Th th et g st

r y v of @ o o

**SCHOOL BOOK 42**  
Contract is given to Beldon printing and binding corporation

18 Point Ludlow 10-B Artcraft Bold  
Length of lower-case alphabet: 249 points

**QUALITY PRINTING 75**  
At a minimum production cost when jobs are set by the rapid Ludlow system

14 Point Ludlow 10-B Artcraft Bold  
Length of lower-case alphabet: 192 points

**PRESSROOM TROUBLE 83**  
Is a costly item to printers and it can be eliminated if all forms are set the sure Ludlow way

12 Point Ludlow 10-B Artcraft Bold  
Length of lower-case alphabet: 168 points

**TICKET SALE BEGINS SOON 91**  
For the huge indoor circus which is scheduled for first of next month at the South Manchester amphitheater

10 Point Ludlow 10-B Artcraft Bold  
Length of lower-case alphabet: 140 points

**OWNERS OF BOXMAKING PLANTS 26**  
Who desire to improve the appearance and quality of their imprinted boxes will do well to investigate Ludlow all-slug composition

8 Point Ludlow 10-B Artcraft Bold  
Length of lower-case alphabet: 116 points

**THE PRINTER WHO IS EQUIPPED WITH A 39**  
Modern line of composing room machinery is in a position to deliver his printed products on a mass production basis at a far greater margin of profit

8 Point Ludlow 10-B Artcraft Bold  
Length of lower-case alphabet: 98 points

**PRESIDENT 12**  
of athletic club is retained for year

48 Point Ludlow 10-B Artcraft Bold

Length of lower-case alphabet: 648 points

**DIRECTOR TO 34**  
Select cast for three new movie thrillers

42 Point Ludlow 10-B Artcraft Bold

Length of lower-case alphabet: 567 points

**EVERT COUNTY 56**  
highway commissioner resigns April sixteenth

36 Point Ludlow 10-B Artcraft Bold

Length of lower-case alphabet: 480 points

**QUAKER CITY NEWS 78**  
Inaugurates Sunday edition with excellent new features

30 Point Ludlow 10-B Artcraft Bold

Length of lower-case alphabet: 390 points

**HUNDREDS OF THE FINEST 90**  
Printing and publishing plants are equipped with the efficient Ludlow system for producing display lines

24 Point Ludlow 10-B Artcraft Bold

Length of lower-case alphabet: 312 points

Characters in Complete Font

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  
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  
. : ; - ' ! ? —

# PROMOTE 12

## Loyal employee to sales manager

42 Point Ludlow No. 9 Powell

Length of lower-case alphabet: 674 points

# SCHEDULE IS 34

## Approved by four officials of railroad

42 Point Ludlow No. 9 Powell

Length of lower-case alphabet: 687 points

# SOLICIT FUNDS 56

## For purchase of safety equipment installed in city recreation centers

36 Point Ludlow No. 9 Powell

Length of lower-case alphabet: 495 points

# SUITS OF QUALITY 78

## Materials for men and boys are on sale this week in the bargain basement store at a price heretofore unheard of

50 Point Ludlow No. 9 Powell

Length of lower-case alphabet: 404 points

# PRINTERS 90

## In search of the way to a lower cost for display will investigate Ludlow system

24 Point Ludlow No. 9 Powell  
Length of lower-case alphabet: 334 points

# PROFIT GAIN 62

## Is reported by plant executives after the Ludlow slug system had been installed in place of single types

18 Point Ludlow No. 9 Powell  
Length of lower-case alphabet: 359 points

# AMPLE SUPPLIES 49

## Of brand new typefaces always on hand ready to meet any emergency in a plant equipped with the efficient Ludlow system

14 Point Ludlow No. 9 Powell  
Length of lower-case alphabet: 307 points

## Characters in Complete Font

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  
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  
. : ; - ' ! ? -

**A STUPENDOUS 90**  
 Sale of sporting goods is now in full progress and will not end until our entire stock of fine merchandise has been cleared from the store

18 Point Ludlow No. 4 Cushing Antique  
 Length of lower-case alphabet: 230 points

**RECEPTION TO 12**  
 Be tendered officials of paper corporation at the Hotel Carlton

42 Point Ludlow No. 4 Cushing Antique

Length of lower-case alphabet: 531 points

**DEEP SEA DIVERS TO 52**  
 Attempt salvage of the rich cargo in hold of large ocean steamer which sank in storm eleven miles off Grand Island in the Pacific nearly fourteen years ago with large life loss

14 Point Ludlow No. 4 Cushing Antique  
 Length of lower-case alphabet: 174 points

**AN INTERESTING 34**  
 Book on typography by a master of printing art is considered one of the finest ever to be printed

36 Point Ludlow No. 4 Cushing Antique

Length of lower-case alphabet: 452 points

**ADVERTISING DISPLAY IN 37**  
 Mixed sizes and faces can be set and cast quickly and efficiently with the Ludlow system because an operator has no mold or machine changes to make when a change of size or face is necessary and because of the ease with which matrices are assembled and spaced in Ludlow casting stick

12 Point Ludlow No. 4 Cushing Antique  
 Length of lower-case alphabet: 143 points

**BAND CONCERTS ARE 56**  
 Being given nightly in newly constructed band shell under the sponsorship of combined Morland City musical groups

30 Point Ludlow No. 4 Cushing Antique

Length of lower-case alphabet: 527 points

|                             |   |   |   |   |   |   |   |   |   |   |
|-----------------------------|---|---|---|---|---|---|---|---|---|---|
| Characters in Complete Font |   |   |   |   |   |   |   |   |   |   |
| 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 |
| 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 |   |   |   |
| .                           | : | ; | - | ' | ! | ? | — |   |   |   |

**QUALITY COMPOSITION SET 78**  
 In attractive Ludlow typefaces and cast in slug form on a Ludlow will aid printers in producing the kind of job work their customers expect

24 Point Ludlow No. 4 Cushing Antique

Length of lower-case alphabet: 331 points

# CHAMBER OF COMMERCE 23

Will meet next Thursday evening  
to discuss the effect of traction bill

36 Point Ludlow No. 7 Laureate

Length of lower-case alphabet 472 points

# SIERRA RANGE HAS A RECORD 34

Ore season as shipments are speeded due  
to the added capacity of new lake steamers

30 Point Ludlow No. 7 Laureate

Length of lower-case alphabet 584 points

# A LARGE CROWD 11

Attends first ball game  
held under lights in the  
stadium Friday evening

24 Point Ludlow No. 7 Laureate

Length of lower-case alphabet 319 points

# MANY PUBLISHERS ARE 89

Now installing the Ludlow slug  
system of composition to set all  
of their news headlines and all  
their advertising display heads

18 Point Ludlow No. 7 Laureate

Length of lower-case alphabet 234 points

## Men's Clothes

Abnormal values at subnormal prices. Business suits that could make a congressman look like a banker. Sporting clothes that could make a golfer feel like a par player. We can assure you some excellent values in each one of them that will permit a dollar to do a dollar job every time.

**\$27.50    \$35.00    \$37.50**

## PETERSON & CO.

341 Michigan Boulevard, Chicago, Illinois  
CHICAGO · NEW YORK · SAN FRANCISCO

Text set in Caslon Bold

Characters in Complete Font

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

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 . : , ; - ' ! ? —

**HONOR A 78**  
Group of nine winners in the typing contest

30 Point Ludlow 9-B Clearface Bold  
Length of lower-case alphabet: 305 points

**INSURANCE 90**  
Company issues a printed statement of its transactions for past two years

34 Point Ludlow 9-B Clearface Bold  
Length of lower-case alphabet: 332 points

**SALE OF WHITE 63**  
Goods will start today and continue until the entire stock of surplus materials is exhausted

18 Point Ludlow 9-B Clearface Bold  
Length of lower-case alphabet: 210 points

Characters in Complete Font

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ&  
\$1234567890  
abcdefghijklm  
nopqrstuvwxyz  
. : , ; - ' ! ? —

**CITY EDITOR 12**  
Cooperates in plan to train more men for syndicate work

48 Point Ludlow 9-B Clearface Bold

Length of lower-case alphabet: 570 points

**SPECIAL SALES 34**  
On finer quality suits and overcoats will be advertised in the next issue of town shopper

42 Point Ludlow 9-B Clearface Bold

Length of lower-case alphabet: 497 points

**THE PRINTER CAN 56**  
Produce more and better jobs if he has the Ludlow system functioning in his plant which gives him all display on solid sluglines

38 Point Ludlow 9-B Clearface Bold

Length of lower-case alphabet: 420 points



**NO BROKEN 12**  
*Or worn letters in  
 a Ludlow-set line*

48 Point Ludlow 9-BI Clearface Bold Italic

Length of lower-case alphabet: 502 points

**AUTO DEALER 34**  
*Reports new high in  
 annual sales volume*

48 Point Ludlow 9-BI Clearface Bold Italic

Length of lower-case alphabet: 511 points

**FOREIGN EVENTS 56**  
*Will be covered by eight  
 prominent reporters of a  
 world-wide news service*

38 Point Ludlow 9-BI Clearface Bold Italic

Length of lower-case alphabet: 458 points

**THE LUDLOW CASTER 78**  
*Is of sturdy construction and  
 simple design which makes a  
 fine combination for a saving  
 in operating and upkeep costs*

30 Point Ludlow 9-BI Clearface Bold Italic

Length of lower-case alphabet: 561 points

**PUBLISHER 90**  
*Asks an increase  
 of one dollar per  
 inch on ad space*

24 Point Ludlow 9-BI Clearface Bold Italic  
 Length of lower-case alphabet: 535 points

**CLYDE MANOR 53**  
*Subdivision owner is  
 preparing a series of  
 descriptive folders on  
 the many advantages  
 of living in his newly  
 developed settlement*

18 Point Ludlow 9-BI Clearface Bold Italic  
 Length of lower-case alphabet: 555 points

**QUALITY PRINTING 68**  
*Can be produced with less  
 effort and less expense if a  
 Ludlow is in operation in  
 composing room. Printers  
 with obsolete composition  
 methods should not fail to  
 investigate Ludlow system*

14 Point Ludlow 9-BI Clearface Bold Italic  
 Length of lower-case alphabet: 587 points

Characters in Complete Post

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  
 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 ff fi ffi fl ffl  
 . : ; - ' ! ? —

**Praktische Vorschläge 63**  
Der neue Katalog bringt  
eine reiche Auswahl der  
feinsten Sports-Modelle

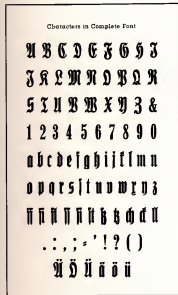
24 Point Ludlow Fraktur (No. 16-1)  
Length of lower-case alphabet: 188 points

**Leistungskraft gesteigert 76**  
Kein Mangel an Schrift in  
der Sekerei. Jeder Auftrag  
ohne Verzögerung erledigt

20 Point Ludlow Fraktur (No. 16-1)  
Length of lower-case alphabet: 174 points

**Berichte aus dem fernen Osten 52**  
Zuverlässige Nachrichten aus allen  
Teilen der Welt findet man in der  
dreimal wöchentlich erscheinenden  
Handelsbeilage der Anstandspost

16 Point Ludlow Fraktur (No. 16-1)  
Length of lower-case alphabet: 135 points



**Für Herbst und Winter 25**  
**Unser Spezial-Angebot in**  
**Kleidern und Sportblusen**

40 Point Ludlow Fraktur (No. 16-1)

Length of lower-case alphabet: 203 points

**Graphische Kunstanstalten 38**  
**Reiche Auswahl in modernen**  
**Schriften für den Anzeigenteil**

40 Point Ludlow Fraktur (No. 16-1)

Length of lower-case alphabet: 219 points

**Kraftwerk Rhénania Dortmund 19**  
**Weitere Erhöhung der Produktion**  
**in allen Zweigen der Lederbranche**

36 Point Ludlow Fraktur (No. 16-1)

Length of lower-case alphabet: 203 points

**Spare Raum und Geld mit der Ludlow 43**  
**Eine umfangreiche Einrichtung kann ohne**  
**Schwierigkeit in einem gedrängten Raume**  
**aufgestellt werden. Katalog auf Verlangen**

20 Point Ludlow Fraktur (No. 16-1)

Length of lower-case alphabet: 234 points

**Gute Bücher 28  
aus dem Verlag  
Heinz Spengler**

18 Point Ludlow Fraktur (No. 16-2)

Length of lower-case alphabet: 640 points

**Neue Wege 35  
im Bilderdruck  
Ausstellung in  
der Kunsthalle**

24 Point Ludlow Fraktur (No. 16-2)  
Length of lower-case alphabet: 217 points

**Neue Betriebe 59  
Arbeit und Fleiß  
führt zu Erfolgen**

20 Point Ludlow Fraktur (No. 16-2)

Length of lower-case alphabet: 565 points

**Renner wählen 42  
Ludlow-Schriften  
für ausdrucksvolle  
Inserate jeder Art**

20 Point Ludlow Fraktur (No. 16-2)  
Length of lower-case alphabet: 254 points

**Ferien in Florida 73  
Eröffnung der neuen  
Sporthalle in Joliet**

30 Point Ludlow Fraktur (No. 16-2)

Length of lower-case alphabet: 498 points

**Auswahl in Hüten 85  
Neueste Modelle aus  
dem bekannten Salon  
Arkadia in New York**

36 Point Ludlow Fraktur (No. 16-2)  
Length of lower-case alphabet: 210 points

**Auktion feiner Gemälde 60  
Ein frohes Weihnachtsfest  
und gesundes Neues Jahr  
Kaufhaus Martin Holden**

38 Point Ludlow Fraktur (No. 16-2)

Length of lower-case alphabet: 371 points

Characters in Complete Font

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  
 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 ç æ  
 ã ä å ã ä å  
 . : ; = ' ! ? ( )  
 Æ Š Ů ä ö ü

**Die Reklame 13  
Größter Erfolg  
mit der Ludlow  
im letzten Jahre**

24 Point Ludlow Fraktur (No. 16-3)  
Length of lower-case alphabet: 300 points

**Neue Literatur 58  
Wertvolle Bücher  
das beste Geschenk  
für unsere Jugend**

23 Point Ludlow Fraktur (No. 16-3)  
Length of lower-case alphabet: 280 points

**Ein großer Vorteil 16  
Ohne Verlust an Zeit  
ist jede Arbeit mit der  
Ludlow schnell gesetzt**

18 Point Ludlow Fraktur (No. 16-3)  
Length of lower-case alphabet: 215 points

**Handarbeiten 19  
Spezial-Verkauf  
feiner Tonwaren**

48 Point Ludlow Fraktur (No. 16-3)

Length of lower-case alphabet: 586 points

**Neue Erfindung 35  
Arbeitsberichte aus  
der Metallindustrie**

42 Point Ludlow Fraktur (No. 16-3)

Length of lower-case alphabet: 527 points

**Handel und Verkehr 12  
Lichtbildvorträge über  
modernen Straßenbau**

58 Point Ludlow Fraktur (No. 16-3)

Length of lower-case alphabet: 438 points

**Steigerung in Produktion 18  
Es giebt keine Arbeit, die als  
Grenze der Leistungsfähigkeit  
einer Ludlow zu bezeichnen ist**

28 Point Ludlow Fraktur (No. 16-3)

Length of lower-case alphabet: 345 points

Characters in Complete Font

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  
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 ã ä  
ff fi fl ll ll ll ß h ll  
. : ; - ' ! ? ( )  
Å Æ Ü ä ö ü

קוֹיֵף אַ לְאָדְלֶא  
אֶזֶן שְׂפָאָר צִיִּיט!

84 Point Ludlow 29-1L Hebrew Modern

53 matrices cast vertically (1¼-inch matrices)

אֵין יַעֲדֵעַ דְּרוֹקְעֵרִי  
זֵאָא מֵעֵן נוֹצֵט טִיִּיפ

72 Point Ludlow 29-1L Hebrew Modern

149 matrices (1¼-inch matrices)

אֵיז דִּי לְאָדְלֶא מֵאֵשִׁין  
דִּי בַעֲסֵטעַ מֵאָדְעֵרֶנַע

60 Point Ludlow 29-1L Hebrew Modern

190 matrices (1¼-inch matrices)

סִיסְטֵעַם זֵאָא אִיר נוֹצֵט אַלֶע  
מֵאָל שְׂפָאָנַע־נִיַע שְׂרִיפֵט

48 Point Ludlow 29-1L Hebrew Modern

212 matrices (¾-inch matrices)

דער סטיק איז  
אן אויסנאמע!

84 Point Ludlow 29-2B Hebrew Bold

53 matrices cast vertically (1¼-inch matrices)

אויף וועלכען איר  
שטעלט צוזאמען

72 Point Ludlow 29-2B Hebrew Bold

149 matrices (1¼-inch matrices)

די טייפ; איז גראדע  
אזוי איינפאך ווי די

60 Point Ludlow 29-2B Hebrew Bold

190 matrices (1¼-inch matrices)

לארלא אויף וועלכער עם  
קען ארבייטן א לערן אינגל

48 Point Ludlow 29-2B Hebrew Bold

212 matrices (¾-inch matrices)

דער סלאג איז דער  
גרונט פון פרינטינג

84 Point Ludlow 29-3BC Hebrew Bold Condensed

53 matrices cast vertically (1¼-inch matrices)

מיט די ראדלא סיסטעם  
אל-סלאג קאמפאזיציע

72 Point Ludlow 29-3BC Hebrew Bold Condensed

149 matrices (1¼-inch matrices)

יעדע שריפט פון 4 ביז 96  
פונקטן קען מען פראדוצירן

60 Point Ludlow 29-3BC Hebrew Bold Condensed

190 matrices (1¼-inch matrices)

— שנעלער, בעסער און לייכטער  
און מיט נייע מאדערנסטע שריפט

48 Point Ludlow 29-3BC Hebrew Bold Condensed

212 matrices (1½-inch matrices)

# LUDLOW ACCENTS

In ordering accented character matrices, use the character number as designated.

In the 60-point title line and the 72 and 84-point cap matrices, piece accent matrices are available. These are cast on a separate slug and placed over the regular character.

The following special characters are also available in practically all point sizes of the various typefaces:

|                          |                  |            |
|--------------------------|------------------|------------|
| English pound marks      | Shilling strokes | Peso marks |
| European quotation marks | Florin marks     |            |

## List of Accents Required for Various Languages

|           |  |            |  |
|-----------|--|------------|--|
| Bohemian  | 1, 2, 3, (*4), 5, 6, 37, (**38), 39, (*41), 42, 43, (*44), 45, 47,                     | Lithuanian | 28, 29, 37, 40, 43, 46, 47, 58, 59               |
| Croatian  | 37, 43, 47, 60   | Norwegian  | 50, 51   |
| Danish    | 50, 51   | Polish     | 4, 58, 59, 60, 61, 62, 83, 64, 65                |
| French    | 2, 7, 8, (*9), (*10), 11, (*13), 14, 15, (**16), 17, 19, 20,<br>21, 22, 23, 49, 50, 52 | Portuguese | 1, 2, 3, 4, 5, 17, 20, 22, 52, 70, 73, 79        |
| German    | 13, 16, 17   | Roumanian  | 19, †21, †31, 40, †67, †68                       |
| Hungarian | 1, 2, (*3), 4, (*5), 18, 17, 54, (**55)  | Slovak     | 1, 2, 3, 4, 5, 6, 13, 22, 37, 38, 41, 43, 47, 79 |
| Italian   | (*1), 2, (*3), (*4), (*5), 7, 8, 9, 10, 11, 21, 22                                     | Slovenian  | 4, 37, 43, 47, 60                                |
|           |  | Spanish    | 1, 2, 3, 4, 5, 17, 79                            |
|           |  | Swedish    | 13, 16, 80                                       |

The above numbers refer only to the lower-case accents. Should cap accents be desired the numbers are prefixed by 100.

†Cap accents for these numbers not used in Roumanian. \*Sometimes used but not necessary.

## Regular Accents—For Various Languages

Accents should be ordered by numbers, as designated.

Note that the cap accents are numbered 100 higher than the corresponding lower-case accents.

| LOWER CASE | CAPS  | LOWER CASE | CAPS   | LOWER CASE | CAPS  | LOWER CASE | CAPS  | LOWER CASE | CAPS  |
|------------|-------|------------|--------|------------|-------|------------|-------|------------|-------|
| 1 á        | 101 Á | 18 ÿ       | 118 ÿ̂ | 35 ù       | 135 Û | 51 ø       | 151 Ø | 68 t       | 168 T |
| 2 é        | 102 É | 19 â       | 119 Â  | 36 ý       | 136 Ý | 52 ç       | 152 Ç | 70 ā       | 170 Ā |
| 3 í        | 103 Í | 20 ê       | 120 Ê  | 37 ċ       | 137 Ć | 53 ā       | 153 Ă | 71 ē       | 171 Ē |
| 4 ó        | 104 Ó | 21 i       | 121 ĩ  | 38 đ       | 138 Đ | 54 ô       | 154 Ő | 72 i       | 172 Ī |
| 5 ú        | 105 Ú | 22 ô       | 122 Ô  | 39 ě       | 139 Ě | 55 ū       | 155 Ū | 73 o       | 173 Ō |
| 6 ý        | 106 Ý | 23 ù       | 123 Û  | 40 i       | 140 ĩ | 56 ě       | 156 Ě | 74 ū       | 174 Ū |
| 7 à        | 107 À | 24 ŷ       | 124 Ÿ  | 41 ñ       | 141 Ñ | 57 ŷ       | 157 Ÿ | 75 ŷ       | 175 Ÿ |
| 8 è        | 108 È | 25 ā       | 125 Ā  | 42 ř       | 142 Ř | 58 a       | 158 A | 77 d       | 177 D |
| 9 i        | 109 ĩ | 26 ě       | 126 Ě  | 43 š       | 143 Š | 59 e       | 159 E | 79 ñ       | 179 Ñ |
| 10 ò       | 110 Ò | 27 i       | 127 ĩ  | 44 t       | 144 T | 60 é       | 160 É | 80 á       | 180 Á |
| 11 ù       | 111 Û | 28 õ       | 128 Ő  | 45 ù       | 145 Û | 61 ł       | 161 Ł | 81 ġ       | 181 Ġ |
| 12 ŷ       | 112 Ÿ | 29 u       | 129 Ū  | 46 u       | 146 U | 62 ű       | 162 Ű | 92 ć       | 192 Ć |
| 13 ä       | 113 Ä | 30 ŷ       | 130 Y  | 47 z       | 147 Z | 63 ś       | 163 Ś | 93 ģ       | 193 Ģ |
| 14 ë       | 114 Ë | 31 ā       | 131 Ā  | 48 Ŧ       | 148 L | 64 ž       | 164 Ž | 94 ĥ       | 194 Ĥ |
| 15 ï       | 115 Ĩ | 32 ê       | 132 Ê  | 49 œ       | 149 Œ | 65 ž       | 165 Ž | 95 j       | 195 J |
| 16 ö       | 116 Ö | 33 ĩ       | 133 Ĭ  | 50 æ       | 150 Æ | 67 š       | 167 Š | 96 š       | 196 Š |
| 17 ü       | 117 Ü | 34 ô       | 134 Ő  |            |       |            |       |            |       |

## Piece Accents

for use with 80-point title line (cap only  $\frac{1}{8}$ " matrices) and the 72 and 84-point (1 $\frac{1}{4}$ " cap matrices).

Also made in various styles and color to match fonts.

500 ● 501 ● ● 502 ■ 503 ■ ■ 504 ○ 505 ◐ 506 ◑ 507 ◒ 508 ◓ 509 ◔ 510 ◕



# LUDLOW RULEFORM MATRICES

## Horizontal Rule Matrices

Hairline } Made up in sets of rule matrices of different set widths from ¼ pica em to 21 pica ems, inclusive.  
One-point }

## Intersecting Rule Matrices

| Standard Sizes |        |        |        |        |        |        | Horizontal Face | Vertical Face                               | Designation |
|----------------|--------|--------|--------|--------|--------|--------|-----------------|---|-------------|
| 12 pt.         | 14 pt. | 16 pt. | 18 pt. | 20 pt. | 22 pt. | 24 pt. |                 |   |             |
|                |        |        |        |        |        |        | Hairline        | Hairline                                    | RF 11-21    |
|                |        |        |        |        |        |        | Hairline        | Double Hairline<br>(2 point white space)    | RF 12-21    |
|                |        |        |        |        |        |        | Hairline        | Half-point                                  | RF 13-21    |
|                |        |        |        |        |        |        | Hairline        | Double Half-point<br>(1½ point white space) | RF 14A-21   |
|                |        |        |        |        |        |        | Hairline        | Double Half-point<br>(2 point white space)  | RF 14-21    |
|                |        |        |        |        |        |        | One-point       | One-point                                   | RF 17-21    |
|                |        |        |        |        |        |        | One-point       | Hairline                                    | RF 71-21    |
|                |        |        |        |        |        |        | One-point       | Double Hairline<br>(2 point white space)    | RF 72-21    |
|                |        |        |        |        |        |        | One-point       | Half-point                                  | RF 73-21    |
|                |        |        |        |        |        |        | One-point       | Double Half-point<br>(1½ point white space) | RF 74A-21   |
|                |        |        |        |        |        |        | One-point       | Double Half-point<br>(2 point white space)  | RF 74-21    |
|                |        |        |        |        |        |        | One-point       | One-point                                   | RF 77-21    |

## Vertical Rule Matrices

| Standard Sizes |        |        |        |        |        |        | Face  | Designation |
|----------------|--------|--------|--------|--------|--------|--------|---|-------------|
| 12 pt.         | 14 pt. | 16 pt. | 18 pt. | 20 pt. | 22 pt. | 24 pt. |   |             |
|                |        |        |        |        |        |        | Hairline                                    | RF 01-01    |
|                |        |        |        |        |        |        | Double Hairline<br>(2 point white space)    | RF 02-01    |
|                |        |        |        |        |        |        | Half-point                                  | RF 03-01    |
|                |        |        |        |        |        |        | Double Half-point<br>(1½ point white space) | RF 04A-01   |
|                |        |        |        |        |        |        | Double Half-point<br>(2 point white space)  | RF 04-01    |
|                |        |        |        |        |        |        | One-point                                   | RF 07-01    |

## Slug-Aligning Rule Matrices

| Face          | Designation | Standard Point Sizes:<br>12, 14, 16, 18, 20, 22, and 24 point |
|---------------|-------------|---|
| — Hairline    | SA 10-91    |   |
| — One-point   | SA 70-91    |   |
| — Blank Space | SA 00-90    |   |

# LUDLOW FOOD STORE 2-LINE LOGOTYPES

## 6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

| PER CAN 5000    | LB. CAN 5001     | LB. CANS 5002   | GAL. CAN 5003    | GAL. CANS 5004  | REG. CAN 5005    | REG. CANS 5006 | TALL CAN 5007   | TALL CANS 5008 | SMALL CAN 5009  | SMALL CANS 5010 | LARGE CAN 5011   | LARGE CANS 5012 |
|-----------------|------------------|-----------------|------------------|-----------------|------------------|----------------|-----------------|----------------|-----------------|-----------------|------------------|-----------------|
| NO. 1 CAN 5013  | NO. 1 CANS 5014  | NO. 2 CAN 5015  | NO. 2 CANS 5016  | NO. 2½ CAN 5017 | NO. 2½ CANS 5018 | NO. 3 CAN 5019 | NO. 3 CANS 5020 | 8-OZ. CAN 5021 | 8-OZ. CANS 5022 | 12-OZ. CAN 5023 | 12-OZ. CANS 5024 |                 |
| 15-OZ. CAN 5025 | 15-OZ. CANS 5026 | 16-OZ. CAN 5027 | 16-OZ. CANS 5028 | 18-OZ. CAN 5029 | 18-OZ. CANS 5030 | 1-LB. CAN 5031 | 1-LB. CANS 5032 | 2-LB. CAN 5033 | 2-LB. CANS 5034 | 3-LB. CAN 5035  | 3-LB. CANS 5036  |                 |

|                         |             |     |                          |           |     |
|-------------------------|-------------|-----|--------------------------|-----------|-----|
| GEORGIA PEACHES . . . 4 | NO. 2½ CANS | 65c | DEL MONTE SALMON . . .   | SMALL CAN | 20c |
| DEL MONTE COFFEE . . 2  | 1-LB. CANS  | 55c | CORNED BEEF HASH . . . . | PER CAN   | 20c |
| CALIFORNIA PEARS . . 3  | NO. 3 CANS  | 26c | DEL MONTE CORN . . . . . | LARGE CAN | 15c |

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 38-M Tempo Medium

## 10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

| PER CAN 4000    | LB. CAN 4001     | LB. CANS 4002   | GAL. CAN 4003    | GAL. CANS 4004  | REG. CAN 4005    | REG. CANS 4006 | TALL CAN 4007   | TALL CANS 4008 | SMALL CAN 4009  | SMALL CANS 4010 | LARGE CAN 4011   | LARGE CANS 4012 |
|-----------------|------------------|-----------------|------------------|-----------------|------------------|----------------|-----------------|----------------|-----------------|-----------------|------------------|-----------------|
| NO. 1 CAN 4013  | NO. 1 CANS 4014  | NO. 2 CAN 4015  | NO. 2 CANS 4016  | NO. 2½ CAN 4017 | NO. 2½ CANS 4018 | NO. 3 CAN 4019 | NO. 3 CANS 4020 | 8-OZ. CAN 4021 | 8-OZ. CANS 4022 | 12-OZ. CAN 4023 | 12-OZ. CANS 4024 |                 |
| 15-OZ. CAN 4025 | 15-OZ. CANS 4026 | 16-OZ. CAN 4027 | 16-OZ. CANS 4028 | 18-OZ. CAN 4029 | 18-OZ. CANS 4030 | 1-LB. CAN 4031 | 1-LB. CANS 4032 | 2-LB. CAN 4033 | 2-LB. CANS 4034 | 3-LB. CAN 4035  | 3-LB. CANS 4036  |                 |

|                    |             |     |
|--------------------|-------------|-----|
| ACE CORN . . . 3   | NO. 2½ CANS | 37c |
| PET MILK . . . . 4 | TALL CANS   | 25c |

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 48 point Ludlow 28-M Tempo Medium

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

# LUDLOW FOOD STORE 2-LINE LOGOTYPES

## 6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

|                         |                          |                         |                          |                           |                            |                           |                            |                        |                         |                        |                         |                        |                       |                        |
|-------------------------|--------------------------|-------------------------|--------------------------|---------------------------|----------------------------|---------------------------|----------------------------|------------------------|-------------------------|------------------------|-------------------------|------------------------|-----------------------|------------------------|
| PER<br>PKG.<br>5050     | LB.<br>PKG.<br>5051      | LB.<br>PKGS.<br>5052    | 1-LB.<br>PKG.<br>5053    | 1-LB.<br>PKGS.<br>5054    | 2-LB.<br>PKG.<br>5055      | 2-LB.<br>PKGS.<br>5056    | 3-LB.<br>PKG.<br>5057      | 3-LB.<br>PKGS.<br>5058 | 4-LB.<br>PKG.<br>5059   | 4-LB.<br>PKGS.<br>5060 | 5-LB.<br>PKG.<br>5061   | 5-LB.<br>PKGS.<br>5062 | 6-LB.<br>PKG.<br>5063 | 6-LB.<br>PKGS.<br>5064 |
| 1/2-LB.<br>PKG.<br>5045 | 1/2-LB.<br>PKGS.<br>5046 | 3/4-LB.<br>PKG.<br>5047 | 3/4-LB.<br>PKGS.<br>5048 | 1 1/2-LB.<br>PKG.<br>5049 | 1 1/2-LB.<br>PKGS.<br>5070 | 1 1/2-LB.<br>PKG.<br>5071 | 1 1/2-LB.<br>PKGS.<br>5072 | LARGE<br>PKG.<br>5073  | LARGE<br>PKGS.<br>5074  | SMALL<br>PKG.<br>5075  | SMALL<br>PKGS.<br>5076  | REG.<br>PKG.<br>5077   | REG.<br>PKGS.<br>5078 |                        |
| MED.<br>PKG.<br>5079    | MED.<br>PKGS.<br>5080    | 8-OZ.<br>PKG.<br>5081   | 8-OZ.<br>PKGS.<br>5082   | 15-OZ.<br>PKG.<br>5083    | 15-OZ.<br>PKGS.<br>5084    | 20-OZ.<br>PKG.<br>5085    | 20-OZ.<br>PKGS.<br>5086    | 32-OZ.<br>PKG.<br>5087 | 32-OZ.<br>PKGS.<br>5088 | 40-OZ.<br>PKG.<br>5089 | 40-OZ.<br>PKGS.<br>5090 | PKG.<br>OF 6<br>5091   | PKGS.<br>OF 6<br>5092 |                        |

SOAP FLAKES . . . 4 LARGE PKGS. 98c      DRIED APRICOTS . . . LARGE PKG. 20c  
 R & W FLOUR . . . 2 4-LB. PKGS. 89c      WILSON BACON . . . LB. PKG. 35c  
 CEYLON TEA . . . 2 1-LB. PKGS. 99c      WILSON COFFEE . . . 1/2-LB. PKG. 18c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 20-M Tempo Bold

## 10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

|                         |                          |                         |                          |                           |                            |                           |                            |                         |                        |                         |                        |                        |                         |                          |
|-------------------------|--------------------------|-------------------------|--------------------------|---------------------------|----------------------------|---------------------------|----------------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|--------------------------|
| PER<br>PKG.<br>4050     | LB.<br>PKG.<br>4051      | LB.<br>PKGS.<br>4052    | 1-LB.<br>PKG.<br>4053    | 1-LB.<br>PKGS.<br>4054    | 2-LB.<br>PKG.<br>4055      | 2-LB.<br>PKGS.<br>4056    | 3-LB.<br>PKG.<br>4057      | 3-LB.<br>PKGS.<br>4058  | 4-LB.<br>PKG.<br>4059  | 4-LB.<br>PKGS.<br>4060  | 5-LB.<br>PKG.<br>4061  | 5-LB.<br>PKGS.<br>4062 | 1/2-LB.<br>PKG.<br>4063 | 1/2-LB.<br>PKGS.<br>4064 |
| 1/2-LB.<br>PKG.<br>4045 | 1/2-LB.<br>PKGS.<br>4046 | 3/4-LB.<br>PKG.<br>4047 | 3/4-LB.<br>PKGS.<br>4048 | 1 1/2-LB.<br>PKG.<br>4049 | 1 1/2-LB.<br>PKGS.<br>4070 | 1 1/2-LB.<br>PKG.<br>4071 | 1 1/2-LB.<br>PKGS.<br>4072 | LARGE<br>PKG.<br>4073   | LARGE<br>PKGS.<br>4074 | SMALL<br>PKG.<br>4075   | SMALL<br>PKGS.<br>4076 | REG.<br>PKG.<br>4077   | REG.<br>PKGS.<br>4078   | MED.<br>PKG.<br>4079     |
| MED.<br>PKGS.<br>4080   | 8-OZ.<br>PKG.<br>4081    | 8-OZ.<br>PKGS.<br>4082  | 15-OZ.<br>PKG.<br>4083   | 15-OZ.<br>PKGS.<br>4084   | 20-OZ.<br>PKG.<br>4085     | 20-OZ.<br>PKGS.<br>4086   | 32-OZ.<br>PKG.<br>4087     | 32-OZ.<br>PKGS.<br>4088 | 40-OZ.<br>PKG.<br>4089 | 40-OZ.<br>PKGS.<br>4090 | PKG.<br>OF 6<br>4091   | PKG.<br>OF 6<br>4092   | LB.<br>BAG<br>4101      | LB.<br>BAGS<br>4102      |

SUGAR . . . . 3 2-LB. PKGS. 89c  
 RAISINS . . . . 2 1-LB. PKGS. 25c

10 point Ludlow 20-M Tempo Medium Food Store Logotypes shown in combination with 96 point Ludlow 20-M Tempo Bold

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

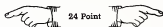
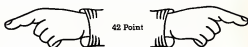
NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

# LUDLOW MISCELLANEOUS MATRICES

## FISTS—FULLFACE



## FISTS—OUTLINE



### CALENDAR FIGURES

23/30 24/31

30 Point 24-L Garamond

### CORNER BLOCK FOR BUSINESS REPLY CARD



Window Indicators

No. 955 No. 956

### PRESCRIPTION MARK

R<sub>x</sub>

48 Point

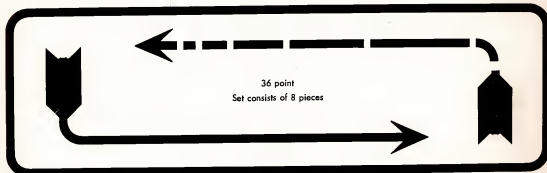
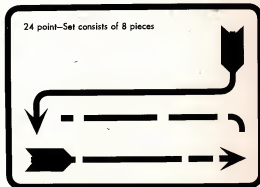
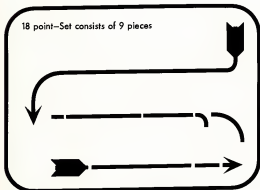
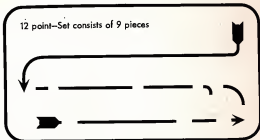
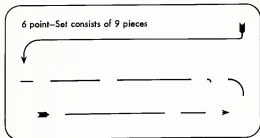
Available in any standard typeface and point size

### ARROWS



PRINTED  
U.S.A.

Matrix No. 1934



## Coal

Now is the time to buy  
your supply of coal for  
winter at the best price

SOUTHERN COAL CO.

Central Machinery Company  
470 Central Boulevard  
Chicago, Illinois

Border for advertisement formed from 24-point piece arrows

Border for window envelope formed from 6-point piece arrows

# LUDLOW ADVERTISING BRACKETS



No. 412 No. 411

84 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 414 No. 413

84 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 416

84 Pt. Ludlow Reversible Bracket

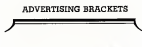
Cast lengthwise with the slug



No. 415

84 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 456 No. 457 No. 458

Ludlow Piece Bracket

Cast lengthwise with the slug

No. 457 in sizes to make 96 pt., 120 pt., 144 pt., 168 pt., 192 pt., 216 pt., 240 pt. and 276 pt.



No. 454 No. 455

80 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 450 No. 451

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 492 No. 493

Cast lengthwise with the slug



No. 446 No. 447

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 488 No. 489

Cast lengthwise with the slug



No. 453

80 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 470 No. 469

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 484

48 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 468 No. 467

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 490

36 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 443

72 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 452

60 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 449 No. 448

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug

No. 485

48 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 445 No. 444

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug

No. 491

36 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug

## DIPHTHONGS

Æ Œ æ œ

18 Point Ludlow 28-B Tempo Bold

Æ Œ æ œ

18 Point Ludlow 30-M Karnak Medium

Æ Œ æ œ

18 Point Ludlow 24-B Garamond Bold

The above Diphthongs are available in all point-sizes of all typefaces

## MORTISED MATRICES

Available in all faces and point-sizes in both Roman and Italic from 14 to 96 point (inclusive)

WAY

As set with regular matrices

WAY

As set with mortised matrices

ATAVISM

As set with regular matrices

ATAVISM

As set with mortised matrices

A complete set consists of 27 matrices as follows:

Left-Hand Top Mortise

Caps—A, M  
Lower-Case—s, e, o, u, l, a, y

Right-Hand Top Mortise

Caps—A, I, M

Both Right and Left Top Mortise

Caps—A, M

Left-Hand Bottom Mortise

Caps—T, V, W, Y

Right-Hand Bottom Mortise

Caps—F, Y, V, W, Y

Both Right and Left Bottom Mortise

Caps—T, V, W, Y

The majority of sets of mortised matrices will not consist of the full 27 matrices because the applicability of the mortising idea varies in different faces with special reference to Roman caps F and M and to Italic caps A, M, V and W.

Matrices may be ordered individually or in complete sets.

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 30-L KARNAK LIGHT

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 30-LM KARNAK INTERMEDIATE

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 38 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 30-LMI KARNAK INTERMEDIATE ITALIC

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 30-M KARNAK MEDIUM

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 38 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 30-MEC KARNAK OBELISK

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 30-H KARNAK BLACK

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 30-HI KARNAK BLACK ITALIC

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 30-HC KARNAK BLACK CONDENSED

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$      $\frac{1}{3}$      $\frac{2}{3}$      $\frac{1}{4}$      $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 28-L TEMPO LIGHT

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-M TEMPO MEDIUM

(For additional Tempo Medium Fractions see page 218)

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-B TEMPO BOLD

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-BI TEMPO BOLD ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-BC TEMPO BOLD CONDENSED

(For additional Tempo Heavy Fractions see page 218)

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-H TEMPO HEAVY

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-HC TEMPO HEAVY CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-HCI TEMPO HEAVY CONDENSED ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$  $\frac{1}{3}$  $\frac{2}{3}$  $\frac{1}{4}$  $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)



# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 3-B BODONI BOLD

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 3-BEC BODONI CAMPANILE

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 3-H BODONI BLACK

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 6-C CONDENSED GOTHIC

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

[For additional Medium Condensed Gothic Fractions see page 212]

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 8-FEC FRANKLIN GOTHIC EXTRA CONDENSED

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 42-MIC CORONET

**3/4**

72 Point

**3/4**

60 Point

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 42-BIC CORONET BOLD

**3/4**

72 Point

**3/4**

60 Point

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

Each set of the above fractions contains 2 each of the following characters:

1/2

1/3

2/3

1/4

3/4

(%--Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 43-M RADIANT MEDIUM

|               |               |               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 72 Point      | 60 Point      | 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 43-B RADIANT BOLD

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 43-BC RADIANT BOLD CONDENSED

|               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 43-BEC RADIANT BOLD EXTRA CONDENSED

|               |               |               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 72 Point      | 60 Point      | 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 43-H RADIANT HEAVY

|               |               |               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 72 Point      | 60 Point      | 48 Point      | 42 Point      | 36 Point      | 30 Point      | 24 Point      | 18 Point      |

## LUDLOW 38-HIC HAUSER SCRIPT

|               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|
| $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ | $\frac{3}{4}$ |
| 72 Point      | 60 Point      | 48 Point      | 36 Point      | 24 Point      |

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$      $\frac{1}{3}$      $\frac{2}{3}$      $\frac{1}{4}$      $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

$\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$

$\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$

$\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$

$\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$

$\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$

$\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$

$\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$

$\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

LUDLOW EM-SET BOLD ROMAN FRACTIONS

**1/4 1/4 1/4 1/4 1/4 1/4 1/4 1/4 1/4 1/4 1/4**

**1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2**

**3/4 3/4 3/4 3/4 3/4 3/4 3/4 3/4 3/4 3/4 3/4**

**1/3 1/3 1/3 1/3 1/3 1/3 1/3 1/3 1/3 1/3 1/3**

**2/3 2/3 2/3 2/3 2/3 2/3 2/3 2/3 2/3 2/3 2/3**

**1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8**

**3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/8 3/8**

**5/8 5/8 5/8 5/8 5/8 5/8 5/8 5/8 5/8 5/8 5/8**

**7/8 7/8 7/8 7/8 7/8 7/8 7/8 7/8 7/8 7/8 7/8**

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

48 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

42 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

42 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

45 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

36 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

36 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

30 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

30 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

24 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

24 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

18 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

18 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

14 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

14 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

12 Point

En-set fractions for Tempo Bold  
are shown on page 41

TEMPO MEDIUM CONDENSED  
DIAGONAL FRACTIONS

**$\frac{1}{2}$   $\frac{1}{4}$**

60 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

12 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

10 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

10 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

8 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

8 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

6 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

6 Point

**$\frac{1}{2}$   $\frac{1}{4}$**

72 Point

# LUDLOW MISCELLANEOUS MATRICES

## FRACTIONS—Italic, Bold

|          |                   |                   |                   |                   |                   |                   |                   |                   |                   |  |
|----------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--|
| 48 Point | <b><i>1/4</i></b> | <b><i>1/2</i></b> | <b><i>3/4</i></b> | <b><i>1/3</i></b> |                   |                   |                   |                   |                   |  |
| 42 Point | <b><i>1/4</i></b> | <b><i>1/2</i></b> | <b><i>3/4</i></b> | <b><i>1/3</i></b> |                   |                   |                   |                   |                   |  |
| 36 Point | <b><i>1/4</i></b> | <b><i>1/2</i></b> | <b><i>3/4</i></b> | <b><i>1/3</i></b> | <b><i>2/3</i></b> | <b><i>1/8</i></b> | <b><i>3/8</i></b> | <b><i>5/8</i></b> | <b><i>7/8</i></b> |  |
| 30 Point | <b><i>1/4</i></b> | <b><i>1/2</i></b> | <b><i>3/4</i></b> | <b><i>1/3</i></b> |                   |                   |                   |                   |                   |  |
| 24 Point | <b><i>1/4</i></b> | <b><i>1/2</i></b> | <b><i>3/4</i></b> | <b><i>1/3</i></b> | <b><i>2/3</i></b> | <b><i>1/8</i></b> | <b><i>3/8</i></b> | <b><i>5/8</i></b> | <b><i>7/8</i></b> |  |
| 18 Point | <b><i>1/4</i></b> | <b><i>1/2</i></b> | <b><i>3/4</i></b> | <b><i>1/3</i></b> | <b><i>2/3</i></b> | <b><i>1/8</i></b> | <b><i>3/8</i></b> | <b><i>5/8</i></b> | <b><i>7/8</i></b> |  |
| 12 Point | <b><i>1/4</i></b> | <b><i>1/2</i></b> | <b><i>3/4</i></b> | <b><i>1/3</i></b> | <b><i>2/3</i></b> | <b><i>1/8</i></b> | <b><i>3/8</i></b> | <b><i>5/8</i></b> | <b><i>7/8</i></b> |  |

## LUDLOW BLACK ITALIC FRACTIONS

|                              |               |               |                            |                |                |                 |                 |                   |                   |                   |                   |                   |
|------------------------------|---------------|---------------|----------------------------|----------------|----------------|-----------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Square Gothic— $\frac{1}{4}$ | $\frac{1}{2}$ | $\frac{3}{4}$ | Roman Bold— $\frac{3}{16}$ | $\frac{5}{16}$ | $\frac{9}{16}$ | $\frac{13}{16}$ | $\frac{17}{32}$ | <b><i>1/4</i></b> | <b><i>1/2</i></b> | <b><i>1/3</i></b> | <b><i>2/3</i></b> | <b><i>3/4</i></b> |
| 8 Point                      |               |               | 12 Point                   |                |                |                 |                 | 14 Point          |                   |                   |                   |                   |

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC DIAGONAL FRACTIONS

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b><i>3/8</i></b> | <b><i>3/8</i></b> | <b><i>3/8</i></b> | <b><i>3/8</i></b> | <b><i>3/8</i></b> | <b><i>3/8</i></b> | <b><i>3/8</i></b> | <b><i>3/8</i></b> | <b><i>3/8</i></b> | <b><i>3/8</i></b> |
| 48 Point          | 42 Point          | 36 Point          | 30 Point          | 24 Point          | 18 Point          | 14 Point          | 12 Point          | 10 Point          |                   |

Made in the following denominations:  $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

## LUDLOW 28-H TEMPO HEAVY DIAGONAL FRACTIONS

|   |   |   |   |
|---|---|---|---|
| $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ | $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ | $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ | $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ |
| 14 Point  | 12 Point  | 10 Point  | 8 Point   |

## LUDLOW 28-M TEMPO MEDIUM DIAGONAL FRACTIONS

|   |
|---|
| $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ |
| 10 Point  |

## LUDLOW 46-MEC GREENWICH DIAGONAL FRACTIONS

|   |   |   |
|---|---|---|
| $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ | $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ | $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ |
| 48 Point  | 42 Point  | 38 Point  |

## LUDLOW 47-H SAMSON DIAGONAL FRACTIONS

|   |   |   |
|---|---|---|
| <b><i>1/2</i></b> <b><i>1/3</i></b> <b><i>2/3</i></b> <b><i>1/4</i></b> <b><i>3/4</i></b> | <b><i>1/2</i></b> <b><i>1/3</i></b> <b><i>2/3</i></b> <b><i>1/4</i></b> <b><i>3/4</i></b> | <b><i>1/2</i></b> <b><i>1/3</i></b> <b><i>2/3</i></b> <b><i>1/4</i></b> <b><i>3/4</i></b> |
| 48 Point  | 38 Point  | 24 Point  |

## LUDLOW 15 LUDLOW BLACK

|                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b><i>3/4</i></b> | <b><i>3/4</i></b> | <b><i>3/4</i></b> | <b><i>3/4</i></b> | <b><i>3/4</i></b> | <b><i>3/4</i></b> | <b><i>3/4</i></b> | <b><i>3/4</i></b> |
| 48 Point          | 42 Point          | 36 Point          | 30 Point          | 24 Point          | 18 Point          | 14 Point          | 12 Point          |

## SPECIAL FRACTIONS

LUDLOW 2-B CHELTENHAM BOLD

|                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b><i>1/1</i></b> | <b><i>1/1</i></b> | <b><i>1/1</i></b> | <b><i>1/1</i></b> | <b><i>1/1</i></b> | <b><i>1/1</i></b> | <b><i>1/1</i></b> |
| 24 pt.            | 18 pt.            | 14 pt.            | 12 pt.            | 10 pt.            | 8 pt.             | 6 pt.             |

LUDLOW 1-L CASLOW LIGHT

|               |               |               |               |       |
|---------------|---------------|---------------|---------------|-------|
| $\frac{1}{1}$ | $\frac{1}{1}$ | $\frac{1}{1}$ | $\frac{1}{1}$ | »     |
| 14 pt.        | 12 pt.        | 10 pt.        | 8 pt.         | 6 pt. |

## LUDLOW 2-B CHELTENHAM BOLD DIAGONAL FRACTIONS

|                                     |                                     |
|-------------------------------------|-------------------------------------|
| <b><i>1/5</i></b> <b><i>2/5</i></b> | <b><i>1/5</i></b> <b><i>2/5</i></b> |
| 18 Point                            | 30 Point                            |

# LUDLOW MISCELLANEOUS MATRICES

## ARITHMETICAL SIGNS

|          |           |   |   |   |   |
|----------|-----------|---|---|---|---|
|          | Lightface |   |   |   |   |
| 8 Point  | +         | - | × | ÷ | = |
| 8 Point  | +         | - | × | ÷ | = |
| 10 Point | +         | - | × | ÷ | = |
| 12 Point | +         | - | × | ÷ | = |
|          | Boldface  |   |   |   |   |
| 12 Point | +         | - | × | ÷ | = |
| 14 Point | +         | - | × | ÷ | = |
| 18 Point | +         | - | × | ÷ | = |

## INCH MARKS

|    |    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|----|
| 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 |
| 48 | 42 | 36 | 30 | 24 | 18 | 14 | 12 | 10 | 8  | 6  |

## FOOT MARKS

|    |    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|----|
| 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 |
| 48 | 42 | 36 | 30 | 24 | 18 | 14 | 12 | 10 | 8  | 6  |

## CHECK MARKS

|            |   |   |    |    |
|------------|---|---|----|----|
| Point Size | 6 | 8 | 10 | 12 |
| Light      | ✓ | ✓ | ✓  | ✓  |
| Point Size | 6 | 8 | 10 | 12 |
| Bold       | ✓ | ✓ | ✓  | ✓  |

## NUMBER SIGNS

|               |            |            |            |
|---------------|------------|------------|------------|
| Lightface     |            |            |            |
| 6 Point #     | 8 Point #  | 10 Point # | 12 Point # |
| Boldface      |            |            |            |
| 12 Point #    | 14 Point # | 18 Point # |            |
| CARE-OF SIGNS |            |            |            |
| 6 Point %     | 8 Point %  | 10 Point % | 12 Point % |

## RADICAL MARKS

|            |   |   |    |    |      |    |   |
|------------|---|---|----|----|------|----|---|
| Point Size | 6 | 8 | 10 | 12 | 12   | 14 |   |
| Light      | ✓ | ✓ | ✓  | ✓  | Bold | ✓  | ✓ |

## DEGREE MARKS

|           |           |            |
|-----------|-----------|------------|
| 6 Point ° | 8 Point ° | 10 Point ° |
|-----------|-----------|------------|

## COPYRIGHT SIGNS

|           |           |            |
|-----------|-----------|------------|
| 6 Point © | 8 Point © | 10 Point © |
|-----------|-----------|------------|

## COMMERCIAL SIGNS

| Size     | Pound | Com'l @ | Sq. Gothic Com'l @ | Account | Per | Section | Half-Section | Dagger | Double Dagger |
|----------|-------|---------|--------------------|---------|-----|---------|--------------|--------|---------------|
| 6 Point  | lb    | @       | @                  | %       | ℥   | §       |              | †      | ‡             |
| 8 Point  | lb    | @       | @                  | %       | ℥   | §       |              | †      | ‡             |
| 10 Point | lb    | @       | @                  | %       | ℥   | §       |              | †      | ‡             |
| 12 Point | lb    | @       | @                  | %       | ℥   | §       | §            | †      | ‡             |
| 14 Point | lb    | @       |                    | %       | ℥   | §       | §            | †      | ‡             |
| 18 Point |       | @       |                    |         |     | §       | §            | †      | ‡             |
| 24 Point |       | @       |                    |         |     | §       | §            | †      | ‡             |

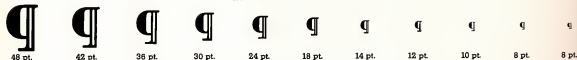
Section marks are made for Tempo Light 12 to 48 point inclusive, Tempo Bold 12 to 72 point inclusive and for Tempo Heavy inline in the 24, 30, 36 and 48 point sizes.

Also made in 50, 36, 45 and 48 pt. Also made in 30, 36 and 48 pt.

## 11-L PARAGRAPH MARKS

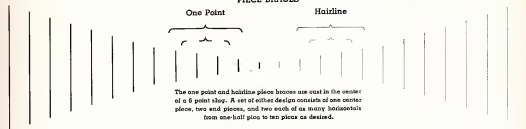


## ROMAN PARAGRAPH MARKS



# LUDLOW MISCELLANEOUS MATRICES

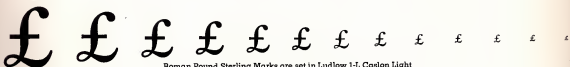
## PIECE BRACES



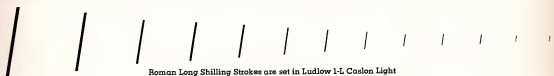
The one point and hairline piece braces are cast in the center of a 6 point slug. A set of either design consists of one center piece, two end pieces, and two each of as many horizontals from one-half pica to ten pica as desired.

## POUND STERLING MARKS AND SHILLING STROKES

72 pt.    60 pt.    48 pt.    42 pt.    36 pt.    30 pt.    24 pt.    18 pt.    14 pt.    12 pt.    10 pt.    8 pt.    6 pt.



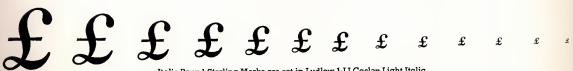
Roman Pound Sterling Marks are set in Ludlow 1-L Caslon Light



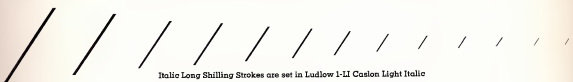
Roman Long Shilling Strokes are set in Ludlow 1-L Caslon Light



Roman Short Shilling Strokes



Italic Pound Sterling Marks are set in Ludlow 1-LI Caslon Light Italic



Italic Long Shilling Strokes are set in Ludlow 1-LI Caslon Light Italic



Italic Short Shilling Strokes

Pound Sterling Marks are available in all point sizes of all Ludlow typefaces—for purchase as extra characters. These may be substituted for the dollar mark without extra charge when desired.

The 6 point italic Pound Sterling Mark is on a roman body matrix

Regular (long) Shilling Strokes are available in all point sizes of all Ludlow typefaces—for purchase as extra characters.

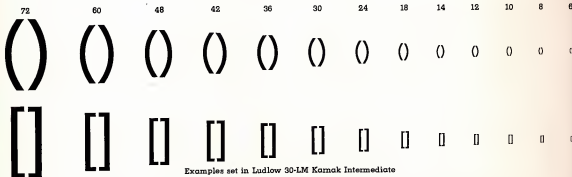
Short Shilling Strokes are available in all point sizes of practically all Ludlow typefaces.



# LUDLOW MISCELLANEOUS MATRICES

Point Size

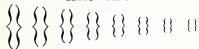
## LUDLOW PARENTHESES AND BRACKETS



Examples set in Ludlow 30-LM Komak Intermediate

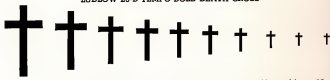
Parentheses and Brackets are included in the font in all point sizes of many Ludlow typefaces, as shown in the individual typeface specimen pages. In other typefaces, they are available for purchase as extra characters.

## LUDLOW BRACES



48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt.

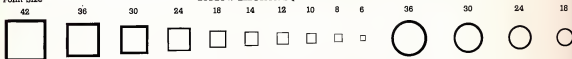
## LUDLOW 28-3 TEMPO BOLD DEATH CROSS



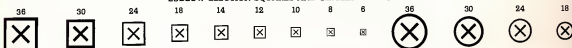
72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt.  
 Death Crosses are made for Tempo Light 12 to 48 point inclusive, Tempo Heavy Inline 24, 30, 36 and 48 point, Coslon Light Italic 14, 18, 24, 30, 36 and 48 point, Coslon Old Face Heavy 18, 24, 36 and 48 point, Century Bold 14, 30, 36, 42 and 48 point, and Ludlow Black and its Italic to 14 point.

Point Size

## LUDLOW ELECTION SQUARES AND CIRCLES



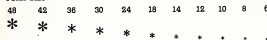
## LUDLOW ELECTION SQUARES AND CIRCLES WITH CROSS



## LUDLOW ASTERISKS

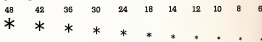
Point Size

### ROMAN LIGHT

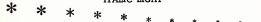


Point Size

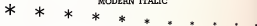
### MODERN



### ITALIC LIGHT



### MODERN ITALIC



## PER CENT MARKS

### VERTICAL PER CENT MARKS

Ludlow Vertical Per Cent Marks are cast the long way of the slug making high or low adjustment possible with any size figures. The three sizes shown here are 1/4 inch matrices.

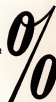
72 Point



84 Point

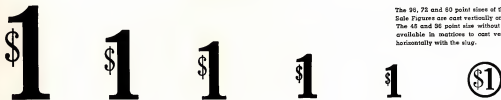


96 Point



# LUDLOW MISCELLANEOUS MATRICES

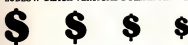
## DOLLAR-SALE FIGURES



The 26, 72 and 30 point sizes of the Dollar-Sale Figures are cast vertically on the slug. The 48 and 36 point size without circle are available in matrices to cast vertically or horizontally with the slug.

Point Size 96 72 60 48 36 36 Point Figure in Circle

### LUDLOW BLACK VERTICAL DOLLAR MARKS



42 Point 36 Point 30 Point 24 Point

### VERTICAL DOLLAR MARKS



Point Size 48 42 38 30 24 18

### VERTICAL CENT MARKS—Cheltenham Bold Condensed



Point Size 120 96 84 72

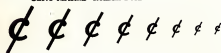
### VERTICAL CENT MARKS—Roman Bold

Ludlow Vertical Dollar and Cent Marks are cast the long way of the slug making higher low adjustment possible with any figures.



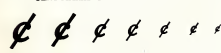
60 48

### CENT MARKS—Roman Bold



Point Size 48 42 36 30 24 18 14 12

### CENT MARKS—Italic Bold



Point Size 42 38 30 24 18 14 12

### CENT MARKS—Century Bold and Bold Italic



Point Size 42 30 18 42 30 12

### CENT MARKS—Roman Light

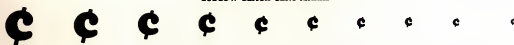


Point Size 14 12 10 8 6

### SPECIAL LOGOTYPES

ST ND RD TH ST ND RD TH  
14 Point 1-3 Top Alignment 14 Point 3-RC Top Alignment

### LUDLOW BLACK CENT MARKS



48 Point 42 Point 36 Point 30 Point 24 Point 18 Point 14 Point 12 Point 10 Point 8 Point

### LUDLOW BLACK ITALIC ASTERISKS



12 Point 14 Point

### LUDLOW BLACK ITALIC SECTION MARK



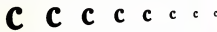
14 Point

### VERTICAL C MARKS—Medium Condensed Gothic



Point Size 48 42 36 30 24 18 14 12

### VERTICAL C MARKS—Cheltenham Bold Condensed



Point Size 48 42 36 30 24 18 14 12

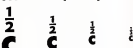
### LOGOTYPES—Cheltenham Bold Condensed

c ea. c yd. c pr. c lb. c doz.

18 Point

Available in 3/8" and 1/2" matrices

### LOGOTYPES—Tempo Heavy



Point Size 72-60 48-42 36-30 24-18

## TEMPO BOLD CONDENSED

**\$11<sup>65</sup>**   **\$7<sup>15</sup>**   **\$18<sup>20</sup>**   **\$12<sup>90</sup>**   **59<sup>c</sup>**   **\$46<sup>45</sup>**

96 Point

72 Point

60 Point

48 Point

42 Point

36 Point

**\$97<sup>48</sup>**

30 Point

**\$38<sup>29</sup>**

24 Point

**\$27<sup>50</sup>**

18 Point

**\$35<sup>82</sup>**

14 Point

## MISCELLANEOUS SUPERIOR FIGURES

**\$18<sup>90</sup>**   **\$27<sup>45</sup>**   **\$10<sup>17</sup>**

72 Point Karmak Black Italic

72 Point Radiant Heavy

72 Point Rodoni Black

**\$18<sup>20</sup>**   **\$12<sup>75</sup>**   **\$35<sup>10</sup>**   **\$6<sup>18</sup>**

60 Point Tempo Heavy

72 Point Radiant Bold Condensed

48 Point Karmak Black

48 Point Karmak Medium

**\$45<sup>79</sup>**   **\$63<sup>80</sup>**   **\$67<sup>29</sup>**

48 Point Franklin Gothic Extra Condensed

42 Point Tempo Heavy Condensed

42 Point Tempo Bold

**\$34<sup>82</sup>**   **\$70<sup>35</sup>**   **\$24<sup>70</sup>**

36 Point Caslon Bold

36 Point Karmak Black Condensed

30 Point Garamond Bold

**\$95<sup>70</sup>**   **\$78<sup>34</sup>**   **\$65<sup>28</sup>**

30 Point Rodoni Bold

24 Point Karmak Intermediate

24 Point Franklin Gothic

**\$26<sup>70</sup>**   **\$55<sup>99</sup>**   **\$28<sup>40</sup>**

18 Point Rodoni Black

18 Point Eden Bold

14 Point Tempo Heavy

## SUPERIOR FIGURES WITH UNDERScore

**\$5<sup>89</sup>**   **\$5<sup>65</sup>**

48 Point Ludlow Black

36 Point Cheltenham Bold Condensed

**\$7<sup>49</sup>**

30 Point Medium Condensed Gothic

**\$c. 1234567890**

A set consists of two each of the above characters

Superior figures, with or without underscore, are available in any standard typeface series provided appropriate sizes are available in desired series.

# LUDLOW LINING PLATE MISCELLANEOUS MATRICES

## FRACTIONS

|                |     |     |     |     |     |     |     |     |     |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 18 POINT NO. 1 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |
| 12 POINT NO. 3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |
| 12 POINT NO. 1 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |
| 6 POINT NO. 4  | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |
| 6 POINT NO. 3  | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |

## EN-SET FRACTIONS

|                |     |     |     |     |     |     |     |     |     |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 18 POINT NO. 1 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |
| 12 POINT NO. 4 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |
| 12 POINT NO. 3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |
| 12 POINT NO. 2 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |
| 6 POINT NO. 3  | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 |

## COMMERCE GOTHIC LIGHT FRACTIONS

## COMMERCE GOTHIC MEDIUM FRACTIONS

## COMMERCE GOTHIC MEDIUM CONDENSED FRACTIONS

|                |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 18 POINT NO. 2 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |
| 12 POINT NO. 4 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |
| 12 POINT NO. 2 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |
| 6 POINT NO. 4  | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |
| 6 POINT NO. 2  | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |

## LINING LITHO LIGHT FRACTIONS

## LINING LITHO BOLD FRACTIONS

|                |     |     |     |     |     |     |     |     |     |     |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 18 POINT NO. 2 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |
| 12 POINT NO. 4 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |
| 12 POINT NO. 2 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |
| 6 POINT NO. 4  | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |
| 6 POINT NO. 2  | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 | 1/4 | 1/2 | 3/4 | 1/3 | 2/3 |

## PARENTHESES

| POINT SIZE                       | 6 No. 1 | 6 No. 2 | 6 No. 3 | 6 No. 4 | 12 No. 1 | 12 No. 2 | 12 No. 3 | 12 No. 4 | 18 No. 1 | 18 No. 2 | 24 No. 1 | 24 No. 2 |
|----------------------------------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|
| Lining Plate Gothic              |         |         |         |         | (        | )        | (        | )        | (        | )        | (        | )        |
| Lining Litho Light               |         |         |         |         | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        |
| Lining Litho Bold                |         |         |         |         | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        |
| Commerce Gothic Light            |         |         |         |         | (        | )        | (        | )        | (        | )        | (        | )        |
| Commerce Gothic Medium           |         |         |         |         | (        | )        | (        | )        | (        | )        | (        | )        |
| Commerce Gothic Medium Condensed |         |         |         |         | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        |

## PER CENT MARKS

| 6 Pt. No. 1 | 6 Pt. No. 2 | 6 Pt. No. 3 | 6 Pt. No. 4 | 12 Pt. No. 1 | 12 Pt. No. 2 | 12 Pt. No. 3 | 12 Pt. No. 4 | 18 Pt. No. 1 | 18 Pt. No. 2 | 24 Pt. No. 1 | 24 Pt. No. 2 |
|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| %           | %           | %           | %           | %            | %            | %            | %            | %            | %            | %            | %            |

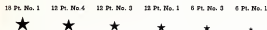
## NOTE

All sizes of the Ludlow Lining Plate Gothics align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

# LUDLOW LINING PLATE MISCELLANEOUS MATRICES

## FIVE POINTED STARS

Full Face



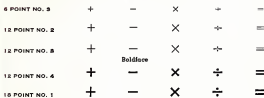
## FIVE POINTED STARS

Outline



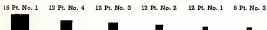
## ARITHMETICAL SIGNS

Lightface



Boldface

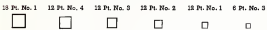
## SOLID SQUARES



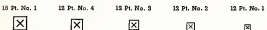
## SOLID DOTS



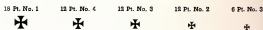
## ELECTION SQUARES



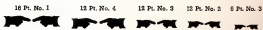
## ELECTION SQUARES WITH CROSS



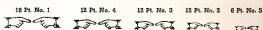
## MALTESE CROSSES



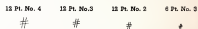
## FISTS FULLFACE



## FISTS OUTLINE



## NUMBER SIGNS



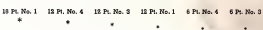
## ARROWS



## COPYRIGHT SIGNS

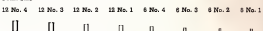


## ASTERISKS (Lightface)

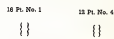


## BRACKETS

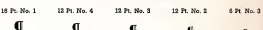
Point Size



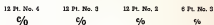
## BRACES



## PARAGRAPH MARKS



## CARE-OF SIGNS



## COMMERCIAL SIGNS

|                | Pound | Com'l @ | Account | Per | Section | Dagger | Double Dagges | Cent | Check | Degree | Inch | Foot |
|----------------|-------|---------|---------|-----|---------|--------|---------------|------|-------|--------|------|------|
| 18 POINT NO. 1 |       | @       | %       | ¢   | §       | †      | ‡             | ¢    |       | °      |      | ′    |
| 12 POINT NO. 4 | lb    | @       | %       | ¢   | §       | †      | ‡             | ¢    | ✓     | °      |      | ′    |
| 12 POINT NO. 3 | lb    | @       | %       | ¢   | §       | †      | ‡             | ¢    | ✓     | °      |      | ′    |
| 12 POINT NO. 2 | lb    | @       | %       | ¢   | §       | †      | ‡             | ¢    | ✓     | °      |      | ′    |
| 12 POINT NO. 1 | lb    | @       | %       | ¢   | §       | †      | ‡             | ¢    |       | °      |      | ′    |
| 6 POINT NO. 4  |       | @       | %       | ¢   | §       | †      | ‡             | ¢    |       | °      |      | ′    |
| 6 POINT NO. 3  | lb    | @       | %       | ¢   | §       | †      | ‡             | ¢    | ✓     | °      |      | ′    |

## NOTE

All sizes of the Ludlow Lining Plate Gothic align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

# CHRISTMAS BORDERS AND ORNAMENTS



A1555 Leaf-A1558 Berries-12 x 12 points



A1556 Leaf-A1559 Berries-12 x 24 points



A1557 Leaf-A1560 Berries-12 x 12 points



A1570 Leaf-A1573 Berries-18 x 18 points



A1571 Leaf-A1574 Berries-18 x 36 points



A1572 Leaf-A1575 Berries-18 x 18 points



A1582-18 x 12 points



A1553-12 x 24 points



A1554-12 x 12 points



A1587-18 x 18 points



A1568-18 x 36 points



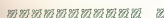
A1569-18 x 18 points



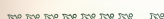
A1549-12 x 12 points



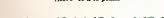
A1550-12 x 24 points



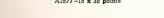
A1551-12 x 12 points



A1576-18 x 18 points



A1577-18 x 36 points



A1578-18 x 18 points



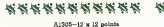
A1400 Leaf-A1401 Berries-15 x 15 points



A1402 Leaf-A1403 Berries-12 x 18 points



A1404 Leaf-A1405 Berries-12 x 12 points



A1505-12 x 12 points



A1306-12 x 18 points



A1307-12 x 12 points



A1412 Leaf-A1413 Berries-24 x 24 points



A1414 Leaf-A1415 Berries-24 x 36 points



A1416 Leaf-A1417 Berries-24 x 24 points



A1406 Leaf-A1407 Berries-18 x 18 points



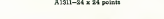
A1408 Leaf-A1409 Berries-18 x 27 points



A1440 Leaf-A1441 Berries-18 x 18 points



A1311-24 x 24 points



A1312-24 x 36 points



A1393-24 x 24 points



A1308-18 x 18 points



A1309-18 x 27 points



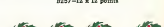
A1310-18 x 18 points



B255-12 x 12 points



B257-12 x 12 points



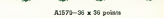
A1580 Wreath-A1581 Berries-36 x 36 points



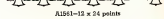
A1573-36 x 36 points



A1575-36 x 36 points



A1561-36 x 36 points



A1562-12 x 24 points



A1563-18 x 36 points



AA1566-72 x 80 points



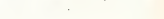
A1593-48 x 42 points



[1/4-inch notches]



A1567-36 x 36 points



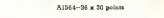
A1563-36 x 36 points



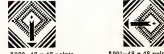
A1564-36 x 36 points



A1564-36 x 36 points



A1564-36 x 36 points



A1592-48 x 48 points

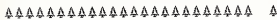


A1591-48 x 48 points

# CHRISTMAS BORDERS AND ORNAMENTS



A2000-12 x 10 points



A2000-12 x 10 points



A2000-12 x 10 points



A2001-18 x 15 points



A2002-24 x 24 points



A2003-36 x 36 points



A2004-24 x 24 points



A2005-36 x 36 points



A2006-24 x 24 points



A2007-24 x 24 points



A2008-36 x 36 points



A2009-36 x 36 points



A2070-24 x 24 points

A2071-24 x 24 points



A2072-36 x 36 points

A2073-36 x 36 points



A2074-24 x 48 points



A2075-24 x 48 points



A2076-36 x 72 points



A2077-36 x 72 points



A2078-24 x 48 points



A2079-24 x 48 points



A2080-36 x 72 points



A2081-36 x 72 points



A2082-24 x 24 points



A2083-36 x 36 points



A2084-24 x 36 points



A2085-36 x 54 points



A2086-24 x 36 points

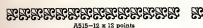
A2087-24 x 36 points



A2088-36 x 54 points

A2089-36 x 54 points

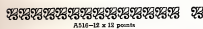
# LUDLOW BORDERS AND ORNAMENTS



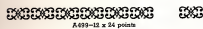
A515-12 x 12 points



A770-24 x 6 points



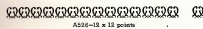
A516-12 x 12 points



A699-12 x 24 points



A771-24 x 24 points



A516-12 x 12 points



A769-24 x 24 points



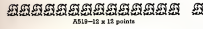
A517-12 x 12 points



A772-24 x 24 points



A518-12 x 12 points



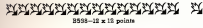
A519-12 x 12 points



A768-30 x 12 points



A520-12 x 12 points



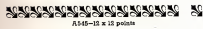
B595-12 x 12 points



A765-30 x 30 points



B596-12 x 12 points



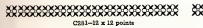
A545-12 x 12 points



A765-30 x 30 points



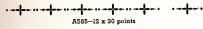
A546-12 x 12 points



C591-12 x 12 points



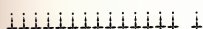
A755-36 x 18 points



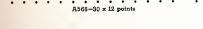
A505-12 x 30 points



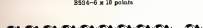
A757-36 x 36 points



A569-30 x 12 points



B594-6 x 18 points



B595-6 x 18 points



A759-36 x 36 points



B596-18 x 6 points



A657-24 x 60 points



B597-18 x 6 points



# LUDLOW BORDERS AND ORNAMENTS



A629-36 x 34 points



A627-36 x 38 points



A626-36 x 36 points



A662-48 x 96 points



A692-24 x 48 points



A661-48 x 48 points



A651-24 x 24 points



1 1/4 inch matkowi



A668-72 x 72 points

A625-72 x 72 points



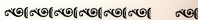
A658-24 x 24 points



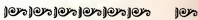
A660-36 x 36 points



A659-24 x 24 points



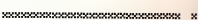
A650-12 x 24 points



A678-12 x 24 points



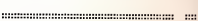
B709-8 x 18 points



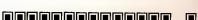
C665-6 x 6 points



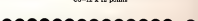
C663-8 x 6 points



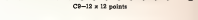
C666-8 x 12 points



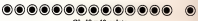
C9-12 x 12 points



C9-12 x 12 points



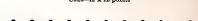
C9-12 x 12 points



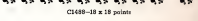
C1-12 x 12 points



C525-12 x 12 points



C1488-18 x 18 points



C1489-18 x 18 points



C1490-18 x 18 points



C1491-18 x 18 points



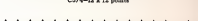
C379-12 x 12 points



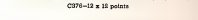
C374-12 x 12 points



C376-12 x 12 points



C377-12 x 12 points



C378-12 x 12 points



C379-12 x 12 points



C593-12 x 24 points



C591-12 x 24 points



C592-12 x 24 points



C591-12 x 24 points

# LUDLOW BORDERS AND ORNAMENTS



AA1448-60 point (1/4" mattees) No. 21-OPT



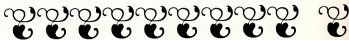
C888-48 point, No. 11-L Floret



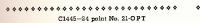
C1447-48 point No. 21-OPT



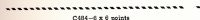
C1446-36 point No. 21-OPT



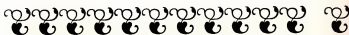
C887-42 point, No. 11-L Floret



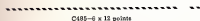
C1445-24 point No. 21-OPT



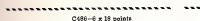
C484-6 x 6 points



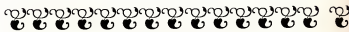
C886-36 point, No. 11-L Floret



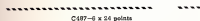
C485-8 x 12 points



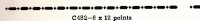
C486-6 x 18 points



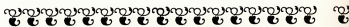
C885-92 point, No. 11-L Floret



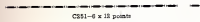
C487-6 x 24 points



C682-6 x 12 points



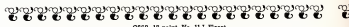
C884-24 point, No. 11-L Floret



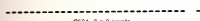
C881-6 x 12 points



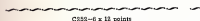
C683-6 x 6 points



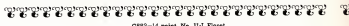
C883-18 point, No. 11-L Floret



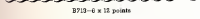
C684-6 x 6 points



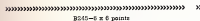
C882-6 x 12 points



C882-14 point, No. 11-L Floret



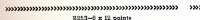
B713-6 x 12 points



B845-6 x 6 points



C881-12 point, No. 11-L Floret



B253-6 x 12 points



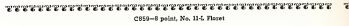
C880-10 point, No. 11-L Floret



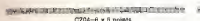
C684-6 x 6 points



C887-12 x 12 points



C889-8 point, No. 11-L Floret



C706-6 x 6 points



C888-12 x 12 points



C886-6 point, No. 11-L Floret

# LUDLOW BORDERS AND ORNAMENTS



A774-84 x 24 points



A775-84 x 24 points



A776-84 x 24 points



A751-68 x 32 points



A751-68 x 48 points



A752-68 x 48 points



AA749-60 x 48 points [1 1/4-inch matrices]



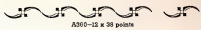
AA748-60 x 60 points [1 1/4-inch matrices]



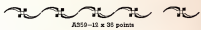
AA750-60 x 60 points [1 1/4-inch matrices]



A730-80 x 30 points



A590-15 x 38 points



A591-15 x 35 points



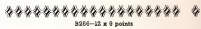
A496-24 x 48 points



A497-15 x 24 points



A498-24 x 48 points



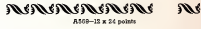
B566-12 x 9 points



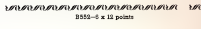
B567-12 x 9 points



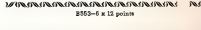
A593-12 x 24 points



A594-12 x 24 points



B552-6 x 12 points



B553-6 x 12 points



C7-12 x 12 points



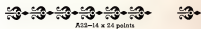
B19-24 x 24 points



B21-15 x 15 points



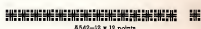
A20-24 x 14 points



A23-14 x 24 points



C547-12 x 12 points



A542-12 x 12 points

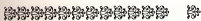
# LUDLOW BORDERS AND ORNAMENTS



A62-14 x 14 points



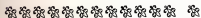
A548-18 x 36 points



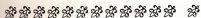
A63-14 x 14 points



A549-18 x 36 points



A60-14 x 14 points



A61-14 x 14 points



A550-18 x 36 points



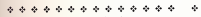
C258-12 x 12 points



A570-24 x 24 points



C259-12 x 12 points



C67-12 x 12 points



A571-24 x 24 points



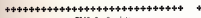
C3-12 x 12 points



A572-24 x 24 points



C11-12 x 12 points



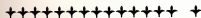
C246-6 x 6 points



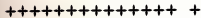
A649-36 x 36 points



C223-12 x 12 points



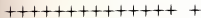
C622-12 x 12 points



C554-12 x 12 points



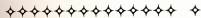
A688-36 x 36 points



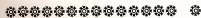
C263-12 x 12 points



A650-36 x 36 points



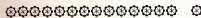
C262-12 x 12 points



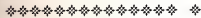
C10-12 x 12 points



A761-36 x 36 points



B564-12 x 12 points



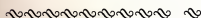
C521-12 x 12 points



A760-36 x 36 points



B380-12 x 24 points



A277-12 x 36 points



A762-36 x 36 points

# LUDLOW BORDERS AND ORNAMENTS



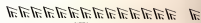
C795-18 x 54 points



A719-12 x 36 points



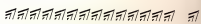
C796-18 x 18 points



A776-12 x 12 points



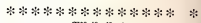
C797-18 x 18 points



A777-12 x 12 points



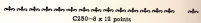
C798-18 x 54 points



C703-12 x 12 points



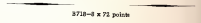
C799-18 x 18 points



C280-8 x 12 points



C794-18 x 18 points



B718-8 x 72 points



C790-18 x 18 points

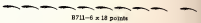


B776-6 x 72 points

B778-6 x 72 points



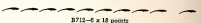
C791-18 x 18 points



B711-6 x 12 points



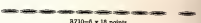
A717-24 x 24 points



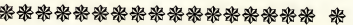
B712-6 x 12 points



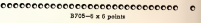
A716-18 x 18 points



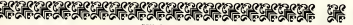
B710-6 x 12 points



A715-18 x 18 points



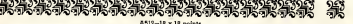
C705-6 x 6 points



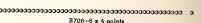
A511-18 x 18 points



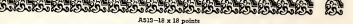
B721-6 x 6 points



A512-18 x 18 points



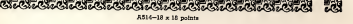
B706-6 x 4 points



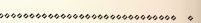
A510-18 x 18 points



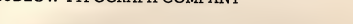
B714-6 x 12 points



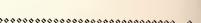
A514-18 x 18 points



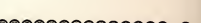
B707-6 x 6 points



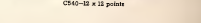
A556-12 x 24 points



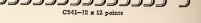
B708-6 x 8 points



C540-12 x 12 points

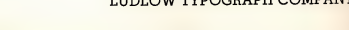
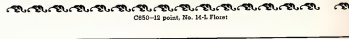
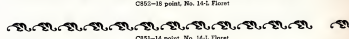
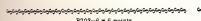
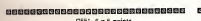
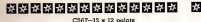
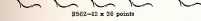
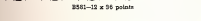
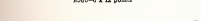
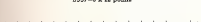
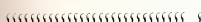
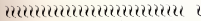
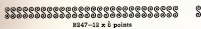
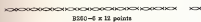
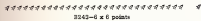
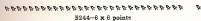
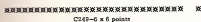
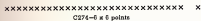
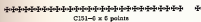
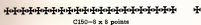
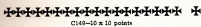


C541-15 x 12 points



A555-12 x 24 points

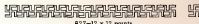
# LUDLOW BORDERS AND ORNAMENTS



# LUDLOW BORDERS AND ORNAMENTS



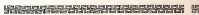
A25-24 x 24 points



A27-12 x 12 points



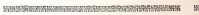
A67-36 x 34 points



C702-5 x 8 points



A977-12 x 36 points



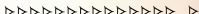
C192-6 x 8 points



C176-12 x 12 points



A981-36 x 36 points



C181-12 x 12 points



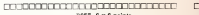
C4-12 x 12 points



A982-18 x 50 points



C179-6 x 8 points



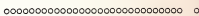
B597-6 x 8 points



A978-18 x 36 points



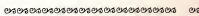
C3-12 x 12 points



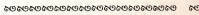
C248-6 x 8 points



A985-18 x 72 points



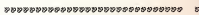
B254-6 x 12 points



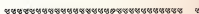
B255-6 x 12 points



A985-18 x 72 points



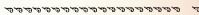
B241-6 x 8 points



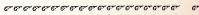
B242-6 x 8 points



A989-18 x 72 points



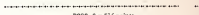
B244-6 x 8 points



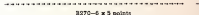
B265-6 x 9 points



A984-18 x 72 points



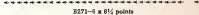
B289-6 x 5 1/2 points



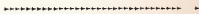
B270-6 x 5 points



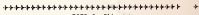
A979-18 x 36 points



B271-6 x 8 1/2 points



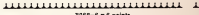
B272-6 x 5 1/2 points



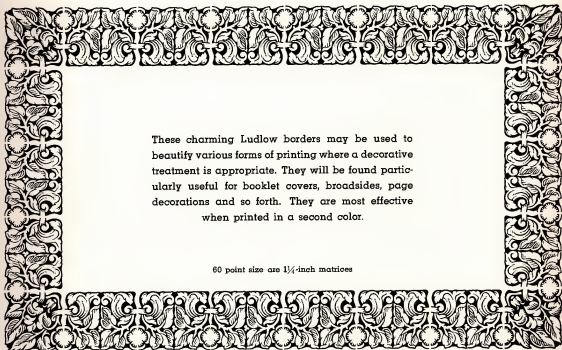
B273-6 x 5 1/2 points



A980-18 x 36 points



B208-6 x 6 points



These charming Ludlow borders may be used to beautify various forms of printing where a decorative treatment is appropriate. They will be found particularly useful for booklet covers, broadsides, page decorations and so forth. They are most effective when printed in a second color.

60 point size are  $1\frac{1}{4}$ -inch matrices

## 48 POINT BORDER UNITS



A744



A743



A745

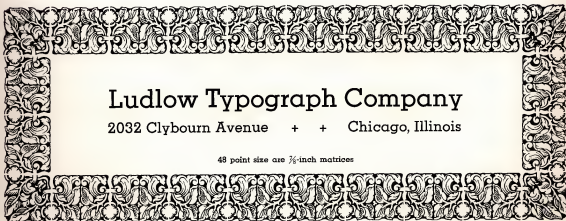


A746



A747

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA739, AA738, AA740, AA741 and AA742

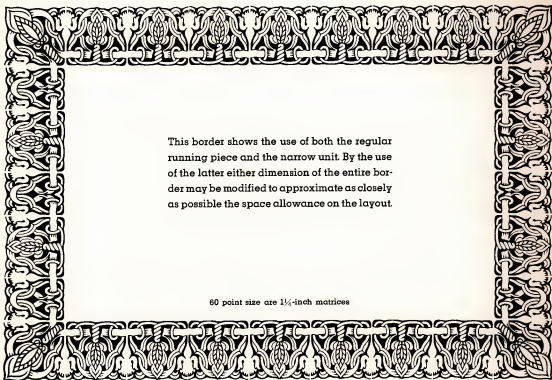


## Ludlow Typograph Company

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are  $\frac{3}{8}$ -inch matrices





This border shows the use of both the regular running piece and the narrow unit. By the use of the latter either dimension of the entire border may be modified to approximate as closely as possible the space allowance on the layout.

60 point size are  $1\frac{1}{4}$ -inch matrices

48 POINT BORDER UNITS



A732



A735



A731



A733



A734



A736

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA724, AA727, AA723, AA725, AA726 and AA728



Ludlow Typograph Company

2032 Clybourn Avenue + + Chicago, Illinois










48 point size are  $\frac{3}{4}$ -inch matrices

# LUDLOW BORDERS AND ORNAMENTS










## ARTCRAFT ORNAMENTS

|      |   |          |
|------|---|----------|
| C817 |  | 10 point |
| C818 |  | 12 point |
| C819 |  | 14 point |
| C820 |  | 18 point |
| C821 |  | 24 point |
| C822 |  | 30 point |
| C823 |  | 36 point |
| C824 |  | 42 point |
| C825 |  | 48 point |

## ARTCRAFT ORNAMENTS

|      |   |          |
|------|---|----------|
| C808 |    | 10 point |
| C809 |    | 12 point |
| C810 |    | 14 point |
| C811 |    | 18 point |
| C812 |    | 24 point |
| C813 |    | 30 point |
| C814 |  | 36 point |
| C815 |  | 42 point |
| C816 |  | 48 point |

## ARTCRAFT ORNAMENTS










|      |   |          |
|------|---|----------|
| C799 |  | 10 point |
| C800 |  | 12 point |
| C801 |  | 14 point |
| C802 |  | 18 point |
| C803 |  | 24 point |
| C804 |  | 30 point |
| C805 |  | 38 point |
| C806 |  | 42 point |
| C807 |  | 48 point |

## CAMEO ORNAMENTS

|      |   |          |
|------|---|----------|
| B827 |    | 12 point |
| B830 |    | 14 point |
| B833 |    | 18 point |
| B836 |    | 24 point |
| B839 |    | 30 point |
| B842 |  | 36 point |
| B845 |  | 42 point |
| B848 |  | 48 point |

## FIVE POINTED STARS

Outline

|      |   |                |
|------|---|----------------|
| C200 |  | 6 x 6 points   |
| C201 |  | 8 x 8 points   |
| C202 |  | 10 x 10 points |
| C18  |  | 12 x 12 points |
| C362 |  | 14 x 14 points |
| C363 |  | 18 x 18 points |
| C16  |  | 24 x 24 points |
| C364 |  | 30 x 30 points |
| C13  |  | 36 x 36 points |

## CAMEO ORNAMENTS

Left Side

|      |   |          |
|------|---|----------|
| B826 |    | 12 point |
| B829 |    | 14 point |
| B832 |    | 18 point |
| B835 |    | 24 point |
| B838 |  | 30 point |
| B841 |  | 36 point |
| B844 |  | 42 point |
| B847 |  | 48 point |

## FIVE POINTED STARS

Full Face

|       |   |                |
|-------|---|----------------|
| C2054 |  | 4 x 4 points   |
| C281  |  | 6 x 6 points   |
| C282  |  | 8 x 8 points   |
| C283  |  | 10 x 10 points |
| C17   |  | 12 x 12 points |
| C365  |  | 14 x 14 points |
| C366  |  | 18 x 18 points |
| C15   |  | 24 x 24 points |
| C367  |  | 30 x 30 points |
| C14   |  | 36 x 36 points |
| C1010 |  | 42 x 42 pts.   |
| C1011 |  | 48 x 48 pts.   |

## CAMEO ORNAMENTS

Right Side

|      |   |          |
|------|---|----------|
| B828 |    | 12 point |
| B831 |    | 14 point |
| B834 |    | 18 point |
| B837 |  | 24 point |
| B840 |  | 30 point |
| B843 |  | 36 point |
| B846 |  | 42 point |
| B849 |  | 48 point |



C1693—88 x 24 points (1 1/4-inch matrices)



C1692—88 x 24 points (1 1/4-inch matrices)



C1681—60 x 24 points (1 1/4-inch matrices)



C1630—80 x 24 points (1 1/4-inch matrices)



C1629—42 x 24 points (1 1/4-inch matrices)



C1828—42 x 24 points (1 1/4-inch matrices)



C1547—24 x 40 points



C1545—24 x 80 points



C983—24 x 24 points



C984—24 x 24 points



C1548—24 x 42 points



C1546—24 x 42 points



C1485—48 x 48 points



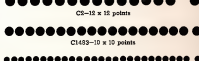
C1426—36 x 36 points



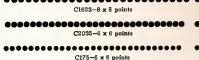
C1390—24 x 24 points



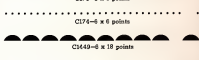
C1389—18 x 18 points



C1484—14 x 14 points



C5—15 x 15 points



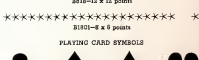
C1483—10 x 10 points



C1653—8 x 8 points



C1055—6 x 6 points



C175—5 x 5 points



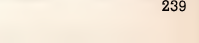
C174—6 x 6 points



C1649—6 x 18 points



B920—36 x 24 points



B919—24 x 24 points



B918—12 x 12 points



B1801—8 x 8 points

## PLAYING CARD SYMBOLS



C1956



C1887



C1928



C1989



C1422



C1423



C1424



C1425



C1418



C1419



C1420



C1421

15 x 12 points

# LUDLOW BORDERS AND ORNAMENTS



C1355-94 x 24 points



C1354-18 x 18 points



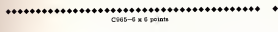
C975-18 x 18 points



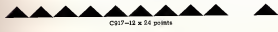
C13-12 x 12 points



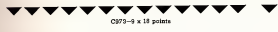
C974-12 x 12 points



C965-6 x 6 points



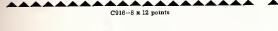
C917-12 x 24 points



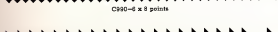
C973-9 x 18 points



C973-6 x 12 points



C916-8 x 12 points



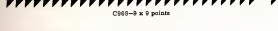
C990-6 x 8 points



C1798-12 x 12 points



C1797-12 x 12 points



C968-9 x 9 points



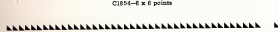
C899-9 x 9 points



C966-6 x 6 points



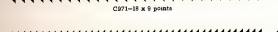
C967-6 x 6 points



C1854-6 x 6 points



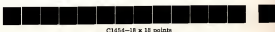
C1853-6 x 6 points



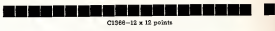
C971-18 x 9 points



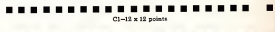
C970-12 x 8 points



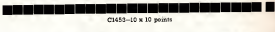
C1454-18 x 18 points



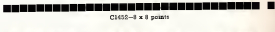
C1268-12 x 12 points



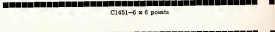
C1-12 x 12 points



C1455-10 x 10 points



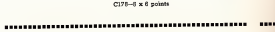
C1455-8 x 8 points



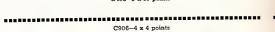
C1451-6 x 6 points



C177-8 x 8 points



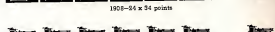
C178-6 x 6 points



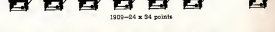
C483-6 x 18 points



C906-4 x 4 points



1908-94 x 24 points



1909-24 x 24 points



1910-24 x 24 points



1911-24 x 24 points



C890-12 x 36 points



C1591-48 x 54 points



C1590-36 x 42 points



A50-36 x 48 points



C1592-48 x 48 points

# LUDLOW BORDERS AND ORNAMENTS



AJ1004-54 x 54 points One and one-quarter inch matrices



AJ1003-54 x 54 points One and one-quarter inch matrices



AJ1005-54 x 54 points One and one-quarter inch matrices



A994-36 x 36 points



A993-36 x 36 points



A995-36 x 36 points



A1001-24 x 24 points



A1000-24 x 24 points



A1002-24 x 24 points



A996-36 x 36 points



A997-36 x 36 points

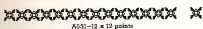


A998-24 x 24 points

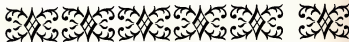


A999-24 x 24 points

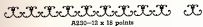
# LUDLOW BORDERS AND ORNAMENTS



A591-12 x 12 points



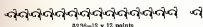
A690-96 x 54 points



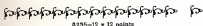
A230-12 x 12 points



A622-96 x 96 points



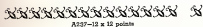
A236-12 x 12 points



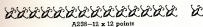
A235-12 x 12 points



A654-96 x 96 points



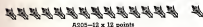
A237-12 x 12 points



A228-12 x 12 points



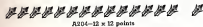
A623-96 x 96 points



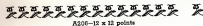
A208-12 x 12 points



A834-96 x 72 points



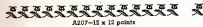
A204-12 x 12 points



A206-12 x 12 points



A659-96 x 96 points



A207-12 x 12 points



A202-12 x 12 points



A658-96 x 48 points



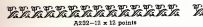
A209-12 x 12 points



A655-96 x 96 points



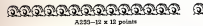
A251-12 x 12 points



A252-12 x 12 points



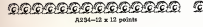
A692-96 x 96 points



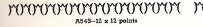
A253-12 x 12 points



A831-96 x 96 points



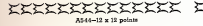
A234-12 x 12 points



A545-12 x 12 points



A861-96 x 96 points



A544-12 x 12 points

## PATRIOTIC BORDERS AND ORNAMENTS

For other United States Flags see page 340



AA2336 Stars-AA2339 Stripes-84 x 72 points



AA2336 Stars-AA2337 Stripes-72 x 66 points



AA2146 Stars-AA2147 Stripes-48 x 48 points



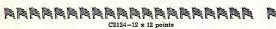
AA2144 Stars-AA2145 Stripes-36 x 36 points



C2126-24 x 24 points



C2125-18 x 18 points



C2124-12 x 12 points



AA2142 Stars-AA2143 Stripes-72 x 90 points



AA2140 Stars-AA2141 Stripes-48 x 40 points



C2130-48 x 40 points



C2138-36 x 30 points



C2137-24 x 20 points



C2137-12 x 12 points



C2128-20 x 24 points



C2124-14 x 18 points



C2135-10 x 12 points



C2135-24 x 24 points



C2133-18 x 18 points



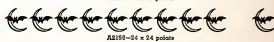
C2131-12 x 12 points

## HALLOWEEN BORDERS AND ORNAMENTS

For Christmas and other Holiday Borders see pages 225 and 227



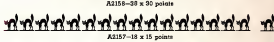
A2120-68 x 48 points



A2150-24 x 24 points



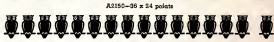
A2155-36 x 30 points



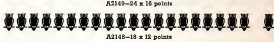
A2157-18 x 15 points



A2155-36 x 24 points



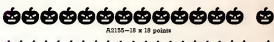
A2149-24 x 16 points



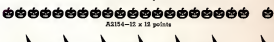
A2148-18 x 12 points



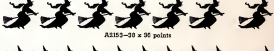
A2156-36 x 30 points



A2155-18 x 18 points



A2154-12 x 12 points



A2153-36 x 30 points



A2152-24 x 24 points



A2151-18 x 18 points

# LUDLOW LEADERS AND RULES

## HORIZONTAL DOT LEADERS One Dot to the em—1½ point Dot

|        |                  |        |                  |
|--------|------------------|--------|------------------|
| No. 69 | 12 pt. alignment | No. 72 | 14 pt. alignment |
| No. 70 | 18 pt. alignment | No. 73 | 18 pt. alignment |

## Two Dots to the em—1½ point Dot

|        |                  |        |                  |
|--------|------------------|--------|------------------|
| No. 74 | 14 pt. alignment | No. 76 | 18 pt. alignment |
|--------|------------------|--------|------------------|

## Two Dots to the em—1¼ point Dot

No. 70 12 pt. alignment

## Three Dots to the em

|          |             |                   |
|----------|-------------|-------------------|
| No. 1008 | ½ point dot | 8 point alignment |
|----------|-------------|-------------------|

|          |             |                    |
|----------|-------------|--------------------|
| No. 1059 | ¾ point dot | 10 point alignment |
|----------|-------------|--------------------|

|        |             |                    |
|--------|-------------|--------------------|
| No. 71 | 1 point dot | 12 point alignment |
|--------|-------------|--------------------|

|        |              |                    |
|--------|--------------|--------------------|
| No. 74 | 1½ point dot | 14 point alignment |
|--------|--------------|--------------------|

|        |              |                    |
|--------|--------------|--------------------|
| No. 77 | 1¾ point dot | 18 point alignment |
|--------|--------------|--------------------|

## Six Dots to the Pica—½ point Dot

| Number | Alignment   | Setwidth  |
|--------|-------------|-----------|
| 921    | 6-8 point   | 2 points  |
| 922    | 8-8 point   | 4 points  |
| 924    | 6-8 point   | 6 points  |
| 923    | 8-8 point   | 8 points  |
| 924    | 8-8 point   | 10 points |
| 925    | 8-8 point   | 12 points |
| 926    | 8-8 point   | 14 points |
| 927    | 8-8 point   | 16 points |
| 928    | 10-12 point | 2 points  |
| 929    | 10-12 point | 4 points  |
| 929    | 10-12 point | 6 points  |
| 929    | 10-12 point | 8 points  |
| 929    | 10-12 point | 10 points |
| 929    | 10-12 point | 12 points |
| 929    | 10-12 point | 14 points |
| 929    | 10-12 point | 16 points |
| 930    | 8-1P        | 2 points  |
| 930    | 8-1P        | 4 points  |
| 930    | 8-1P        | 6 points  |
| 931    | 8-1P        | 8 points  |
| 932    | 8-1P        | 10 points |
| 947    | 6-1P        | 12 points |
| 948    | 6-1P        | 14 points |
| 949    | 6-1P        | 16 points |

## Three Dots to the Pica

|         |             |                     |
|---------|-------------|---------------------|
| No. 120 | ¾ point dot | 6-8 point alignment |
|---------|-------------|---------------------|

## Eight Dots to the Pica—½ point Dot

| Number | Alignment   | Setwidth  |
|--------|-------------|-----------|
| 343    | 10-12 point | 12 points |
| 344    | 10-12 point | 14 points |
| 345    | 8-1P        | 15 points |
| 345    | 6-1P        | 15 points |

## HORIZONTAL HYPHEN LEADERS

### ½ Point Hyphen—5 Hyphens to the Pica

| Number | Alignment   | Setwidth  |
|--------|-------------|-----------|
| 198    | 6-8 point   | 12 points |
| 199    | 6-8 point   | 14 points |
| 339    | 6-8 point   | 24 points |
| 80     | 10-12 point | 12 points |
| 89     | 10-12 point | 14 points |
| 338    | 10-12 point | 24 points |
| 339    | 6-1P        | 12 points |
| 340    | 6-1P        | 14 points |
| 340    | 6-1P        | 16 points |

### ½ Point Hyphen—2 Hyphens to the em

| Number | Alignment   | Setwidth  |
|--------|-------------|-----------|
| 79     | 10-12 point | 12 points |
| 81     | 14 point    | 14 points |
| 79     | 18 point    | 18 points |

## HORIZONTAL HYPHEN LEADERS

### ½ Point Hyphen—3 Hyphens to the em

| Number | Alignment | Setwidth  |
|--------|-----------|-----------|
| 1083   | 8 point   | 6 points  |
| 1084   | 8 point   | 8 points  |
| 1085   | 10 point  | 10 points |

## VERTICAL DOT LEADERS

### ½ Point Dot—6 Dots to the Pica

#### Center Alignment

| Number | Height    | Setwidth |
|--------|-----------|----------|
| 1314   | 12 points | 6 points |
| 1311   | 12 points | 8 points |
| 1315   | 20 points | 6 points |
| 1316   | 24 points | 6 points |
| 1317   | 28 points | 6 points |

### 1 Point Dot—6 Dots to the Pica

#### Center Alignment

| Number | Height    | Setwidth |
|--------|-----------|----------|
| 131    | 6 points  | 6 points |
| 132    | 12 points | 6 points |
| 133    | 18 points | 6 points |
| 133    | 24 points | 6 points |

## VERTICAL HYPHEN LEADERS

#### Center Alignment

| Number | Height    | Setwidth | Weight  |
|--------|-----------|----------|---------|
| 82     | 12 points | 6 points | 1 point |
| 83     | 12 points | 6 points | ½ point |
| 84     | 18 points | 6 points | ½ point |

## PARALLEL RULES

### Side Face Cast on 6 Point Body

½ point x ¼ point—1½ point space

1 point x 1 point—1 point space

1 point x 1 point—1½ point space

## PARALLEL RULES

### Center Face Cast on 6 Point Body

½ point x ¼ point—1 point space

½ point x ¼ point—2 point space

1 point x 1 point—1 point space

1 point x 1 point—2½ point space

1 point x 1 point—4 point space

1½ point x 1½ point—1½ point space

2 point x 2 point—2 point space

## TWO LINE RULES

### Side Face Cast on 6 Point Body

½ point x 1 point—1½ point space

½ point x 1½ point—3 point space

¾ point x 2 point—3 point space

1¾ point x ½ point—2½ point space

2 point x ¼ point—1 point space

2 point x 1 point—1 point space

¾ point x 2 point—2 point space

¾ point x 2 point—2 point space

2 point x 1 point—2 point space

¾ point x 3½ point—1½ point space

4 point x ½ point—1 point space

## COMBINATION RULES

### Side Face Cast on 6 or 12 Point Body

¼ point x 2 point x ¼ point—1 point space

2 point x 1 point x 1 point x 2 point—2 point space

2½ point x 2½ point x 2½ point—2½ point space

## SINGLE LINE RULES

### Side Face Cast on 6 Point Body

¼ point side face

1 point side face

2 point side face

3 point side face

4 point side face

5 point side face

## SINGLE LINE RULES

### Center Face Cast on 6 or 12 Point Body

¼ point center face

1 point center face

2 point center face

3 point center face

4 point center face

5 point center face

6 point center face

8 point center face

10 point center face

12 point center face

14 point center face

18 point center face



SQUARE GOTHIC

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS DEMAND FORTH 28  
 On this occasion a new nation, conceived in liberty, and dedicated to the  
 proposition that all men are created equal, have not yet achieved a great  
 civil war, asking whether that nation, or any nation so conceived shall  
 and lasting, can long endure. We are now on a great national issue on  
 we have come to demand a better form of that issue in a final review place for  
 4 Point Ludlow 5-23 Square Gothic  
 Length of lower-case alphabet: 68 points

CASLOW LIGHT

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS DEMAND FORTH 28  
 On this occasion a new nation, conceived in liberty, and dedicated to the  
 proposition that all men are created equal, have not yet achieved a great  
 civil war, asking whether that nation, or any nation so conceived shall  
 and lasting, can long endure. We are now on a great national issue on  
 we have come to demand a better form of that issue in a final review place for three for  
 4 Point Ludlow 1-L Caslow Light  
 Length of lower-case alphabet: 67 points

These 4-point sizes will set solid when cast with special 4-point mold

TEMPO HEAVY CONDENSED

THE NEWSPAPER ADOPTING THE LUDLOW SLUG SYSTEM 10  
 Will find it an invaluable asset for the mass production of all of  
 their news and advertising display heads in a variety of typefaces

10 Point Ludlow 28-11C Tempo Heavy Condensed  
 Length of lower-case alphabet: 67 points

BODONI CAMPANILE ITALIC

*ADDITION TO THE BODONI FAMILY THAT WILL 30*  
*Add distinction to any newspaper display advertising*

30 Point Ludlow 3-BECl Bodoni Campanile Italic

Length of lower-case alphabet: 260 points

*EXHIBIT OF FINE BOOKS WILL 48*  
*Open Monday in the public library*

48 Point Ludlow 3-BECl Bodoni Campanile Italic

Length of lower-case alphabet: 414 points

Characters in Complete Font

*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*  
*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 . : ; - ' ! ? ( ) [ ] - ·*

Characters listed below sold separately

*% 1/2 1/4 3/4 1/3 2/3*

The complete series of Bodoni Campanile Italic will range from 18 to 48 point inclusive

# EXHIBIT OF RARE 7 Books Opens Today

72 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# MANY ADVERTISERS 7 Endorse Ludlow Faces

50 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# LARGE CROWD ATTENDS 48 Opening of the Yawl Races

60 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# CITY COUNCIL TO MEET AND 42 Discuss Plans for the Building of a New School Next Monday

62 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# X-RAY MACHINE IS DONATED TO 36 The Avenue Hospital by the Estate of the Late Mayor of Essex, J. Vacory

36 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# SIXTEEN KILLED IN 30 Big Railroad Accident in Kentucky Thursday as Two Trains Collide

30 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# SPECIAL SALE OF FINE 24 Irish Linen Handkerchiefs Will Begin Next Thursday in Reid's Downtown Store

24 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# MANY LEADING NEWSPAPERS 18 Have Installed the Ludlow Slug System For Setting their News and Advertising Display Headings

18 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# MANY SMALL JOB PRINTERS HAVE 14 Installed the Ludlow System For Setting all of their Job Work thus Enabling them to Produce Better Work at Far Less Cost

14 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# FRESH NEW TYPEFACES ARE AMONG THE MOST 12 Potent of Tonics for Increasing the Effectiveness of Advertising and Printing. They Count for far More than Merely so Much Additional Equipment

12 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

Complete set of Variant Characters

A C E F G  
K M N R S  
U W X Y  
u w x y

# SCORES FORCED 9 TO ESCAPE FLOOD

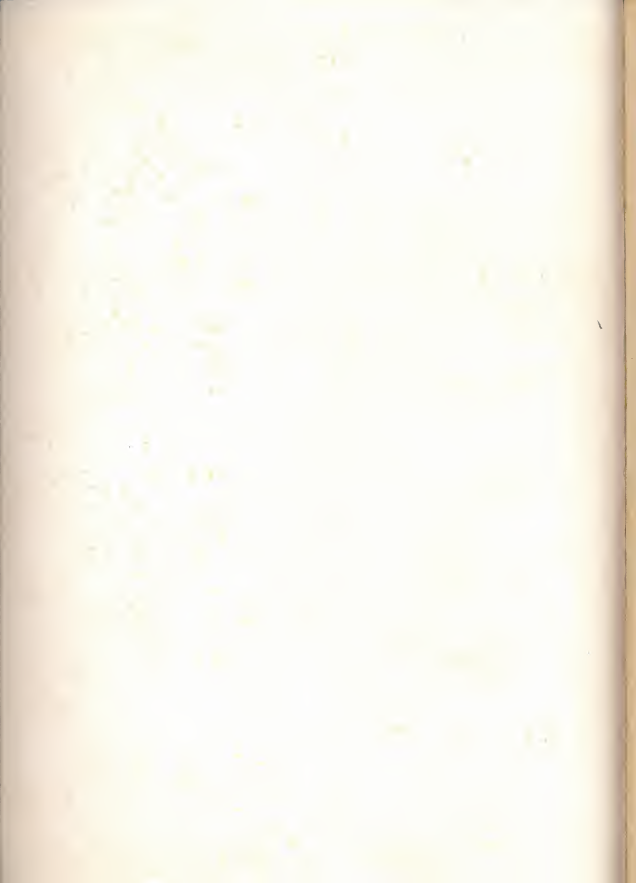
96 Point Ludlow 6-FEC Franklin Gothic Extra Condensed

Characters in Complete Font  
(shows in the 24 point size)

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  
. : , ; - ' ! ? -

Characters listed below sold separately

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Ludlow typefaces

c1

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Ludlow typefaces

c1



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