

LUDLOW ORNAMENT











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LUDLOW TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE
CHICAGO





TYPOGRAPHIC ORNAMENT



ONE of the most charming adjuncts to typography is type ornament, by which we mean units of decoration in the form of type, which can be repeated or used in combination, to make up borders, decorative spots, headbands, tailpieces, all-over patterns, and so forth.

Type ornament made its first appearance soon after the invention of movable types. The earliest printers combined marks of punctuation to serve a decorative end, and the first true type ornament made its appearance in Italy in 1478. Since then they have fast multiplied in number and have been put to telling use by many distinguished exponents of the printing art.

William Caslon cut exceptionally effective ornaments, but typographic decoration reached

*Ornament Nos. A230, A233, A234,
A237, A238, B243, B244, B260 and C246.*

Nicolas Jenson and Nicolas Jenson Open for initial. Elrod rules.

the height of its glory in the hands of the eighteenth century French typefounders, most notable among whom was Fournier le Jeune. Bodoni cut a great variety of ornamental units but used them sparingly and with much restraint.

The printer of today should make a much wider use of type ornament than he does. With a good selection of ornaments he can do decorative printing of a high order, without expense for art work. On such printing he can earn far more than his usual percentage of profit.

With the Ludlow system he has exceptional advantages in the use of ornament, for he does not have to carry large stocks of a wide variety of units to be in position to handle extensive jobs. With but one stickful of matrices for any given unit, he can undertake any job of printing, no matter how large. He can also, with ease, duplicate borders for labels run four or eight up, or for other multiple forms.

With few exceptions, the best use of type ornament is to print it in a second color, as is illustrated in many examples in the present booklet. It is believed the examples here shown will offer to Ludlow users many suggestions for a more profitable use of their equipment.

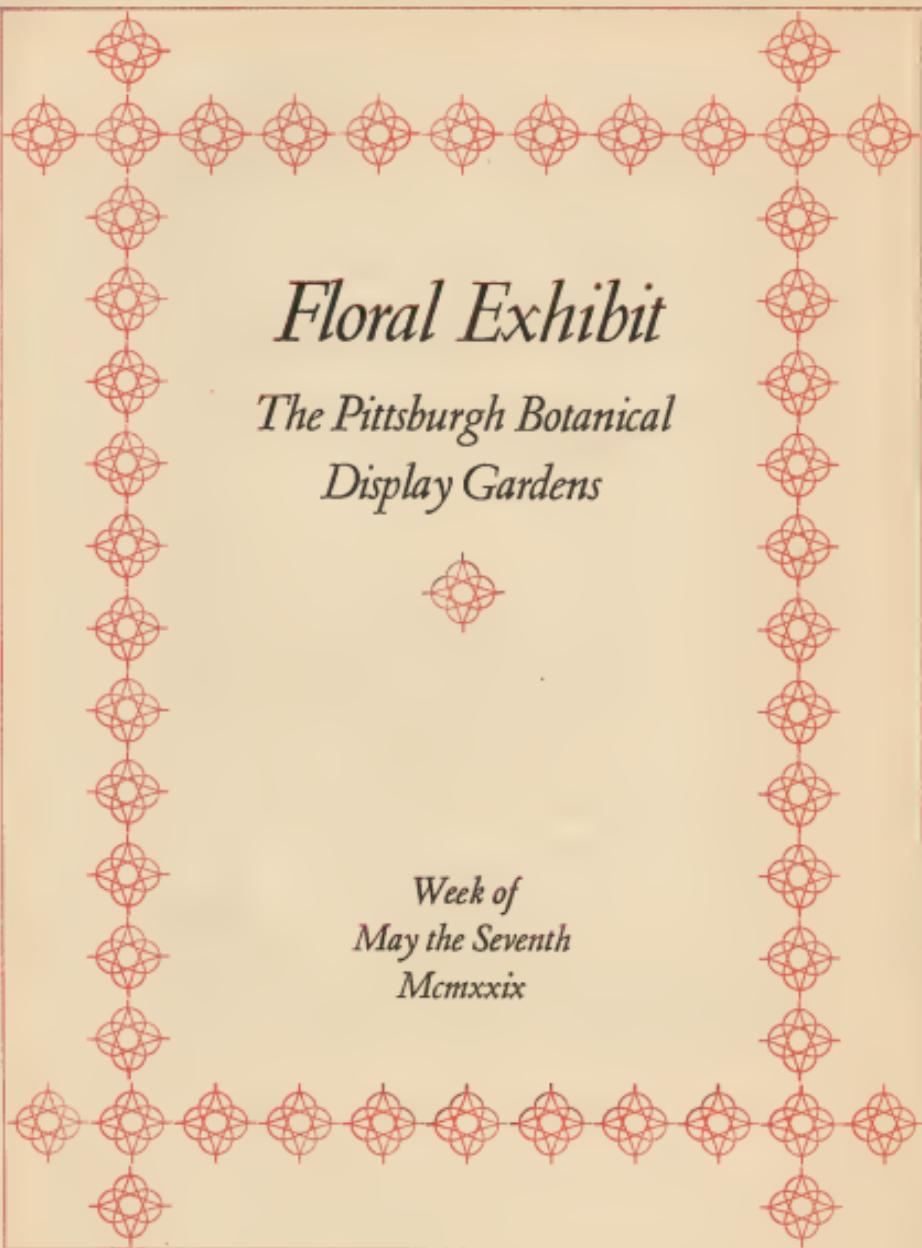


HONOR ROLL


• • • MCMXXVIX • • •

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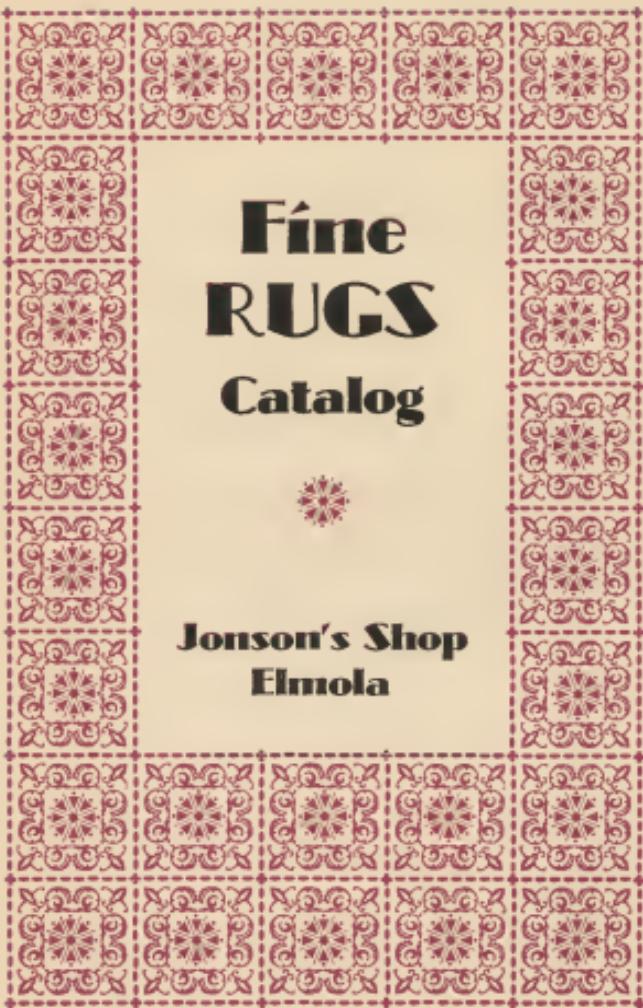
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OF FOREIGN WARS



Floral Exhibit
The Pittsburgh Botanical
Display Gardens



Week of
May the Seventh
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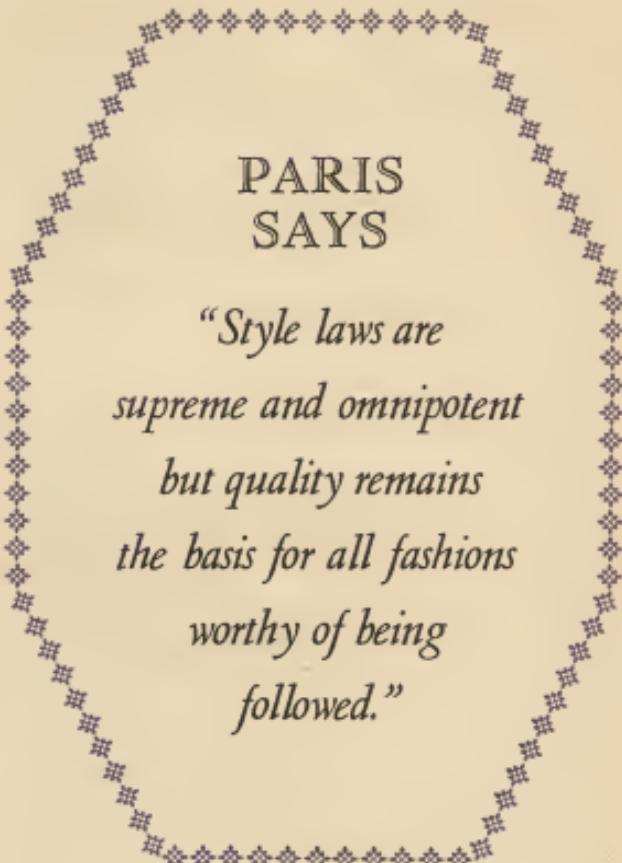


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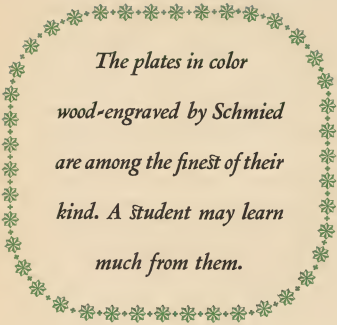
**Jonson's Shop
Elmola**

*Ornament Nos. A233, A234, A237,
A238, A717, C246 and C564.
Ultra-Modern Bold.*



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SAYS

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but quality remains
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worthy of being
followed."*



*The plates in color
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*Beginning the First of August the work of some
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A decorative border made of repeating floral motifs, possibly tulips, arranged in a rectangular frame around the central text.

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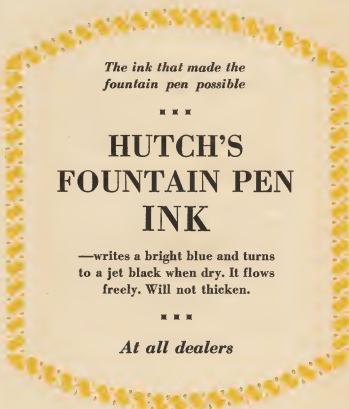
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*Ornament Nos. A206, A207, A208,
A209, A230, A237 and A238.*

Nicolas Jensen Open and Nicolas Jensen with small caps.



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fountain pen possible*

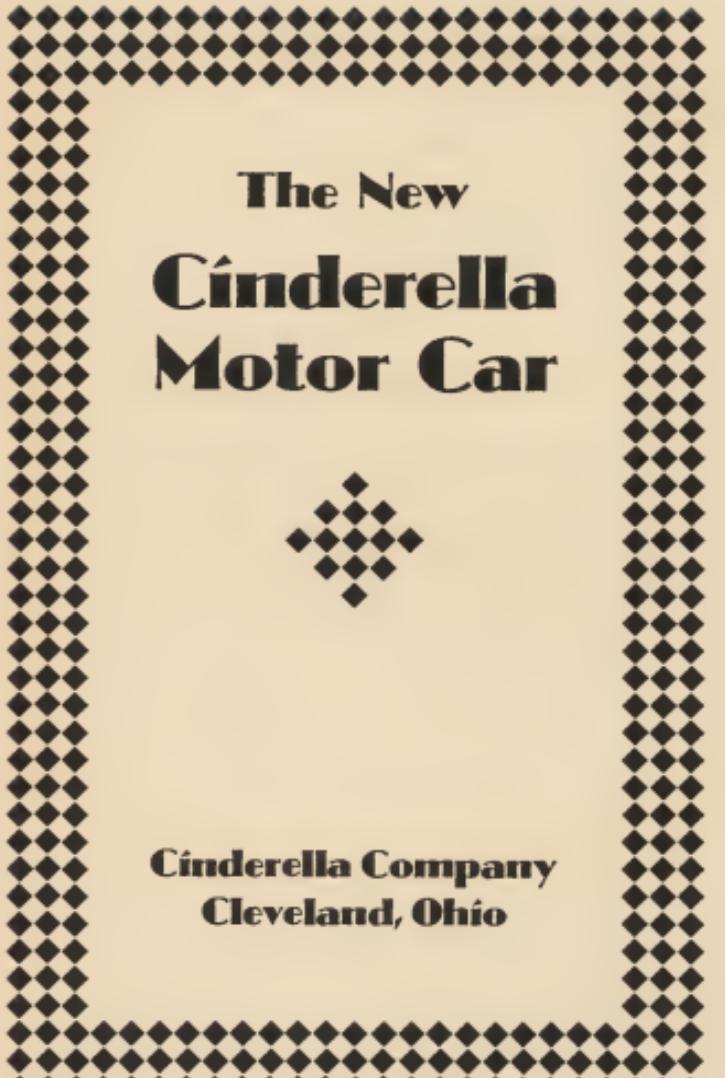
■ ■ ■

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No.

Above—Ornament Nos. A499 and C261.

Nicolas Jenson and its italic.

Below—Ornament Nos. A204, A205, A206 and A207.

True-Cut Caslon and its italic. Elrod rules.

JEAN GUTTEMBERG
INVENTOR OF PRINTING

*Translated from the French
of Andre Thevet*



MCMXXVI

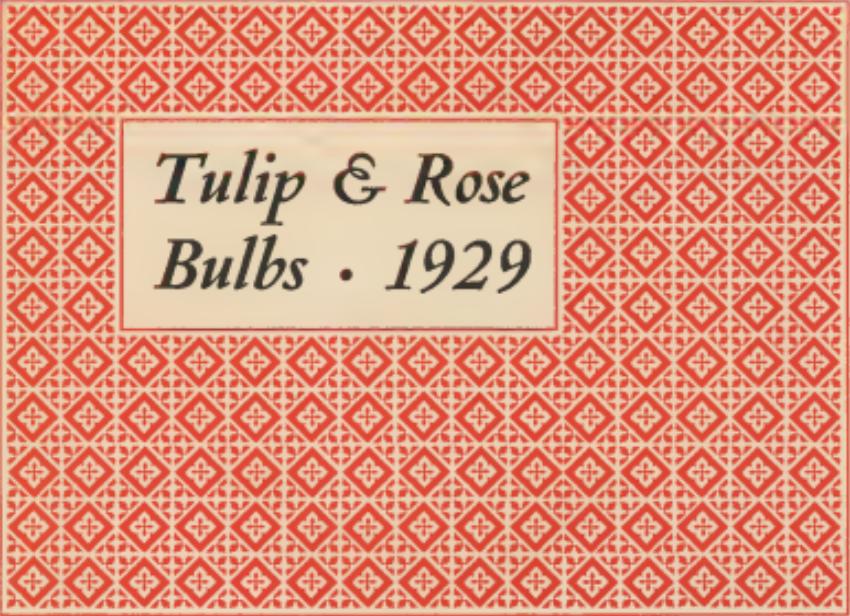


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*Ornament Nos. A757, A758 and A759.
Ultra-Modern and Ultra-Modern Bold. Elrod rules.*



*Tulip & Rose
Bulbs . 1929*

Ornament No. A659.

Nicolas Jenson Bold Italic. Elrod rules.



LUDLOW EXHIBIT




You are cordially invited to
attend a special exhibit and
demonstration of the

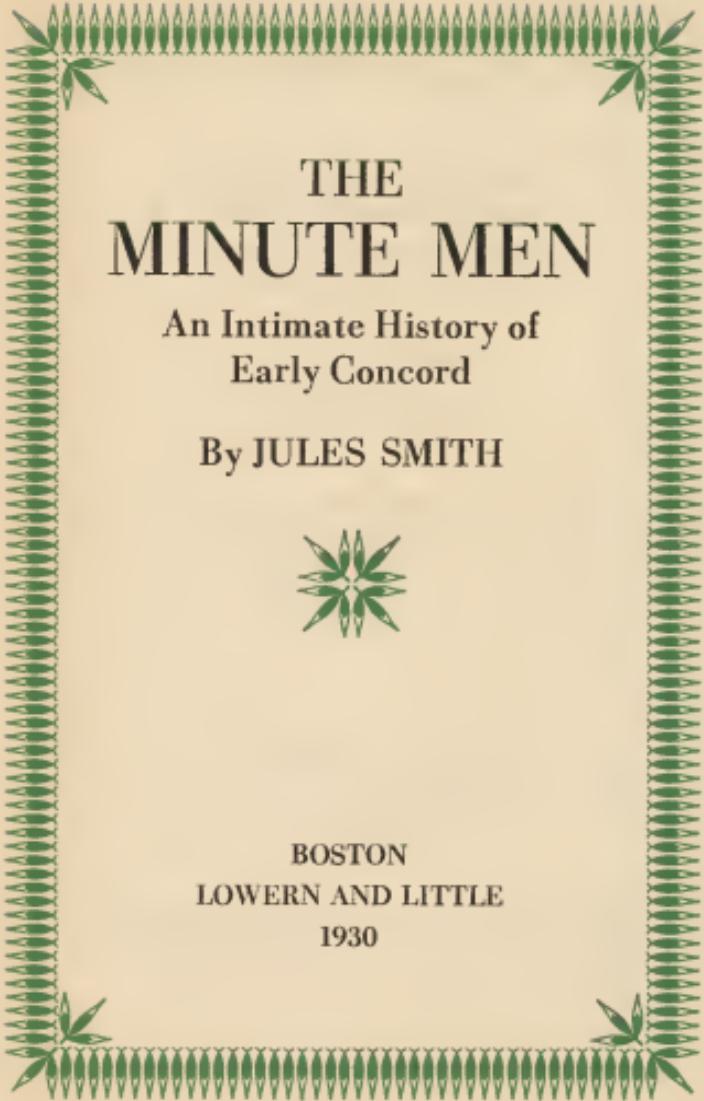
LUDLOW SYSTEM

Beginning April 9th

The exhibit will be open evenings and
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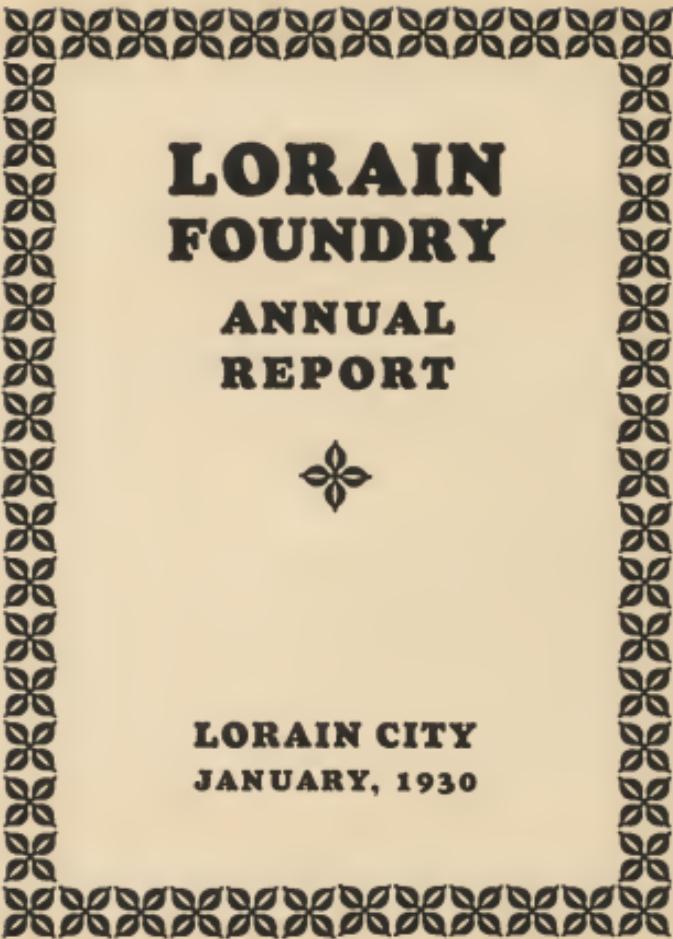
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MINUTE MEN

An Intimate History of
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By JULES SMITH



BOSTON
LOWERN AND LITTLE
1930



**LORAIN
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REPORT**



**LORAIN CITY
JANUARY, 1930**



LANGLEY EMERY WHEELS

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**THE LANGLEY COMPANY
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Ornament Nos. A651 and A652.

Square Gothic. Elrod rules.



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The Ludlow system of job and
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**Ludlow Typograph Company
Chicago, Illinois**

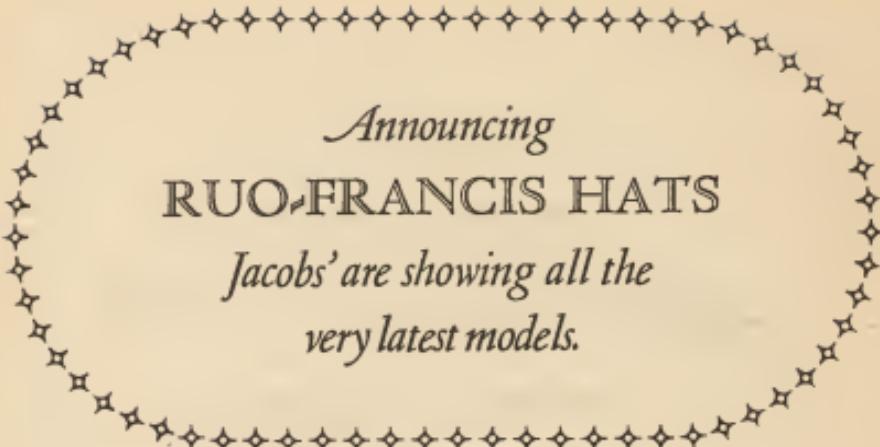


*Ornament No. AA755.
Ultra-Modern Bold. Bodoni Bold.*



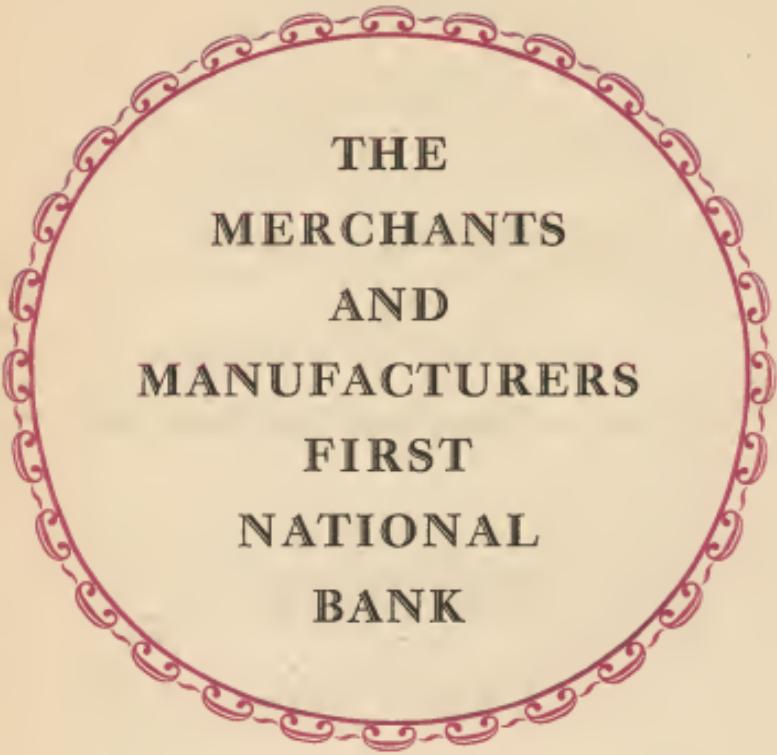
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*Ornament Nos. C175 and C178.
Ultra-Modern Bold.*



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Above—Ornament Nos. A716 and B709.

Ultra-Modern

Below—Ornament No. B554.

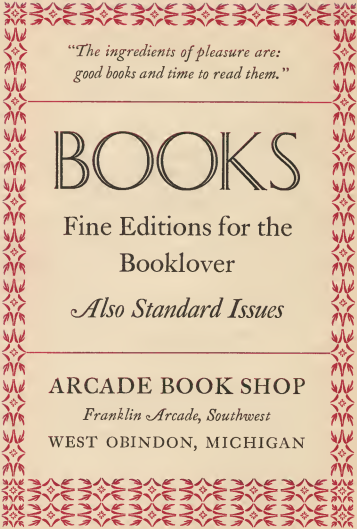
Garamond Bold and its italic.



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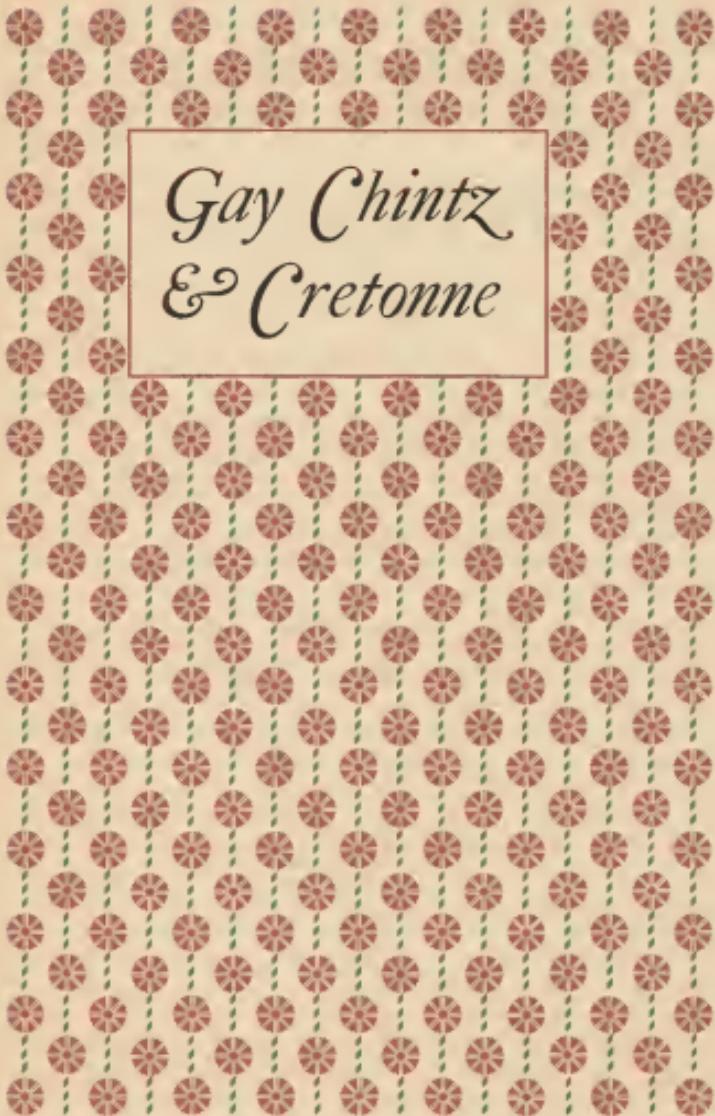
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