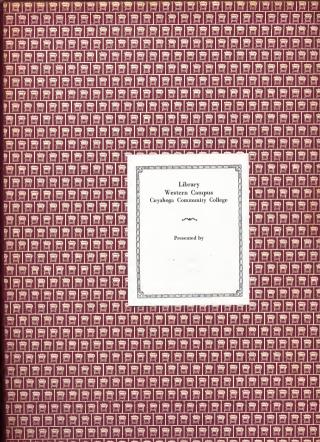
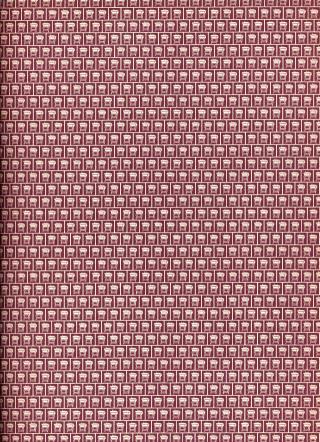


LUDLOW

Typefaces

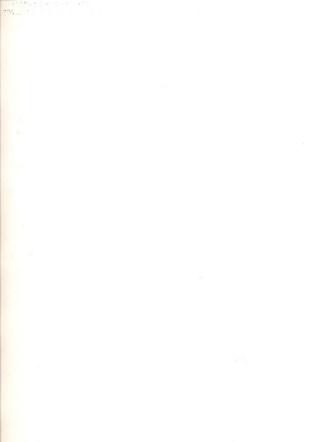




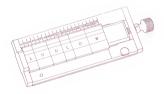
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LUDLOW TYPEFACES



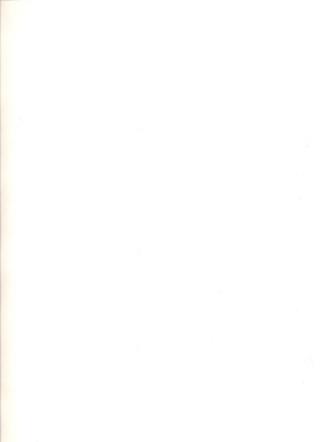
LUDLOW TYPEFACES



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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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 "Doby 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,



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

who is enabled to keep his mind on setting the copy in hand, without distraction of his attention by machine changes or adjustments.

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.

 Γ_{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.

 \mathbf{A}_{S} 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

24 Point Ludlow 49-M Radiant Medium

LUDLOW QUALITY 49 Faces cast in sluglines 18 Point Ludlow 43-M Radiant Medium. oth of lower come alshabet; 212 points

LUDLOW IS A PRECISION 38 Built machine and will give a good many years fine service 14 Point Ludlow 43-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 43-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 43-M Radiant Medium ength 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 43-M Radiant Medium Length of lower-case alphabets 96 points

A SIMPLE AND ATTRACTIVE DESIGN IS COMBINED WITH 40 The basic principles of legibility to produce a hypolece that will satisfy the resit counting demands of the modern hypographer 8 Point Ludlow 63-M Radiant Medium Length of lower-case alphabet: 75.points



Characters listed below sold separately AKMNRW Bound Cops %

For fractions see fraction specimen pages

IDFAL FACE 2 or display ad

FACHLINF IS 4 Clear and sharp

PRODUCES BIG 68 Display in slug form

LEGIBLE FACES IN 23 Advertising get results

MAGAZINE OWNER IS 41 Pleased with linage gains

ADVFRTISING CAMPAIGN 84 Is most successful one in years



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.



by East

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





Large modern four and five-room apartments conveniently located near the heart of the

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

4 Point Ludlew 40-B Radiant Bold

A STRIKING NEW 53
Display face that has
the attractiveness to
create more interest
18 paint touture 428 Basilian blood
teached the removes of blooks 1250 paints.

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

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 Paus Ludlow 40-8 Rollins Beld
Langual Librory-con elibelate 1129 publis

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 Paint Eudlow 48-8 Incident Bolt Length of Hower-case alphabet 199 points

The 6 and 8 point sizes now in process

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$1234567890
abcdefghijklm
nopqrstuvwxyz
.:,;-''!?[]()-hood-poordpressed-and-add-population

For fractions see fraction specimen pages

SUPERIOR 3 Selling force

MEETS NEED 7
For real display

A SHARP NEW 12 Face for every job

48 Point Ludlow 43-B Radiant Bald

PLANT OWNERS 34 Increase their profit

MAKEUP IS EASIER 56 With an all-slug system

LUDLOW EQUIPMENT IS 78 Invaluable composition tool

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



Achievements



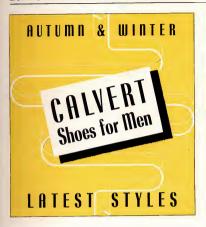
CRANSTON BUSINESS COLLEGE

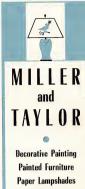


CONCERT

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

SEPTEMBER 23





Harbor Inn

at the water's edge

Lobsters • Sea Food Chicken and Steak Dinners

Dine in the Marine Room

9.0

the perfect touch

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

REGINA make-up salon

ODK OVERHE . REHI VOR

AN ADDITION TO 2 The Radiant family

THE SIMPLICITY OF 3
This new slug system

<mark>IDE</mark>AL DESIGN FOR USE 14 <mark>In newspaper display ad</mark>s

RECORD CROWD ATTENDS 56
Opening of the opera season

MANY LEADING NEWSPAPERS 78 Have installed the Ludlow system

LUDLOW SLUGLINES STAND UP UNDER 81
The most severe stereotyping pressure

CITY COUNCIL WILL 38
Meet Friday to discuss
new traction schedule
14 Paint Lordon 4930 Realem Bold Condemned

EXHIBIT OF FINE PRINTING 10
Will open Friday evening on
the first floor of the library
and will continue for a week
19 Point Centlew 40 30 C Reddon 18 40 C Contented

MANY PRINTERS ARE INSTALLING 45 The Ludlow system of composition for setting all of their job work and magazine display advertising heads 14 Palat Ludlow 43 80 Rediant Bold Condensed

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 22 Point Ludiew 43-92 Padician Bold Condensed Length of Nover-Ear ollpublic 118 points

Consensors to Complete Paul

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

\$1234567890
a b c d e f g h i jk l m
n o p q r s t u v w x y z

Consensors to load a lating word and appropriate

B K M M R R W

The person and it is not for field above.

LUDIOW BADIANT BOLD EXTRA CONDENSED



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

salon two - hotel moore

CREATIVE HANCOCK UNBERLUND SCHNEIDER COMPANY



fifty-fifth avenue and woolwortl

OWENS INC.

OWENS INC.

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

3400 beacon street

HIGH STANDARD 4

INVESTIGATE THE 11 Advantages offered

ADVANCES TOWARDS 75 Perfection in typefaces NEWNESS OF LUDLOW 90 Typefaces receive praise

ALL TYPEFACES IN MATRIX 61 Form and cast in solid slugs 54 Point Loddow 43-BEC Haddon! Book Extra Condensed

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

RUSH WORK IS NOW HANDLED WITH EAST 95 By the progressive printers and typesetting houses that have installed the Ludlow system 14 Point Leddow 40-900 Rodiant Bold Enter Condensed Length of Sower case alphabet 100 points

TYPEFACE LEGIBILITY IS 42 Important in all advertising

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

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



LUDLOW 91 Slug system

10 Point Ludiow 43-H Rediant Heavy ength of lower-case alphabet; 408 points

COMPLETE 72 Range of faces

24 Point Ledlow 43-H Radiant Heavy Length of lower-case alphabet: 334 points

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

18 Print Ludlow 43-18 Radiant Heavy
Lungh at Jowes case alphabet 1438 points

WITH THE LUDLOW 86 Installed in your shop an efficient system prevails
15 Point Ludlow 45-8 Radiant Beory Light Ludlow 45-8 Radiant Beory Light at Impacts of Impacts of Impacts and Impacts of Impact

GREATER PRODUCTION 23 Demands are filled with the rapid Ludlow display system 13 Point Ludwer 43-8 Rediant Recoy Length of Journey cas adjubate: 172 points

WITH AN AMPLE SUPPLY OF 64 Attractive new typefaces always on hand better work is produced 10 Point Leafow 49-81 Radiant Beavy Length of Joweroses objected: 150 points

A B 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

abcdefghij klmnopqrs tuvwxyz .:.:-''!?()[]--

A K M N R W

Round Cape

For fractions see fraction specimen pages

QUALITY 8 Big display

A MODERN 4

New typeface

PROMINENT 51 Ad price figures

eint Ludlow 43-H Radiant Heovy Length of lo

MORE POWER 68 In sale advertising

42 Point Ludiow 43-H Radiant Beovy Length of lower-case olphahet: 577 po

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

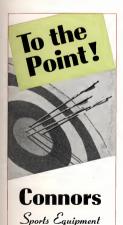
At Dates I - diam of M Budiess Manne

Lorent of lower case abeliabet; 697 pole



staff of experiences

Owen Studios



Annual Report

GUARDIAN STEEL & WIRE COMPANY

PROGRESS



Spring Flower
SHADES

Fresh, delicate, luxurious textures

Marcel's FACE POWDER

From New York

CHICAGO

The modern way to travel. . . by alth Saving of time and the conservation of energy more than make up for the slight additional cost of luxurious or irravel. 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

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

ECONOMY 2 Of this system

NEWSPAPER 36 Ads modernized

IDEAL DESIGN 23 For news headings

LUDLOW SYSTEM 41 For better typography

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

ADVERTISE 89 Linage leaders

24 Point Ludlow SO-L Kamuk Light Length of lower-case alphabet; 929 points

FINER QUALITY 84 Printing from Ludlow

THIS SYSTEM A BOON 21 To many leading printers 14 Point Ludlow 90-L Karnak Light Length of lower-case globabet: 190 point

HUNDREDS OF FACES ARE 16 Now available in matrix form 12 Point Ludlew 30-L Karnak Light Length of lower-case alphabet; 162 points

ELROD STRIP MATERIAL CAST 42 In sizes ranging from 1 to 36 points 10 Point Ludlow 30 L Kamak Light Length of lower-case alphabet: 137 points

LUDLOW SPACES ARE UNIVERSAL WITH 20 Never any shortage because the same space are used for all sizes from six to forty-eight point 8 Point Ludlow 30-L Kornak Light Length of lower-case alphabet: 105 points

PRINTERS ALL OVER THE WORLD HAVE FOUND 53 The Ludlow a most valuable tool in their composing rooms due to its efficiency and speed in producing quality display 6 Point Ludlow 30-L Karnak Light Longth of lower-case alphabet: 85 points

Characters in Complete Font

ABCDEFGHI J K L M N O P O R STUVWXYZ& \$1234567890

abcdefghijk Imnoparstu

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

Characters listed below sold separately

AEKMNW The Round 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 page

FINE BOOK 21 Set on Ludlow

24 Point Ludlow 50-LM Kernek Intermedic

LARGE CROWD 45 Sees football game

18 Point Ludlow 30-LM Karnak Intermediate Length of lower-case alphabet: 256 points

CHICAGO TO START 46
Digging on new subway
14 Point ludiow 30-1M Karnok Intermedicis
langth of lower-case also bases 198 points

THERE IS NO LOST TIME 98
For users of the Ludlow system
12 Point Ludlow 30-LM Kamok laternediate
Langth of lower-case alababet 166 points

NEW LINES FOR EVERY JOB 456
Save time and money in pressroom
and help to turn out better printing
10 Point Indian 90-IN Kansak Intermediate
Learth of Inversions published 143 colains

THE INSTALLATION OF AN ELROD IN 25
The composing room eliminates distribution
thus making for more production in the shop
8 Point Isaliow 95-4M Kanak Intermediate
Length of lower-case elphabet 112 points

NEWSPAPERS AND JOS PRINTERS BENSFIT BY THE 56
Riddition of new equipment and well designed typefaces
for setting their newspaper heads and odvertising display
8 Point Ludiow 30-LM Karnak internediate
Langth of lower-care alphabet: 86 points

A B 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
g b c d e f g h i

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

iklmnopqr

70
For fractions see fraction specimen pages

SHOP IS 9 Never idle

Point Ludiew 30-LM Karnak Intermediate Length of lower-case alphabet: 104

PRESERVE 4
Early cabins

ACCURACY 31 In Ludlow mats

PRINTERS TO 45 Meet in New York

EXHIBIT OF FINE 61 Prints in new library

36 Point Ludlow 30-LM Kaznak Intermedi

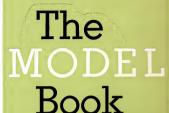
NEWSPAPER DISPLAY 17 Ads are set by this system

SO Buint Ludlow SO-I M Kornek Intermediate

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



Sales Promotion

Fall



BOOK

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

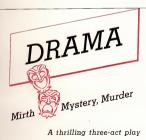
Every evening except Monday 9 p. m. to 2 a. m.

The Rooney Hotel

Modern
Cooking
Methods

CONDUCTING

INSTITUTE OF COOKING O



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

STRIKING NEW 62
Creations in gowns
are being shown at
Oakton style center
18 Next Ladyor 50-30 Kennek Intermediate Nake

COMPOSITION FOR 74
Display produced with a
large saying to printers

when set the Ludlow way
ts Point Ludlow 90-4M Karnak Intermediate Baile
Langth of lower-case alghabet; 207 points
THE LUDLOW AFFORDS 53

TUITION FEES 43 Reduced at Keller school of printing

THE LUDLOW AFFORDS 53
Printers many advantages in
efficient plant operation and
an improved printing quality
15 Point tudior 90-101 Karnok late ameliate Tollic
Length of lowest rous plablable 175

COMPETENT COMPOSITORS 26
Will find no difficulty in learning
to operate the Ludlow because it
is not complicated but easy to use
10 Point Leadlow 30-DM Karnek intermediate balle
Leaguh of lower-care alphabets; 147 point

HIGH COURT TO 56 Rule on famous libel case at next meeting

COMMERCIAL PRINTERS HAVE FOUND II 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 90-LM Kanak Internediote Helis Length of heaveners alshabet; Ill scinitt

The 8 to 14 point sizes are roman body matrices

SPORTS COMMITTEE 78 Maps campaign for fund to support softball teams A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
\$
1234567890
a b 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

AIR-MINDED YOUNG MEN 90 May enroll today for a special aviation course by noted flyer

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 SO-M Karnak Medium

MODERN PRINTERS 45
Endorse this new system
14 Point English 20-24 Kannak Medium
Langth of Dewercone objected 100 points

THE LUDLOW PROVIDES 61
An unlimited typeface supply
13 Point Ludlow 30-58 Karnek Medium
Lamph of lower-one ollphabet 172 points

NEWSPAPER PUBLISHER SAYS 17 The Ludlow system has increased production of his composing room 10 Point Leadow 30-M Kamak Medium Length of Jower-1988 alphaber 144 points

TYPE SHORTAGE IS NOW ELIMINATED 89
With the installation of the efficient Ludlow
sing system of job and display composition
8 Point Ludiow 20-M Karneh Medium
Length of Juven-case alchiebt; III points

MANY TYPOGRAPHERS FIND THIS FLAT SERIF SO Typeface yood for use in the commercial printing field and in newspaper headlines and display advertising 6 Point Ludiew 30-M Karnak Medham Learth of lower-case elphabet; 52 points

Committee the Computer For E A B C D E F G B H J J K L M N O P Q R S T U V W X Y Z & \$1234567 890 ab 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? -()[] + Norte Compute that the Computer to the C

A E K M D W

The per cent mark is sold separately

%

For fractions see fraction specimen pages

RECAST 7 Solid lines

A LIST OF 6 Advantages

PUBLISHER 45 Buys a Ludlow

PRINTERS TO 67 Hold big meeting

2 Point Ludlow 90-M Kurnak Medies

SIXTH ANNUAL 89 Exhibit of rare prints

EXIIIDIT OF FORE PITTES

THE FLEXIBILITY OF 10 This fine all-slug system

30 Point Ludlow 30-M Karnak Medius

eagth 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



DOG SHOW



Styled in Hollywood

^{by} HARVEY

HARVEY HATS from \$5 to \$20

Feel their built-in comfort-admire the rich chamois finishtailored 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



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



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 bestknown manufacturers of quality merchandise.

GIFTS OF OUALITY

KARNAK OBELISK 2 Is a distinctive design

TYPE SHORTAGE NOW 3 Eliminated with a Ludlow

LUDLOW EQUIPMENT IS OF 41 Great importance to the printer

A LUDLOW MACHINE PROVIDES 39 The printer with the equivalent of an unlimited supply of brand new type

PIIRLISHERS FIND KARNAK OBELISK 56 Excellent for contrast in news headlines and display in their newspaper advertising

MANY MAGAZINES 78 Are now using Ludlows for setting display lines

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

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 Chelisk

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 50-MDC Kernak Obelink



FESTIVAL 90 To be held in Atlanta today

24 Point Ludlow 30-H Karook Black

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

18 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 this televe 954 Kanat Black

THE TREND OF THE ART II
Of today demands the use
of a design that is modern
in tone and is easy to read
If Paid Labeler 20-14 Kanada Mack

PRINTERS FIND KARNAK 10 Black good for contrast and display in large circulars and in general commercial work 10 Pola Ladov 26 N Kunok Black Lenth of loweruse allabhat 172 points



For fractions see fraction specimen pages

MURAL 5 Showings

PRESENT 4 Club leader

TYPEFACE 32
Good headline

AUTO SHOW 45 Draws big crowd

FLEXIBILITY OF 61
The Ludlow system

KARNAK BLACK IS 78 Ideal for display heads A BEST SELLER

Jungle Trails



The 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



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



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

THE POWER DIRECT MAIL Nome Firm Address

TRUCK 3 Is leased The state of the task both all the state of the state of the task both all the state of the s

PHOTOS 4
On display

POPULAR 82 Discount sale

SPECIMENS 45
Of a rare metal
found in Japan

HUNTING FOR 61
Sorts unknown in
the Ludlow plants

HEAVY 89 Design for new effect

CHICAGO 90
Will start on
new subway

PROMINENT 67
Advertisers are
using the latest
Ludlow designs
19 Pain Ladiev 90-HE Earnel Rock Paints
Latest at However a glabble 190 paints

BOLD TYPEFACES 23
Are best for contrast
in newspaper heads
and for display lines
14 Peint Ledlew 90-H Kamak Hisch thile
Lenth at lewercas allablet 359 beiss

A B C D E F G
H I J K L M N
O P Q B S T U
V W X Y Z & S
I 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
.;;-''!?()[]--

For Inactions see fraction specimen page

JOB TIME IS 67 Cut with ease by this new system

30 Point Ludiow Sti-HC Kernek Black Conden Length of lower-case alphabet: 317 points

PRINTERS LIKE 45
The modern designs
cast on the Ludlow

24 Point Ludlow 20-HC Karnak Black Condensed Length of lower-case eliphobet; 251 points

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

18 Point Ludlow 50-HC Kornak Block Conden 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 Paint Ludlow 30-HC Karnak Black Cand-Length of lower-case alphabet: 150 points



CONDENSED 2 Design for ads

FAST METHOD 3 Of setting display

DESIGNED TO GET 51Attractiveness in ads

PUBLISHERS PRAISE 82 Efficient all-slug system

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

DEALER 8 Sets record

INSTALLS 5 New designs

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



BERMUDA

For an Inexpensive Vacation

TOURIST INFORMATION BUREAU

Vote For

STRONG for

MAYOR

So Easy!

makes cars

like new 85^{65}

^{\$}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

9023

^{\$}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

31⁹⁴

96 Point (Title) Ludlow 30-HC Karnak Black Condensed Advertising Figures with 48 Point (regular) Ludlow Karnak Black Condensed Superior Figures §**67**

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, cost the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a comma.



National

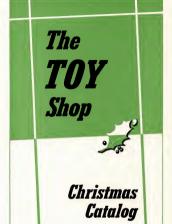
A. A. U.

Championship



JUNE 3, 4, 5, 6

The STADIUM



FIRST LOAN BANK

The Annual
Statement
and Report



CAPITAL AND SURPLUS \$850,000

POWER TO 8 Catch the eye

A PUBLISHER 6 Buys large shop

AN ADDITION TO 21 Fine modern family

CONDENSED ITALIC 49
With plenty of strength
for advertising display

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

MODERN IN 56
Design and will
attract your eye

MODERN SHOP 39
Will produce more
work at lower cost
14 biol tolder 50 HCI Kamak Block Condensed Solic
14 biol tolder 50 HCI Kamak Block Condensed Solic

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

MANY LEADING PRINTERS 45
Have installed the Ludlow slug
system to set commercial work
and advertising display heads
14 Point Leadew 20-HCI Knock Block Constances belie

A B 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 f

u v w x y z

...; ' '!?()[] +—

Characters lived believe seld especially

%6

The part cond mark is made for all idea.

CYCLIST HURT 53 In six-day race trials

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

ABOUND 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 Langth of lower-rose 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 Ludlew 37-L Eden Light Length of Investment alphabet 104 points

PARTY OF MOUNTAIN CLIMBERS STRANDED ON 86 Legine for four days and three mights without food or drink before mayrement rescuers are brought word of their phight 8 Point Ludlow 37-1 Eden Light Length of lower-case alphabet: 80 points

Characters in Complete Font

DRSTUVWX Y 7. 8 5 1234567890 ahcdefohii klmnopgrst

UVWXVZ- '' [? - [] () ·

The per cent mark is sold separately

EACH LINE 4 Clear and sharr

REPORT SHIP Stranded on rocks

HOTR FOR MEN 38

Organized by musicia

WRECK BIIILDINGS 68 Held unsafe for occupants

BOSTER OF MEMBERS 43 Now completed for publication

HUGE IRON ORE SHIPMENT 79 Ready for delivery to foreign market

ITISTICE IS 9

COURT FINES **Un** fraud cha

RONDS HIGH IN 52 Heavy day of buying

TRACE FELONS TO 18 Deserted farm dwelli

ENTHIISIASM GBNWS <mark>In</mark> county civic organization

CENTENNIAL EXPOSITIO Being held in three commun

BESTRICTION 90 Seen advantageous to all land owners

24 Point Ludlow 97-8 Eden Bold

to rom: Lidlow 37-8 Eden 84td Length of lower-case alphabet: 203 value

NEW SUBDIVISION 32 Site near wonded section one mile from city limits 18 Print Ludlow 27-R Eden Rold

BITTLDING 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 point

MANY NEW PRILIECTS BEING 78 Considered by novernmental officials will aid civic beautification program and make employment for thousands 12 Point Ludlow 57-B Eden Bold Length of lower-case alphabet: 133 points

COMPOSITORS KNOW THE LUDLOW 68 system of all-sing composition enables them to set and make-up ads and display faster than the estimated time allowed to set them 10 Point Ludlow 37-B Eden Bold Length of lower-cose alphabet 112 points

Characters in Complete Font BCDEFGHI II V W Y Y Z & s 1 2 3 4 5 6 7 8 9 B ahadefahiik lmnoparstuv wxyz .:.:-''!?-[1() • The per ceat mark is sold reporately

TREASURER OF 15 Athletic club here

FIRF DESTROYS THE 79 Brockton business district 18 Point Ludlow 28-L Tempo Light Langth of lower-case alphabet; 192 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 28-1 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: 90 points

SPECIALLY BUILT CAR SPEEDS OWIR COURSE AT NEARLY SIX 77
Miles per mante in proposetion for establishing land speed record
for this reserve that will be difficult to exceed for seen like to come 6 Point Ludlow 28-1 Tempo Light ength of lower-case alphabet 72 points

Characters in Complete Font ABCDEFGHI IKIMNOPOR STUVWXYZ& \$1234567890 a b c d e f a h i i k l m n o p q r s t u v w x y z''!?[]()-+ Characters listed below sold separately

MWait& Variants from 6 to 72 point inclusive

The per cent mark is made for all sizes For frortions see fraction specimen pages MACHINES 4 Help business

CONSTRUCT Wider highways

COMPOSITION Material being used

SUBURBAN CLUBS 96 Plan park development

ERECT MEMORIAL TO 48 Pioneers of the community

ORE DEPOSITS ARE FOUND 10 By excavation crew near Redcliff



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

* * *

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.





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

Red Snapper Crab Imperial Maine Lobsters at its best Fresh-Water Shrimps Baltimore Oysters Soft-Shell Crabs Bay Scallops

The Hotel Leland

Liqueurs Rare for those who care



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

Length of lower-case alphabet: 791 poin

SHOREVIEW 2 Society calendar

Point Ludiow 28-Li Tempo Light Italic Length of lower-case alphabet: 855 po

GLEE CLUB ON 45 New radio program

BOY SCOUTS OFF 61
On yearly camping trip

COURTESY WEEK IS 98 Proclaimed by city officers
What tollow 841 Trapp Unit hale: Legislated 1999 prior

SOCIETY TURNS OUT FOR 81 Dance held for benefit of charity

Statute Labour 82.1 Transp. Light halfe.

Tangel Labour 82.1 Transp. Light halfe.

NEW ORGAN 93 Installed in church

BUSINESS LEADERS 56 Hold luncheon to discuss city street lighting system

CONVENTION HALL WILL 10
Be the scene of many important
meetings during the coming year
14 Point Indian 28-11 Tempo Light India

SHORE ACRES COUNTRY CLUB 23
Adds two new golf courses which will
tend to further increase its membership
12 Point twellow 28-11 Tempo Hebi Isalic
Length of Inverses a hibolicia. 128 points.

MOVIES OF EXPEDITION INTO THE 64
Darkest parts of Africa will be shown soon
in conjunction with speech by noted explorer
10 Polas Italiew 28-11 Tempo Light Italie
Legath of lower-coae slobables 110 polats

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 E

\$123 4 5 6 7 8 9 0

abcdefghijklm

nopqrstuvwxyz

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

Connection blood ablow ald separativy

A B O D S Z C H

ABEDEJGH 9 J X L M N O P 2 R S J U U W X Y Z

Cursive Capitals made from 14 to 72 point inclusive

e j

Variants from 18 to 72 point inclusive

70

The per cent mark is mode for all sizes

All sizes shown on this page are roman body matrices

LANDMARK IS 40 Popular tourist stop

24 Point Ludlow SE-M Tempo Medium

ALL-EXPENSE TOURS 83
Attract many vacationers
18 Point Ludiov 28-07 tempo Medium

DEDICATE MONUMENT TO 49
Old settlers of Creighton County
19 Point Leafort 28-45 Tempo Medium
14 Point Leafort 28-45 Tempo Medium
14 Point Leafort 28-45 Tempo Medium

OPEN CONSTRUCTION BIDS FOR 16 Bridle path in the forest preserve district 12 Path Leading 18 N Tempo Medium Leagth of Deservance adultshiet 1844 origins

SPORT OF KINGS OPENS ITS SEASON 73 Amid the cheers of thousands of spectators 10 Peint Indian 26-N Tempo Medium Length of Invercesse alphabet 115 points

SUMMERDALE GOLF CLUB ANNOUNCES THE 36 Dates for its eleventh annual professional golf meet 8 Point Ludlow 28-M Tempo Medium

SEVENTY STREAMUNED LOCOMOTIVES ORDERED TODAY 48 By fasters milosed for service between Misms and Pritiburgh 6 Point Ludiow 28-04 Tempo Medium Lennth of lower-ones onlywhet: 25 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 & \$1234567890 abcdefghijklmn opqrstuvwxyz .;;;-'!?-()[]+

Characters listed below sold separately
MMNWajt&

AKRWYAGMNVW egbdefghkltvw 12 Variants from 18 to 78 point inchastre

The per cent mark is made for all sizes.
For fractions see fraction specimen pages

BEAUTIFUL 7 Lake regions

72 Point Ludiow 28-M Tempo Medium

FOREST LANE 4
Summer resorts

UPTON RAPIDS 95 Is auto tourist haven

TOURNAMENT TO 38 Attract polo enthusiasts

BREAK GROUND FOR 56 New fraternity gymnasium

SPORTSMEN PRAISE WORK 49 Of your conservation commission



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

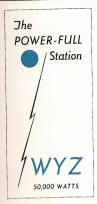
NJ

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





NAVAAR







keep trade moving

ADVERTISE

Use Printed Salesmen

Neighborhood Actors

present the premier performance of

LOST HORIZON

Beecher Playhouse

Saturday, June 7

INTERMISSION 72 Motion overruled in famous kidnap trial

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

POLITICAL GROUPS 56 Select stump speakers for spring election campaign 18 Point Ludlow 28-MI Tempo Medium Italia

RESTORE OLD RESIDENCE 59 of pioneer in commemoration of his work as a community leader 14 Point Ludlow SS-MI Tempo Medium Bolic Length of Inversepone chelothet: 193 points

FUNDS PROVIDED FOR STREET 72 Resurfacing program now in treasury and work will start in the near future 12 Point Ludlow 28-MI Tempo Medium Itali

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 Italia 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 Ludiow 28-MI Tempo Medium Holic Length at lower-case alphabet: 87 points

REPRODUCTIONS OF 14 Old masterpieces included in magnificent art displays

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

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

Characters in Complete Font ABCDEFGHIJ KLMNOPORST UVWXYZ& \$1234567890 abcdefahiikl mnopgrstuvw x y z.:.:-"17-()[]* ABCDEJGH JXLMNO P S R S J U U W xyzCurrier Capitals are made from 14 to 48 point inclusive

Vorionts from 18 to 48 point inclusive The per cent mork is made for all stress

Atl sizes abown on this page are it inch comon body matrices

9 KILLED IN BIG Miami Explosion

42 Point Ludiew 28-MC Tempo Medium Cond Length of lower-cose alphohet: 207 points

17 ENTER ANNUAL Local Skating Meet

150 PLANES PARTAKE In Cross Country Race For Large Cash Prizes

A B 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
:;;-''!?[]()-+

20 goodiens see fraction specimen popes

11 DROWN IN Lake Collision

14 FINE TRAINS TO Be Put Into Service

15 MILES OF CONCRETE Roadway Is Completed

A 20 PER CENT INCREASE IN Advertising Linage Reported

F M FREQUENCY MODULATION See and hear

A C E



Lewis Radio Co.

Shoes of genuine ALLIGATOR



Cunningham & Johnstone

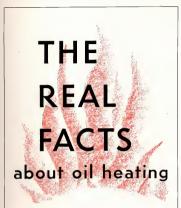
2490 Madison Avenue + + Columbus, Ohio

Auction



Of Antique Furniture
June 15th to July 7th

DEAN ART SHOP



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 STRAWBERRY - GRAPE - CHOCOLATE

RETAIL PRICE LIST

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

Fall

U-SILK

PRESENT 9 Useful hints

SOUTHERN 7 District meets

BASKETBALL 56 Officials convene

EXHIBITS GEMS 48
In new jewelry mart

BUSINESS UPTURN 15 Is shown by daily check

PRESIDES AT ANNUAL 28 Gathering of press reporters

STEAMSHIP 32
Sets new record

NINE ENTRIES IN 58
City golf tournament
18 Print Leafler 28 to Print 1989 points

STRIKING NEW DESIGN 10
Wins in architecture contest
14 Point Ludder 28-8 Temps Polit
Legarth of Newscript a Inhabeti 175 religits

EXPLORER SPENDS TWELVE 34 Months in search for rare animals 12 Point Ludiow 128-3 Tempo Bold Length of Jower-case alphabet: 145 points

SONG FESTIVAL COMMITTEE TO 59
Engage several world-famous vocalists
10 Point Ludew 28-8 Tempo Bold
Length of Lower-case alphabet 183 points

THE DIRECTOR OF THE RARE BOOK ROOM 14
Announces the addition of two precious volumes
3 Point Ludiow 23-8 Temps Bold
Length of hower-case alphabet; 201 points

DEPARTMENT STORE ANNOUNCES GALA OPENING OF #6
Its newly constructed section which comprises nine floors
© Point Ludiew 25-3 Tempo Bold
Lampth of Inwarronse Ghishabet 83 points

Chantents a Coughter Part

A B C D E F G H I J

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S T U V W X Y Z &

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a b c d of g h i j k I m

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Yearth from 1 to 17 point admitted

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Votation from 1 to 17 point admitted

1 2 3 5 R

Votation from 1 to 17 point admitted

1 2 3 5 R

Votation from 1 to 17 point admitted

1 2 3 5 R

Votation from 1 to 17 point admitted

1 2 3 5 R

For diagonal fractions see fraction pages

EDITORS USE 11 This typeface for their news heads & Polis Latine 21-21 Tampe and Malfe Laters at Deverse already 22 points

COMPOSITION IS 68
Speedily set when the
Ludlow all-slug system
of composition is used
15 Fant Ludlow TE RT Compo And Italia

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

14 Point Ludlow 28-Bl Tempe Bold Italia

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 Pant helder 48-81 Temps flood fooler
control of four-

A B 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
f u v w x y z
...; ''!?[]() - *

For fractions see fraction specimen pages

AN ADDITION 12 To the popular list of Ludlow designs

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

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

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

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

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

24 Point Ludlow 28-BC Tempo Bold Condense

A DEMONSTRATION OF 10
The Ludlow proves its merit
18 Pola Ludlow 28-87 Temps 20-32 Confedenced
Learner of Management Officers (178 socials)

CLEAN BRASS MATRICES USED 54
For setting Ludlow display and text
14 point Ludlow 33: 87 Tempo Bold Condensed
Legents of Jowes cause published; 136 points

THE NEW IMPROVED LUDLOW WILL 74
Enable you cut costs in the composing room
12 Point Ludiow 28-8C Temps Bold Condensed
Leggth of lower-case oliphabet: 118 points

EFFICIENCY EXPERTS ALL AGREE THAT THE 21 Ludlow all-slug system is time and money saves for large and small print shop composing rooms 10 Point Ludlow 83-82 Tempo Bod Condensed Leagh to Town-copes ophonics 100 points

NO MATTER HOW MUCH DISPLAY A JOB MAY HAVE 29
The Ludlow will supply it in any quantity of the same face
with greeter speed and accuracy and with far less expense
8 Point Ludlow 83-8C Tempo Bold Condensed
Length 40 wore-coase olphobet 83 points.

It is LIDIOM'S PRIME AIM TO MAKE TYPESETING EASIER AND MORE TO BROAT this making its sens to realize a point in their comparing roces and also to speed up the priminous production by printing direct from plays 8 Point Ludiow 18-8C Tempo Bold Condensed Length of lower-core oliphabet: 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

LUDLOW TYPOGRAPH COMPANY

A STRIKING 58 Display face that finds much favor

96 Point Ludlow 98-BC Tampo 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

14 Point Ludiow 28-H Tempo Heavy

NEW SCHEDULE 15 Arranged by official

Point Ludiow 28-H Tempo Heavy nigth of lower-case alphabet: 262 points

NINE GRADUATES OF 21
Boston law school placed
14 Folia Ludiow 28-H Yempe Heavy
Length of lower-case alphabet: 191 points

GROUND CREW PRAISED 40
For accident prevention work
12 Point Ludbw 28-H Tempo Heavy
Langth of howevecuse elgholderi 171 points

CITY COUNCIL WILL MEET TO 47 Discuss plans for the school project 10 Point Dullow 28-N Tempo Recury Length of Dwore-case alphabet | 141 points

A THRILLING EXPERIENCE IN SOUTH 50
America told by two young adventurers
8 Point Ludiaw 88+H Zemps Hoary
Length, 61 lower-case alphabets 152 points

MANY OF THE LEADING NEWSPAPERS ARE NOW 19 Using the Ludlow system for setting display heads it Pount Ludlow 28-H Tempo Heavy Leanth of Down-case oldsheet-65 points



The per cent mark is made for all sizes

For fractions see fraction specimen pag

SELECTS 4 Four jurors

STORY OF 8
Flight is told

at Ludlow 28-H Tempo Heavy Length of lower-case alghabet: \$27 poi

BIG SHIP IN 65 New speed trial

PILOT LANDS 24
Safely after storm

WOMEN PILOTS 32
Beat men at air meet

NEW MOTORS BEING 93
Tried out in stratosphere

30 Point Ludlow 28-H Tempo Heavy

migth of lower-rate alphabet: 414 point

TEMPO HEAVY

LUDLOW TEMPO HEAVY successfully interprets the matter-af-fact activity of madern business. Its weight, within simple geametrical cantaurs, carries canviction. Its faur-square construction reflects stability.

Tempa Heavy is ably designed and has name af the stadgy ar rigid feeling so aften associated with heavy typefaces. It will prave a versatile and useful typeface in any composing room.

Build for
Permanence
with
PRECISION
LUMBER

The KENT PLAN

for Industrial Expansion



Engineers for 40 years

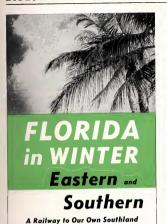
World's Championship

RODEO

\$25,000 in Prizes



The STADIUM



Carey Players

present

Laura

by Raymond Lee Cudahy

You'll laugh, you'll cry and you'll thrill to the story of a modern family, enacted for you by a group offinished artists at their best. It is rated by critics as the best play of the year. Ticket sarenowon salo 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

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 Stoo Salem Oak Rocker Sheraton Sideboard

ORDERS 2 New styles

SEMINOLE 7 Rug bargain

FURNITURE 51 Of high quality

STORE HOURS 10
Nine to five-thirty
Note the 150 trap lary talk

SPECIAL SALE OF 18
New coats for spring

BASEMENT BARGAIN 43 Festivals now in progress

ODDS AND 92 Ends sale to be held on Friday

24 Point Ludlow 28-HI Tempo Heavy Ito

ATTRIBUTE BIG 82
Increase in business
to the power of their
direct mail printing
15 Nata Leafort 1813 Tempo Newsy Ball

LUDLOW AFFORDS A 72
Great opportunity to the
printer who has a limited
space for composing room
14 Paul Ludlow 24-81 Temps Heavy Ballis
Lucath all lowerces allabable. 189 bails

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
19 beat ballow 19-81 Trougo Heavy India
Largh at Now-Con shahel 11 95 point

ABCDEFGH
IJKLMNOP
QRSTUVWX
YZE
S1234567890
abcdefghi
klmnopqrst
uvwxyz
.:,;-''!?()[]All these shahes me shib pappe on on

LOOKING TO
THE FUTURE
IN INDUSTRY

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 NEW LUDLOW 3

Design for display

What Laster 19 DE Traps Revy Condense

Level of Diversion objects 197 page

AN ADDITION TO 45
The fine Tempo family

MECHANISM OF THE 34 Ludlow is not complicated

THE LUDLOW SYSTEM OF 18 Spacing is simple and accurate

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

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

MASS PRODUCTION OF 62
Display line composition can
be handled quickly and more
effectively with the Ludlow
13 Point Leading 43 HG Tempos Houry Condensed

MANY PEOPLE KILLED BY 82 Tornado and flood which cut a path through the heart of the city causing over eleven million dollars damage 19 Palat Nation 23 NC Tengo Beary Confensed

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 Paint Leidlew 28-107. Papp 1 North Conference 12 Paint Leidlew 28-107. Papp 1 North Conference Inches 1 of Lorence and habitat 122 Pagints.

Character in Computer Fast

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

O P O R S T U V W X Y Z

\$ 12 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

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Classifies these wall expensibly

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Valuation from 11 to 16 point includes

A N V W W

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Valuation from 1 to 16 point includes inc

CITY SCHOOL 71 Reports a record enrollment in the technical division

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

PROTECTION AGAINST 48
Loss of time and profit can
be gained by installation of
the Ludlow all-slug system
I Four Ledies 1 MIC Taxon Repr. Condensed India

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 Luddow 81-NCT Temps Heavy Condensed Ball-Lungh at lown-cose alphabet 146 pints

Chapters in Compiler First

ABCDEFGHIJKLMN

OPQRSTUVWXYZ&

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abcdofghijklm

opqrstuvwxyz

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Chapterson lined halow rold esponstry

G %

Fits Declarates as Enterlin specificate pages*

CONDENSED 2 Face for heads

FOR A LARGER 5
Profit use Ludlow

LINES PRODUCED 12
Quickly and efficiently

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

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

CAST DISPLAY ON 59 THE LUDLOW IN ANY AMOUNT AS NEEDED

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

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

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

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

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
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6 7 8 9 0
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I then be presented to the much a feel after less,
I then be presented to the

 84^{75}

\$30

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

7360

\$97

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

9550

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

\$84

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

7725

\$30

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

65⁸⁴

96 Point (Title) Ludlow 28-B Tempo Bold Advertising Figures with 60 Point (regular) Ludlow Tempo Bold Superior Figures \$14

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. 36⁸⁹

\$80

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

4365

\$62

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

4720

98 Point (title) Ludlow 28-H Tempo Heavy Advertising Figures with 48 Point (regular) Ludlow Tempo Heavy Superior Figures **\$56**

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 Translation to 10 ET resp. Read Translation to 10 ET resp. Read Of gloves Translation to 10 ET resp. Read Of gloves Translation to 10 ET resp. Read Translation to 10 ET res

PRESENT 6 New modes

AN ELROD 48
Boosts profits

NEW DESIGN 42 For use in heads and display ads

PRINTERS CAN 36 Make more money in up-to-date plant Success by use of new type styles

PRINTERS 24
Discuss effect
of increase in
weekly wage

FILM STUDIOS 18
Speed production
to meet demands
for newsreel films
12 Not later at 21 Year Black
greated at lower gate placels
greated gate gate placels
greated gate gate gate gate
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A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
\$123456
7890
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
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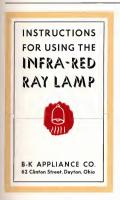
BRIGHTEN 72 UP BIG LINES

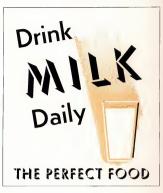
ABCD F F G H IJKL MNOP ORST UVWX Y Z & S 12345 67390 [1()

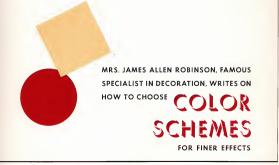
EXCELS IN 43 CLEAR FACED SLUG FORMS

JOBS AND ADS 61 COST LESS USING OUR FINE SYSTEM

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









You toks who are contemplating a new home will surely find a plan among this group to sail 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 reru.

BECKWITH HOLMES

Builder of Quality Homes Since 1900

THE
PICKWICK
PAPERS
CHARLES
DICKENS





NEW CLUB 4 Strictly exclusive

BUSY WEEK IN 8 South shore society

Length of lower-case alphabet: 535 no.

SCHOOL OF ART 34 Offers oil painting course

Point Ludlow 27-L Stellor Len

PEOPLES GUILD WILL 61 Give four new plays this year

BAND CONCERTS WILL 57 Be held nightly at exposition park

PREVIEW OF NEW FASHIONS 90
In our new eighth floor debutante room
10 Marke Labora 97.5 Ballot.
10 Page 1 of the pa

ANNOUNCING 78 Winner in essay contest 24 Point Audiow 27-6. Biolina 1997 points

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

JE Poles Leddow 873-8 Bellies
Legally of Users and Poles and Management

SLIMMER DRESSES AND COATS 31
Of the finest quality will go on sale today
at a fraction of what they are really worth
14 Point Leadow 27-1, 8445ar
Length of 10 worthers and about 118 points

THE WEST TOWNS MUSICAL CLUB 58
Members will leave soon on a concert teer the
proceeds of which will be turned over to charity
12 Point Eudlow 27-1 Bellar
Leptit of Bowersons allabath: 101 points

HERE IS AN ATTRACTIVE TYPEFACE 48
That works our successfully when typography of
an advertisement or job calls for a feminine touch
10 Point Luddow 27-1 Smiller
Lungth of lower-case objection 100 points

FINE TYPOCRAPHIC EFFECT ALWAYS OBTAINED 76
With the use of settactive modern Ludfow syceloses which
are now available in a truly wide variety in base matrix form
8 Point Ludfow 27-6 Stellar
Lepoth of Some-cone oblighten 81 maters.

Characters in Complete Foat

A B C D E F G H J J

K L M N O P Q R S T

\$1234567890

ab 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 %

TYPOGRAPHY 47 Is of vital importance

24 Point Ludiow 27-8 Steller Bold Length of lower-case piphobet: 239 poi

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

13 Point Ludlow 27-B Stellar Bold
Learth of Investment alphabet; 178 points

THE ALL-SLUG METHOD OF 59
Composition is profitable to printers
due to proven efficiency and speed
14 Paint Landium 27-8 Bithear Bold
Leanth of lower-one eliphabet. 194 points

PROFIT-MINDED PUBLISHERS ARE 69
Quick to see all the advantages provided
by the remarkable Ludlow all-slug system
12 Point Ludlow 27-8 Stellan Bold
Length of Bower-cause of biblished 1.14 points

THE COMPLETE LINE OF FINE FACES 40
Now available on the Ludlow places owners
in the field of quality printers and publishers
10 Potat Ludlow 27-8 Stellor Rold
Length of Lower-coase alcabact 1/50 points

ADVERTISERS TODAY DEMAND THAT THEIR 83
Sales messages be set in attractive and legisle 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 swited to comply with these demands.

8 Point Ludlow 27-B Steller Bold Length of lower-case alphabet: 97 points

Characters in Complete Font

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

abcdefghíjklm n opgrstuv w x y z

.:,;-''!?-()[]+
Characters listed below sold separately

A E H U %

PRESSMEN 4 Organize club

72 Point Ludlow 27-B Stellar Bold

A LEADER IN 5 Legible typefaces

PROTECT NOW 56 Against type shortages

is Point Ludlow 17-B Stellar Bo

th of lower-come alphabet: 471 points

SYSTEM REQUIRES 78 Little space for installation

LUDLOW SIMPLICITY 90
Is a truly great feature in itself

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

.

moth of lower-case alphabet: 297 pair



compiled by

MARY O'BRIEN

one hundred fine Southern dishes simplified for the modern kitchen



BLOSSOM Perfume

> From the Groves of Sunny Florida

SOLD EVERYWHERE



POODLES

We specialize in genuine thorobred 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
Specific 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 vayel. Safety and comfort is the key to our growth and expansion of service. Plan your rip today.

COLUMBIAN

TO ALL PRINCIPAL CITIES

NEW DESIGN 2 For display ads

MANY PUBLISHERS 13 Are using Ludlow faces to help gain local linage

ABCDEFGHI JKLMNOPQR STUVWXYZ& \$1234567890 abcdefghi jklmnopqr stuvwxyz .:,;-''!?()[]-'

K %

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

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 Carson's
ANNUAL
SALE
today!

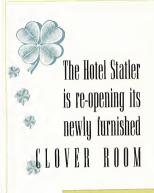




STOP ACCIDENTS

Join the national safety drive...





by Dorothy Staunton

A Definition of Beauty

HANKS to a number of helpful agencies, it's almost as easy these days to be beautiful, or at least give the impression of being heautiful, as it is to drop around the corner to the neighborhoodtbeatre. Steering clear orth drub, the acknowledgedly 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

CIVIC CLUB ANNUAL CHARITY BALL WILL BE HELD 45

Next Saturday evening in the new Biltmore Hotel

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

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

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



MORE LINES 90 Of display a day 90

24 Point Ludlow 40-L Ernebeun

NO MACHINE OR 31 Mold changes necessary 31 18 Point Ludiow 40-1 Dispublican 1851 and 185

PRESIDENT TO SPEAK 65
At yearly student gathering 65
18 Point Ludlow 60-L Eurobus
Length of Dominion Control of Prints

FETE MISSIONARY UPON 80
His return from an African post 80
14 Print Ludlow 60-15 Eurobius
Lungth of Lower-coase alphabet. 141 points

THE SIMPLEST METHOD OF 71 Setting display for ads and job work 71 12 Point Ledlow 40-1 Eurobins Length of lower-core alphabet 125 points

LUDLOW OFFERS A FINE LINE OF 96 Attractive typefaces from which to choose 96 10 Paint Ludlow 40-L Eusebies Length of Sourcease alphabet: 107 pounts

THE LUDLOW SYSTEM WAS DESIGNED TO 50
Make the compositor's work easier and more fascinating 50
8 Pennt Ludlow 40 L Duseblus
Length of lower-case alphabet: 84 points

PRINTERS AND PUBLISHERS ARE AMAZED AT LARGE 4 Swings which the Ludlow system of composition affords them 4 6 Point Ludlow 40-L Eurobius Length of lower-case alphabet: 76 points

Characters in Complete Font

ABCDEFGHIJ KLMNOPQRST UVWXYZ&\$12 34567890abcd efghijklmnopqrs tuvwxyzfffifififf

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

Oldstyle Figures

1 2 3 4 5 6 7 8 9 0

When ordering fonts specify either Meden or Oldstyle figures

%

The per cent mark is sold separately

TEACHER 5 Has big class 5

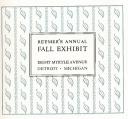
MORE HIGH 7 Quality displays 7

TYPOGRAPHIC 12 Lecturer here today 12

EFFICIENCY AND 34
Speed bring big profits 34

PROBLEM OF SORTS 56
Banished in Ludlow plants 56
20 NAIL LABOR DE CENTRAL DE L'ALTERNATION DE L'ALTERNATION

CAST EXTRA FORMS TO 78 Speed up pressroom production 78





MARY THANE'S TRIUMPH!

DUCHESS

A GRIPPING ROMANCE OF FRANCE IN AN UNUSUALLY ENGROSSING STYLE

TWO AND A HALF DOLLARS

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

MCBETH COMPANY
289 Elm Avenue, Cleveland, Ohio MARY THANE'S TRIUMPH!

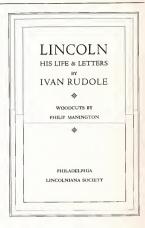
DUCHESS

AGEIPPING ROMANCE OF FRANCE IN RAN UNUSUALLY ENGROSSING 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 dory of happy romance. Under the gold en spell of France, John Ferrar falls in love with the fragile beauty of the Duchess and gallantly marries her. But in the coldense of his mother's Londonhome, this warm-hearted girl is unhappy. She returns to be rown native shores and leads a happy life.

MCBETH COMPANY
289 Elm Avenue, Cleveland, Ohio





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

NOTICE

٠

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

Preface

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

You are cordially invited to attend the

Musicale

given by the
Davis Choral Union
of San Francisco



Grand Opera House
628 Ellen Street

SOCIALITE 5 Manages salon 5

72 Point Ludlow 40-11 Exseblus Holic

igth of lower-case alphabet: 637 points

THOUSANDS 4 Attend radio show 4

50 Point Ludlow 40-L1 Eurobius Italia

oth of lower-case alphabet; 535 pa

BUSINESS GAINS 56 Encourage auto dealers 56

Point Dudlow 40-LI Duschius Itali

gth of lower-case alphabet: 390 po

QUESTION LIST TO 23 Be sent to contest participant 23

42 Point Ludlow 40-L1 Eusebius Ital

h of lower-case alphabet: 338 poin

ACTIVE MEMBERS TO 89 Conduct drive for charity fund 89

SERIES OF MUSICALS WILL 20 Be conducted by college students here 20 THE LUDLOW 67
Gives years of service 67
84 Polal Ludlew 60-12 Essekhus Italia
Lungsh of lower-sen esphales bet 204 points

REASONABLE CARE 80 Will add to life of machine 80

18 Point Ludlow 40-LI Eusebius Italia Length of Jowes-cose clobabet, 155 points

UNIVERSAL SYSTEM OF 45
Spacing is good Ludlow feature 45
18 Point Ludlow 40-12 Eucebuls Stallie
Langth of Insurance alphobat; 198 points

QUALITY COMPOSITION 61
Produced rapidly in solid slug form 61
14 Point Lediow 40-L1 Eusebins Italia
Length of lower-case alphabets 120 points

THOUSANDS OF USERS WILL 37
Testify to the dependability of Ludlows 37
12 Point todow 40-11 Database static
Length of lower-case albabases: 104 points

MAKE-UP MEN HANDLING SLUGS 53 Have no trouble getting all the ads up on time 53 10 Point Ludiow 40-Li Eusebaus Italic Length of Sweet-case alphabets 48 points

SEE THE LUDLOW IN OPERATION AND BE 92 Convinced that the they rytars it truly fast and convenied as and also set the stundy contribution and few aways point of the Ludlaw cutting machine which makes for law awarenesses cost 8 Point Ludlow 40-LL Kusebrus Holte Length of lower-case alphabet; 79 points

Characters in Complete For

ABCDEFGHIJKL
MNOPQRSTUVW
XYZG\$1234567890
abcdefghijklmno
pqrstuvwxyzffifififi

Characters listed below cold separately
Available in sizes 12 point to 72 point

ABCDEGEM

NPRTTheg

n. r z

\$1234567890 QU Qu a a []%

manyananananananananananananan

EX LIBRIS

ROBERT LEE MONTIFORT

010101010101010101010101010101010101

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 to Boles Indian 40-L Exceptus Small Cops

SEVENTY THOUSAND ATTENDED BASEBALL GAME BETWEEN KNOX AND SOUTHERN CROSS COLLEGE FOR THE CHAMPIONSHIP OF THE BADGER STATE COLLEGE LEAGUE 14 Print 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 Cape

Characters in Complete Pont

ABCDEFGHIJ KLMNOPQRS

TUVWXYZ&

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

Characters listed below sold separately OU

Specimens of Composition in Eusebius Small Caps

FOURTH RECITAL BY THE

GREAT VIOLINIST

FRED KEON

COLLEGE AUDITORIUM ERITMY EVENING

TRENE BOE INVITES YOU TO TEA IN HER NEW TEA SHOPPE LOCATED IN THE

NEWS-PUBLISHERS

BUILDING

THE STEVENS COMPANY INVESTMENTS

I NORMAN STONE

280 IACKSON 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

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

ORIGINAL TYPEFACES 42
Will help to increase linage 42

**National of Company Open April 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989 | 1989

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 Eurebius Italic

Characters in Complete Font

1 2 3 4 5 6 7 8 9 0

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. Foots are available with or without supplementary characters and either supplementary obstactes or oldstyle figures can be supplied separately.

%

REVIEW THE 94 Month's best books

24 Point Ludlow 60-8 Dunebius Beld Length of lower-case alphabets 257 paints

FINE PRINTING IS 60 Basis for a large clientele 18 Point Ludlow 40-B Euseblux Bold

A WIDE SELECTION OF 45 Fine typefaces for modern trend 14 Point Ludlow 40-8 Eusebius Bold Learth of lawer-case alphabet; 155 paints

LUDLOW IS SOLUTION TO 53 Many of your composition problems 12 Point Ludlow 60-8 Eusebius Sold 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 40-3 Dusebins Bold Length of lower-case alphabet: 122 points

MUCH VALUABLE FLOOR SPACE IN THE 46 Composing room is saved with Ludlow equipment installations by wise printing company owners today 3 Point Ludlow 40-B Eusebros Bold Length of lower-case alphabet: 98 points

OLD METHODS OF TYPESETTING ARE NOW BEING 70 Decayded in favor of the efficient and rapid Loddow system of gathering matrices for all-alog composition and make-up 6 Point Ludlow 40-B Eusebius Bold Length of lower case alphabet: \$3 points

Characters in Complete Funt

ABCDEFGHI

IKLMNOPQR

STUVWXYZ&

\$1234567890

abcdefghijk lmnopqrstuv

wxyzffiffiffiff

.:,;-''1?()-

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

QU Qu & st [] %

ANCIENT4 History book

SALESMEN 2 Have good year

EQUIPMENT IS 71 Purchased by printer

LITTLE EXPENSE 12 Is involved for repairing

SUPERINTENDENT 84 Endorses an all-slug system

PREVENT EXPENSIVE PI 91 By setting all jobs in solid slugs



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

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

- * Chahlis
- 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

SUCCESSFUL 4 County stock show

INSPIRING NEW 63 Painting for art gallery

STRIKING EFFECTS 41 In architectural designing

SET AND CAST TYPE 82 In sluglines with Ludlow system

ADVERTISING INCREASES 69 Business volume of furniture dealers TEXT BOOKS 51 Ordered for students

IOURNALISM WILL 70 Be taught in new university 18 Point Ludlow 40-81 Eurabran Bold Italia Length of lower-case alphabet; 173 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 Itolic

A METHODICAL SYSTEM IN 38 Composing rooms increases production and tends to promote greater accuracy 12 Point Ludlow 40-Bl Eusebous Bold Italia Length of lower-cose alphabet: 123 points

THE PULLING POWER OF ADS IS 23 Greatly dependent upon their attractiveness in typographical arrangement and legibility 10 Point Ludlow 40-BI Eusebous Bold Italia Length of lower-case alphabet: 105 paints

GOOD ADVERTISING IS ALWAYS READ IO And pays huge dividends and royalties to its sponsor, who in turn give all due credit to those who produce it 8 Point Ludlow 40-BI Eusebius Bold Italic Length of lower-case alphabet. 88 points

> Characters in Complete Font ABCDEFGHII

KLMNOPORS TUVWXYZE \$ 1 2 3 4 5 6 7 8 9 0 abcdefghijklm nopqrstuvwxyz ff fi ffi fl ffl .:,;-''/2()-

Characters listed below sold reparately Avoitable in all sizes

ABCDEGLM NPRYQUQU a # / / %

FORMER HIGH 12 Official here today 12

24 Point Ludlow 24-L Garamond Leasth of Josephones alphabet 235 points

TEN BEST BOOKS OF 19 The year are made public 19 18 Point Ludlow 24-L Garamend Length of lower-case alphabet 180 points

COLLECTOR OF RARE 65 Printed pieces has an exhibit 65 16 Point Ludlow 24-L Caremend
Length of lower-case alphabet: 164 reviets

SOCIAL SEASON NOW IN 84 Full swing in all suburban towns 84 14 Point Ludlow 24-L Gazamend Length of lower-case alphabet; 141 points

CLUBS FOR YOUNG MEN ARE 35 Scheduled to produce several dramas 35 12 Point Ludiow 24-L Garamond Length of lower-case alphabet: 128 points

FREE TYPOGRAPHIC ADVICE WILL 91 Will be given in talk by printing authority 91 10 Point Ludlow 24-L Garomond Length of lower-rase alphabet: 109 points

IMPROVE THE APPEARANCE OF ALL YOUR 47 Printing with attractive modern Ludlow typefaces 42 8 Point Ludlow 24-L Garomond Length of lower-case alphabet: 89 points

Characters in Complete Fant

ABCDEFGHII KLMNOPORST UVWXYZ&\$12 3 4 5 6 7 8 9 0 a b c d efghijklmnopgrs tuvwxyzff fi ffi ff ffl

Supplementary Ligatures - 12 to 72 point Ou OU f ff fa ffa fe ffe ffn fo ffo fr ffr fs ffs fr fu ffu fv ct st []

Oldstyle Figures - 8 to 72 Point 1234567890 When ordering tonts specify either Modern or Oldstyle figures

For small caps see small cap specimen page

The per cent mark is sold separately

PRICELESS 9 Ancient gen

72 Point Ludlow 24-L Garamond

NEW JURIST 4 Selected for trial 4

NEWEST STYLE 75

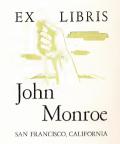
Apparel for evening 75

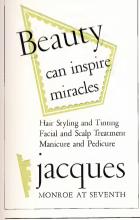
SOUTH SEAS TRIPS 52 Are gaining popularity 52

GENUINE QUALITY IS 30 Represented in stylish coats 30

DEBUTANTE IS FORMALLY 69 Introduced to north shore society 69









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
belped make possible
our first twenty years
of super-service to you.

HCC
HELRUTH CATERING COMPANY



A NEW
LITTLE BOOK
about
GLASSWARE



STUDENTS4 Edit newspaper 4

INTEREST IN 2 Journalism courses 2

DIGNIFIED TYPE 21 Used to good advantage 21

NEW SOCIAL CLUB 53

For craftsmen is organized 53

WINS SECOND AWARD 74 In state advertising competition 74

SKI CLUB TO COMPETE FOR 31 Rich prize in an international meeting 31

OUESTION BEE 45 For high school pupils 45

CHAIRMAN TO ASK 12 Emergency meeting of board 12
18 Point Luttow 24-11 Gozonood Itelies
Length of lower-code alphaben: 150 points

FOUR NEW DISTRICTS 69 Join up in national safety drive 69 16 Pount Ludlow 24-Li Garamond Italia Leventh of lower-care alphabet, 136 points

GREAT SHOPPING CENTER 90 Spring sale to be advertised extensively 90 14 Point Ludlow 24-L1 Garamend Italia Length of Inversors almhabet: 118 points

BIDS FOR OUALITY PRINTING 78 New public school text books are accepted 78 12 Point Ludlow 24-Li Garamond Stalis Length of lower-case alphalies: 107 point

EXTENSIVE CHANGES ARE BEING 64 Made in composing room of old printing plant 64 10 Point Ludlow 24-Li Gammond Italic Length of lower-case alphabet: 93 points

PUBLISHERS AND PRINTERS INTERESTED IN 39 Printing plant efficiency should investigate Ludler tiday 30 8 Point Ludiew 24-Li Garamend Italia Length of lower-case alphabet: 77 points

> Characters in Complete Font ABCDEFGHIJK LMNOPORSTU V W X Y Z & \$1234 567890abcdefgbijk

lmnopqrstuvwxyz # 6 # 1 # 1 .: , ; - "!?() -Swashes-12 to 72 Point

ABCDETGEMN. PRYQUQu Tback m n. t. vw & A is as us / /

The following are made in 5 and 10 point Q4 QU # # []

1234567890 Oblatyle Figures-made for all sizes dem or oldstyle figures should be speci-fied when ordering matrices

The per cent mark is sold separately

GUARD JAIL 40 In new escape plot 24 Point Ludlow 24-B Geromond Bold

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 Garamend Beld 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-cone alphabet: 135 points

SHARP NEW TYPEFACES WILL 38 Improve the appearance of your paper and also influence additional space sales 10 Point Ludlow 24-B Garomond Bold Length of lower-case alphabet 131 point

PRINTERS WHO HAVE LIMITED SPACE 53 For composing room operations will do well to install compact and efficient Ludlow equipment 8 Point Ludlow 24-8 Geremond Sold Length of lower-case alphabet: 103 points

Characters in Complete Ford

ABCDEFGHIJ KLMNOPORS TUVWXYZ& \$1234567890 abcdefghijklmn opgrstuv w x y z .:,;-''!?()ef fi ffi fl ffl

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

The per cent mark is said superotely

CONFERS 7 High honors

SEEK SHIPS 2 After heavy fog

ORIENT TOUR 17 Proves very popular

INDUSTRIALISTS 91 Select speaker for parley

ENGINEERS DRAFT 65 Plans for crossing underpass

AUTOBIOGRAPHY OF A 32 Noted historian to be published



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





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

Hotel Maresley

CLEVELAND

MARESLEY is a boted for travel-tired people who with for comfortable lodging when most needed. It accommodations are complete enough to satisfy and please the most discriminating, yet the location and service are ideal. For reservations write or wire us collect. 244 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 importative 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

PERFECT4 Motor fuels 4

BUILDINGS 5 Of finer worth 5

EXHIBIT OLD 83 Painting of master 83

PREDICTS HUGE 12 Crowd at band concert 12

PRODUCE QUALITY 36 Solid slug forms with ease 36

SIMPLICITY OF LUDLOW 41 An extremely important feature 41 PRESENTING 18 The newest model 18

EASY HANDLING 52 Of matrices is a feature 52
18 Point Ludlow 24-BI Gazamond Bold Italia

ANY COMPOSITOR WILL 69 Quickly master Ludlow method 60 14 Point Ludlow 24-BI Garamend Bold Itali 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 Gazamond Bold Italia Length of lower-case alphabets 121 points

PUBLISHER REVEALS A LARGE 58 Saying in composition since installing 58 the Ludlow system of all-slug compasition 10 Point Ludlow 24-BI Garamond Bold Italia 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 own 8 Point Ludlow 24-31 Garamond Bold Italia

Leagth of lower-case alphabet: 91 points

Characters in Complete Pant ABCDEFGHII KLMNOPORS TUVWXYZ 51234567890 abcdefgbijklm n opqrstuvwxyz ff fi ffi fl ffl . : , ; - (17 () -

Characters listed below sold separately Available in sizes 12 point to 72 point ABCDEGILM NPRYThavek m n t v w as is us

1234567890

QU Qu & # [] %

LUDIOW GARAMOND SMALL CAPS

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

MODERN PLANT IS EQUIPPED TO MEET REQUIREMENTS OF THE MOST EXACTING CLIENT WITH THE INSTALLATION OF THE LUDLOW SYSTEM OF ALLO SLUG DISPLAY COMPOSITION 18 Pain Loding 544 Gammad 8 0011 Copp

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

SOME IMPORTANT FEATURES OF THE LUDIOW ALL-SLUG DISPLAT SYSTEM OF COMPOSITION ARE ITS SIMPLEGITY OF OPERATION AND THE ABOLISHING OF UNNECESSARY MOLD OR MACHINE CHANGES WHEN A CHANGE OF TYPE SIZE OR TYPEFACE DESIGN IS NEEDED IZ PORT LOSE AND COMPOSITION OF THE ACTION OF

Characters in Complete Posts

A B 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 Commond are or of the Small Supplement of t

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

CHERNY FILLID

CARAMEL

BUTTERSCOTCH

LIME

COCONUT

BERRY

GRAPE CENTER

ORANGE

STRAWBERRY

NUTS

TEMON

VANILLA

ALMOND

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

Prince of 1978 station could not get a radication on a Chairty-her Pleasin, by Technology and the 200 state of 1970 state of 197 6 Point Ludlow 39-L Plantin Length of lower-case alphabet: 84 points

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic topner Plantin, the Prenchman who won a place in the typographic hall of fame by his work in the Flemish city of Antwerp. Born about 1574, he learned the art of printing and bookbinding at Gaen. Due to limitations on religious freedom in France, Plantin left Paris in 1548 and settled in Antwerp. There were many printers Length of lower-over alphabet: 109 points 9 Bains Indian 90-1 Plantin

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 Ladlow 39-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 39-L Plantin Legath of lower-case alphabet: 154 points

Characters in Complete Fant

A B C D E F G H I I K L M N O P O R S T U V W X Y Z & \$ 1 2 3 4 5 6 7 8 9 0 . : , ; - ' '!? () - ff fi ffi ff ff abcdefghiiklm nop qr stuv w x y z

Characters listed below sold suparately

11 %

A practice of great collections and great midgerman and Christopher Plants, the Proceedings of the proceedi 6 Point Ludlow 39-Li Plantin Italic Longth of lower-come alphabet: 79 points

A printer of great achievements and great mislortunes 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 1428 and settled in Antwerp. There were many printers then at work in this field 8 Point Ludlow 39-11 Plantin Italia Length of lower-case alphabet: 105 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 39-Li Plantin Italic Length of lower-care alphabet: 124 paints

A printer of great achievements and great misfortunes was Christopher Plantin, the Frenchman who won a place in the typographic hall of tame by his work in the Flemish city of Antwerp. 12 Point Ludlow 39-LI Plantin Italic Length of lower-case alphabet; 149 points

Characters in Complete Font

ABCDEFGHIJKLMNOPORSTUVWX Y Z & \$ 1 2 3 4 5 6 7 8 9 0 . : , ; - ''!? () - ff fi ffi fl ffl abcdefghiiklmnoparstuvwxyz Characters listed below sold reparately

7 11 %

A SEATING OF SEAS AND THE ASSESSMENT AND SEASON OF A S 6 Point Ludlow 59-L Plantin Small Caps

A DRINTER OF CREAT 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 ANT-WERP. BORN ABOUT 1514, HE LEARNED THE ART OF PRINTING AND BOOK-BINDING AT CAEN, DUE TO LIMITATIONS ON RELIGIOUS FREEDOM IN FRANCE, PLANTIN LEFT PARIS IN 1548 AND SETTLED IN ANTWERP. 8 Point Ludlow 39-L Plantin Small Cons.

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFOR-TUNES 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 ABO 10 Point Ludlow 39-L Plentin Small Cops

A PRINTER OF GREAT ACHIEVEMENTS AND GREAT MISFORTUNES WAS CHRISTOPHER PLANTIN, THE FRENCHMAN WHO WON A PLACE IN THE TYPO-GRAPHIC HALL OF FAME BY HIS WORK IN THE FLE 12 Build Tudlow 20-J Stantin Swall Cone

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

FIVE KILLED 89 In airplane wreck

24 Point Ludiow S.M. Bodoni Modern Lesoth of lower-case alphabet: 276 points

ALL-SLUG FORMS 90
Are imposed more easily
18 Pipit Leifow 9-th Bedran Modern
Length of human-pose an altababet: 200 points

COMPOSITOR CAN NOW 57
Enjoy all the advantages of the
Ludlow method of composition
14 Pane Ledbuy 34R Bedonal Modern
Income of Shurragen elabables 1148 pinis

FLOWER SHOW TO BE HELD 45 For professors and college students in the Garfield Park Conservatory 18 Part Ludlow 3-M Boden Modern Leventh of Iwarerus albabetis 141 points

OLD TIME PRINTERS HOLD BIG 14 Banquet to honor Benjamin Franklin's fame as a great printer and statesman 10 Point Ludtow 9-M Sedons Modern Length of Lewer-case olphobet; 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 Peint Ludlow 3-M Bodoni Modern Learn'th of lower-cone alphabet 1 101 points

A LARGE SUFFLY OF ORNAMENTS AFFROTRIATE FOR 16 Use with Ludion type faces, for horders, partierns and over-all designs is roughly available to the progressive printing place 8 Peter Ludiow 3-46 Bedoni Modern Langth of Lower-case objects.



INSURES A 2 Cleaner effect

WRITERS TO 3 Meet in Madison

PUBLICATIONS 31 Endorse this design

EXHIBIT OF RARE 41 Books to open Monday

I. Point Ludlow S-M Bodoni Modern

36 Point Ludlow 3-M Bodoni Modern

ath of lower-core alphabet: 457 valu

LEGIBLE TYPEFACE 56 For really effective display

NEW SPECIMEN SHOWING 67 Of typefaces is being completed

int Ludiew 3-M Radoni Modern Length of lower

LUDLOW TYPOGRAPH COMPANY

HOTEL REGIS

Guest rooms are spacious and most comfortably furnished; dining rooms of the highest quality; service skilled, courteous; location most conrenient; 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

american music

by Donald Roeder

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

CREW & DONALDSON
3400 Fairbanks Avenue, Chicago, Illinois

ROSES



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

Revere Park Gardens

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...

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
\$1.95

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

ADVERTISER 5 Demands quality

A RECOGNIZED 23 Authority on printing

CUT YOUR COSTS 56 By installing this system

EFFECTIVE DISPLAY 78 Is attainable with this system

MANY NEWSPAPERS FIND 90 Ludlow valuable for setting heads

DESIRES THE 50 Newest type designs

MASTER PRINTERS 23 Prefer the Ludlow system

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

QUALITY COMPOSITION IS 67 Assured when set on this new system 12 Boint Ludlow 3-MI Rodoni Modern Belli Length of lower-core olphabet: 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 Medern Italia Length of lower-case alphabet: 117 points

PRODUCTION COSTS ARE LOWERED BY 89 The installation of the Ludlow system of compon in the composing room of any progressive print shop 8 Point Ludlow 3-MI Bodoni Modern Italia Length of lower-case alphabet: 95 points

CHANGES ON THE PRESS ARE MADE QUICKLY BY THE 22 Use of the Leadlow system of all-slag hand composition thus sating printers and publishers hundreds of dallars each year 6 Point Ludlow 3-Mi Bodoni Modern Italia Length of lower-case alphabet: 79 points

Characters in Complete Font

ABCDEFGHIJ KLMNOPQRS TUVWXYZ&\$ 1 2 3 4 5 6 7 8 9 0 abcdefghijklm

> nopqrstuvwxyz .:,;-''!?-() ff fi ffi ft fft

The 6, 8, 10, 12, and 14 point sizes are

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
Report of the Composition of the Comp

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

A MOST CORDIAL INVITATION 44 la textended to printers and publishers to tour the Ludlow manufacturing plant in Chicago. Here may be seen the actual precision under which the Ludlow and all typeface matrices are manufactured. The tour is dimaxed 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-but clause 23-but balls will be supported by the control of the Ludlow system that will convince the control of the Ludlow system that will convince the control of the Ludlow system that will convince the control of the Ludlow system that the Ludlo

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

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

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

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

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

Length of lower-case alphabet: 519 po

A FULL KERNING 34 Unbreakable italic that has fine characteristics

48 Foint Ludiow 3-U Bedani Light Holic Length of lower-case alphabet; 456 points.

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

36 Paint Ludlow 3-Li Bedon! Light Italia

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

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

24 Point Ludlow 3-11 Bodom Light Italic Length of lower-case alphabet: 257 points

LUDLOW QUALITY 63
Display faces are used in
hundreds of the country's
largest newspaper plants
19 Polit Lodder 2-11 Bodoni Linal Holle
Length of Home-can alphable HI Dybins

PRESSROOMS FUNCTION 72
Far more efficiently when they
are supplied with forms that are
new and level in height-to-paper
16 Point tollow 9-11 Bacims Light Indic
tength of lower-gas-alphabet 1959 point

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 Pearl Ludiew 341 Beleaf Light table
Length at lower-set alphabet: 100 points

Chartent in Canglein Paul

A B 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 a e

w x y z

. . . , ; ' ' ! ? —

BUILDS NEW 19 Addition to plant

WORK TO START 23 On new subway Monday 18 Point Ludlow 3-B Bedoni Bold

SIXTEEN KILLED IN BIG 45 Railroad disaster in Michigan 14 Point Ludlow 3-B Bedent Bold Length of Inventors alphabet; 100 points

A PROGRESSIVE PUBLISHER 67 Installs the Ludlow all-slug system 12 Point Ludlow 3-B Bodeni Bold ength of lower-case alphabet: 139 point

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 Beld Length of lower-case alphabet: 123 penns

MODERN EQUIPMENT NECESSARY IF THE 29 Printer wishes to realize a profit on his investment and to produce work that will assure future orders 3 Point Ludlow 3-3 Bodon: Bold Length of lower case alphabet, 98 points

PRINTERS (SING THE LUDLOW SYSTEM NEED HAVE 20 No fear of broken letters or the werry of resailing out of sorti-which increase the non-productive hours in the companing recen-5 Point Ludiow 3-B Bodoni Bold Length of lower-case alababet: 77 points

Characters in Complete Font

Characters listed below sold separately ff fi ffi ff ffl Available in sizes from 6 to 48 point inclusive

The per cent mark is sold reparately

For fractions see fraction specimen pages Short Descender Alternative Characters (onp Q, lower-case g i p q y) are available in the 60 and 72 point sizes.

BARGAIN 2 Sale Monday

72 Peint Ludlew 3-B Bodoni Bold

RARE BOOK 3 Sold at auction

BOLD DESIGN 34 For newspaper ads

OLD PAINTINGS 56 Destroyed in disaster

A REPRODUCTION 78 Of an old Roman village

RECORD CROWD WILL 91 Attend opening of exposition

30 Point Ludlow 3-B Bedoni Beld

BIG SALE 3 Of new hats

ORGANIZES 4 City civic club

ART EXHIBIT 51 Will open Sunday

A HISTORY OF 78 Printing in Indiana

LUDLOW ITALICS 64 Stand severe pressures

NEW LINES FOR EACH 10 Job cuts time in pressroom

PUBLISHER 23 Endorses system

24 Point Ludlow 3-81 Redoni Bold Bulic

A FINE SPECIMEN 41 Of rare fossil is found

VALUABLE TIME SAVED 51 By using modern machinery 14 Point Ludiow 3-91 Bedoni Bold Italia 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 3-BI 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 S-BI Bodoni Bold Italic Length of lower-case alphabet: 150 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 Ludiow 3-B1 Bodoni Bold Italic Longth of lower-case alphabet: 100 point

PRODUCTION COSTS ARE LOWER SAYS THE CENERAL 16 Manager of a printing plant that has recently installed this all-sing system of composition for setting jobs and display 6 Point Ludlow 3-BI Sedeni Sold Italia Length of lower-case alphabet: 82 points

The G. S. and 10 point sizes of Bodoni Bold Italic are Roman body matrices

Characters in Complete Pont

ABCDEFGH IJKLMNOPO

RSTUVWXYZ& 81234567890 a b c d e f g h i j k l m

nopqrstuvwxyz . . , ; - ' ' ! ? -

ff fi ffi fl ffl

ABCDMN PRSW

Swash Characters 18 pt. to 36 pt.

PRINTERS TO 89 Convene Monday

36 Point Ludlow 3-BEC Bodoni Cumpanile

NEW TYPEFACES 12 For advertising field

30 Point Ludlow 3-BEC Bodoni Companile Leapth of lower-case alphabet: 243 points

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

24 Point Ludlow 3-BEC Bedoni Companile Length of lower-case alphabet: 197 points

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

THE LUDLOW SYSTEM OF ALL-SLUG 85 Composition allows the compositor to set display and make-up ads exceptionally fast 14 Fasts Indian 9 BFC Beddel Camponile

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

ABCDEFGHIJ KLMNOPQRS TUVWXYZ&\$ 1234567890 abcdefghijklm nopgrstuvwxyz

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

Parentheses, Brackets and Ornaments available in 16 point size but not included in font

CONDENSE 19 July Lodge 3 500 Below Chappalls (Copy on 197)

AN ADDITION TO 4 The Bodoni family

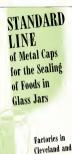
TALL AND STATELY 2 Design for display ads

THIS DESIGN WILL BE 23 Found ideal in setting heads

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

on Sales Ladiese 2-BEC Rodoni Companile

ength of lower-case alphabet: 335 poin



FROM THE LIBRARY OF

PIERPONT LEE

EVERGREEN PARK



Salt Lake City

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 5-H Radont Black Length of lower-case alphabet: 386 points

GOOD DESIGN 10 For display heads 18 Pold twellow 9-R Bedon Block Length of Burney coase plobable 1244 points

VALUABLE TIME IS II Saved with this system 14 Polat Ledbow 9-H Rodont Block Length of Downcoase (Spholate) 229 points

DISPLAY TYPEFACES 45
Are ever in active demand
12 Point Ludow 3-B Bodoni Black
Leagth of Owner-case diphabet: 106 points

A LUDLOW TYPE DESIGN 12
For newspaper display heads
10 Point Ludiow 9-H Bodoni Biock
Length of lower-case olphobet: 167 points

MANY PRINTERS PREFER TO 34 Set their jobs on the Ludlow system because they never run out of sorts point tailow 34 Bodei 3800k Landt of tweezers of placet: 165 points

LUDLOW SPACES ARE UNIVERSAL WITH 51 Never any shortage the same spaces being used for all sizes from six to forty-eight point 6 Pefat Ludow 3-H Bodoni Block Lungth of lower-core objected i 115 points

Characters in Complete Pont

ABCDEFGH IJKLMNOP QRSTUVW

X Y Z & \$ 1 2 3 4 5 6 7 8 9 0

abedefghi

jklmnopqr

s t u v w x y z

The per cent mark is made for all sizes.
It may be purchased separately.

Por fractions see fraction specimen popes

A SALE 5 Of gowns The followed 5 If bodied 5 Book and 5 Book 5 Bo

ANNUAL 2 Dollar sale

EXHIBITS 34 To open today

TRADITION 56
Annual fall sale

SPECIMENS OF 81 Old typeface found

REPRODUCTIONS 90 Of well known designs

30 Point Ludlew S-H Bodoni Black

Length of lower-case alphabet: 479 pol

FOR BEAUTY



martha SALON

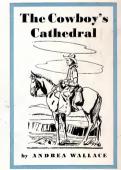
JERRY JERRO

and his orchestra

now playing in the

HAWAIIAN ROOM HOTEL BREANT

de keren horek saretana disarran de keren horek hardet kareta hardet kareta hardet karetana disarran d





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



Industrial Plants • Plans and Designs • Power

Location Studies · Water Supply and Treatment

PRINTER 12 Rold face for display head

AMERICAN 3.5 Beats record in a one mile race

SPECIMEN OF 41 A new typeface in extra black design for use in display

36 Point Ludlow 3-HI Sodoni Black Italic

MANY LEADING 67 Daily papers are now using the Ludlow for their news heads and for display headlines

33 Point Ludlow 3-HI Bodoni Black Italia

EXHIBIT 81 Of old prints opens todau

24 Point Ludlow 3-H1 Bodon: Block Italic

AUTO SHOW 90 Will open todau with a complete line of new cars

18 Point Ludlow 3-Hl Bodoni Black Italic

COSTS LOWERED 21 By the installation of the Ludlow system of all-slug composition 14 Point Ludlow 3-HI Bodoni Black Italia Length of lower-case alphabet: 236 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 3-HI Bodoni Black Halic Length of lower-case alphabet: 205 points

Characters in Complete Foot ABCDEFG HIJKLMN OPORSTU VWXYZA 8 1 2 3 4 5 6 7

8 9 0 abcdefahi jklmnopgr stuv w x y z

.:.:-"!?-()[]. Characters listed below said separately

ABDMNPYW

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 Companile Advertising Figures with 96 Point (regular) Ludlow 3-BEC Bodoni Companile Superior Figures and Dellar Sign

8349

120 Point (Title) Ludlow 3-BEC Bodoni Campanile Advertising Figures with 72 Point (regular) Ludlow Bodoni Campanile Superior Figures **\$74**

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 skyr. Sold in figure fonts of one set of figures, a dollar sign, a period and a comma. 8750

\$65

144 Point (title) Ludlow 3-H Bodoni Block Advertising Figures
with 72 Point (regular) Ludlow Bodoni Block Superior Figures and Dollor Sign

 63^{47}

\$50

120 Point (title) Ludlow 3-H Bodoni Block Advertising Figures with 60 Point (regulor) Ludlow Bodoni Block Superior Figures and Dollor Sign

3089
88 Polit (tital Ludiov S-M Bodord Block Advertising Pigues

with 48 Point (regular) Ludlow Bodoni Block Superior Figures

\$25

84 Point (title) Ludlow 3-H Bodoni Block Advertising Figures with 42 Point (regular) Ludlow Bodoni Block Dollor Sign

These ore engroved motrices. Each character is a separate unit, cost the long way of the slug. Sold in figure fonts of one set of figures, a dollar sign, a period, and a commo. Ideal Script Face 73
That can be effectively
used in fine composition
requiring dignified style
spreaments (2,500 Committed)

New Wells Street Store 10 Is showing quality footwear and a line of stylish apparel septial slower an ighibital like pains

Photographers' Convention Begins 62 With large exhibit of examples of good commercial photography and portraits 18 Point Ludder 42 MC Occords Length of towns case alphabet 130 prints

Director of Music for Board of Education 80
Reveals his plans for extensive changes in present
musical activities of elementary school students
14 Pagest Europe 22-MIC Occords
28 pages

Originator of Fine 8

Gowns for eveningtime

Moonlight Excursions to 7 Continue through summer

Distinguished Visitor From 71

Europe is being entertained here

Newly Built Country Estate Of 51
Socially prominent couple will soon
be formally opened with a gay party

Golden Wedding Celebration Will 68
Be held at the community field house for
most popular member of the city civic league



Here is a new way to look in the evening, with the sparkle of the evening star glamorously portrayed

Jewel Creations



an outstanding collection of exquisite modern jewelry Now on display

A Home of Peaceful

The Michigan Shores 900 LAKE SHORE DRIVE

Sandra

The smartest summer creations from Hollywood especially designed 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

A Bold Script 69
Of a superior design
such as this finds its
place with any plant
10 Parks and the 2007 Company
10 Parks with the 2007 Company
10 Parks and the 2007 Company
10 Parks and

Storage Warehouse 9 Leased by auto dealer Interesting Effect Is 45
Obtained with the proper
use of this beautiful script
24 Point tution 62:31C Connect Book

Corporation Establishing 71
Offices throughout the state

Composing Room of Evening 86 Globe has increased its efficiency with the Ludlow all-slug system 18 Pink Ludlow 43 MC Commet Bold Length of lewer-cose applicable, 132 points

New Vehicle Laws Deemed 89 Responsible for large decrease in accidents during the past month 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 42-81C Corosan Bold Langth of Sover-cose applicable 105 gainss

Candidate Makes Final Speech 43
In a heated campaign for re-election
to office on the city board of appeals
NAME AND THE OFFICE AND ADDRESS OF THE PROPERTY PROPERTY.

Characters in Complete Font

ABCDC TG

HJJKLM M

OPQRS TU

VWXYZ & \$

1234567890

abcdefghijhlmn

opgestusway;

.:,;- '',!?-()[]
The per cent mark is sold separately

Yo

For fractions see fraction specimen pages

The Ludlow 73 System proves its merit to the quality printers

36 Point Ludlow 39-HIC Houser Script Length of lower-case alphabot: 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

ABCD S 9 G
H 9 J K 1 M N
O P Q R S 7 U
U W X Y 3 E \$
1234567890
abcdefghi
jklmnopqr
Stuvwxy3
...,-''!?()[]-The per cont much to red reporture?
R
To the total for the total content reporture.

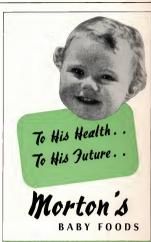
Biggest Event 8 Of the season to draw big crowds

A Better Quality 6
Of printing always
fulfills its purpose

Advertising Contract 16 Recently accepted by an agent calls for extensive coverage in all magazines



A system of owner-operated wayside restaurant



Jour 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. Handware

CORNER SECOND AVENUE NORTH AND BROMPTON STREET The most complete line of high grade Tools ever assembled under one roof

Delaware for Hardware



Smithson

DAILY FEE

18 Sporty Holes Jolk Club

Junction Routes 1-21

Build New 9 Planes here

New Rates 38 On insurance will raise the annual sales

Rail Officers 6 Reinstate men after acquittal 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 Leading Department 46 Store to construct three new departments to take care of future demands

State Engineers Plan 40 New auto traffic artery in hundred mile stretch

leading to national park

Characters in Complete Font a B C D E 3 9 HIJKLMN OPQRSJU UWXY3E\$ 1234567890 abcdefghij klmnopgrs tuvwxyz .:,;-''!?()[]of on or & t ... C E %

Demonstration 12 Of all-slug system creates a sensation 30 Point Ludlow 31-MIC Morfair Custive Langth of lower-case alphabet; 256 points

Print Direct From 41 Ludlow sluglines and thus avert unnecessary expense for electrotypes

No Aggravating Hunting 21 For sorts in composing rooms that are now equipped with the indispensable Ludlow system 16 Point Ludiow SI-MIC Mayinir Curries

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 Ludiow 31-MIC Maytair Cursive Length of lower-case alphabet: 127 points

> Characters in Complete Fant ABCDEFG нячкіт OPQRSJU VWXYZES 1 2 3 4 5 6 7 8 9 0 abcdefghijklmn opqrstuvwxyz

.:,;- ''-!?()[]-The per cent mark is sold esparately

Party Leader 8 Chooses his aid

Local Boy Wins 3 Amateur golf meet for the second time

New Publication On 61 Subject of gardening to go on sale within a week

Railroad Issues Pamphlets 47 In preparation for a great drive to stimulate interest in the newly developed northern vacationland

Chrysanthemum Show

October 10 to 31

Woodland Gardens





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 fulled 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

LARGE PRICE 47 Figures efficiently produced on slugs

16 Point Ludlow 6-ZB Square Gethic

WORST STORM IN 28 Months hits the vicinity causing nine thousand dollar property damage is Point tollars 28 Secure Other Length of New Case olphabet. 2007 points

NEIGHBORHOOD NEWS 59
Is the name chosen for a new
community newspaper which
will come off the press today
12 Paint Judiew 6-22 Serans Orbite
Lambia to low-conspictable. 165 paints

A TYPOGRAPHICAL DRESS 43 Given to magazine heads and ads with attractive new Luddow faces proves to be a circulation builder sprint Ludder 6-28 Seques Cetals Langels of Jowes on splacker 1.07 points

BRIGHT NEW TYPEFACES CAST ON 76
The Ludlow in solid sluglines ensure a
sharp printing job for every client. Get
the facets about the Ludlow system now
e Peint Lodow 6:28 Square Cothic
Legging of Jewa-crase alphabet 123 points

SET AND CAST TYPE FORMS IN MULTIPLE 90
With the Ludlow and increase your prescroom
production. Each line in a job need only be set
one time and recast as many times as desired
6 Point Ludlow 6-28 Separa Gothie
Langth of power-case alphabet: 105 points

Characters in Camplete Font

ABCDEFGHI JKLMNOPQR

STUVWXYZ& \$1234567890

abcdefghi

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

COMMITTEE 34 On civic affairs is chosen by mayor

n Daine Lauffern S. TD Servere Gethi

ENGINEERS TO 56 Alter plans for large government project

PRICELESS GEM IS 78 Brought here by jeweler for two private showings

THE HOTEL BUXTON IS 90 Contemplating the building of one hundred additional rooms

CLEVER 5 Ad styling

FAST AND 7 Simpler way

PROFITS IN 42 All-slug system

REPORT GAIN 75 In linage this year

FINE QUALITY IS 46 Stressed by printers

ACCOMPLISH MORE 50 In the systematized plant

PRINTERS 48 Organize club

24 Point Ludlow 6-F Franklin Gothic

FAR GREATER 67 System of display

PRODUCES MORE 20 Sluglines with Ludlow 14 Point Ledow 6.7 Franklin Cethic Length of lower-row alloholet 1284 contri

NO TYPESETTING JOB 51
Too large for a plant with
the speedy Ludlow system
12 Point Ludlow 6-7 Frontin Gathle
Length of Jowescane subshiel: 185 coints

THERE IS NO SUCH THING 64
As running out of sorts when
Ludlow equipment is installed
10 Point Leddow 6-P Prenaltin Gebic
Length of lower-one alphabet; 108 points

PLANTS LARGE AND SMALL ARE 38 Now offered an opportunity to install an economical Ludlow all-slug system 8 Peint tedbw 6F Fronkin Gohle Leach do (Iww-cose) schubet i 189 points

IT IS NATURAL THAT IF A NEWSPAPER 37 Can produce advertisements that are legible and attractive its linage will show an increase 8 Point Ludlow 8 F Ponklin Gothic Length of lower-core olphobet: 108 points

Characters in Complete Font

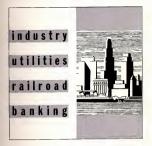
ABCDEFGH IJKLMNOP QRSTUVWX YZ&\$1234

567890 abcdefghi

klmnopqr stuvwxyz

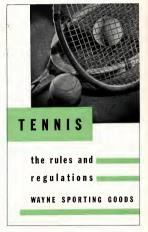
.:.:-'!?-

LUDLOW FRANKLIN GOTHIC EXTRA CONDENSED









ADVERTISING 4 Pays dividends

POWERFUL LINE 2 Attracts the eyes

BRIGHT NEW FACES 12 Cast in solid slug form

DISTRIBUTION TIME IS 34 Chargeable time in iobs or ads set by all-slug system

AN INCREASED OUTPUT OF 56 Display lines is direct result of using a Ludlow all-slug system

AN EDITORIAL 78 On governmental issues wins prize

PUBLISHERS CAN 90 **Fulfill all future copy** display requirements

DISPLAY COMPOSITION 62 As produced on the Ludlow has many fine advantages 18 Point Ludlow 6 FEC Franklin Gothic Extra Condensed

THE LUDLOW SYSTEM SOLVES 17 All of your display requirements efficiently and economically and without fear of type shortages 14 Point Ludlow 6-PEC Pronklin Gothic Extra Length of Investment 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-PEC Franklin Gothic Extra Cond Length of lower-case globabet: 129 points



SOLID SLUG 78 Cast on Ludlow

DEMAND USE OF 23 Condensed gothics

NEWSPAPER TO GET 80 Higher advertising rates 18 Paint Lutlow e-In Medium Cond. Gathle (Medemized) Length of Numerica plabable 100 boots

ONE LINE OR A THOUSAND 94 Set in the same face with Ludlow 19 Point Loddow 6-B Medium Cond. Gothic (Modernised) Leventh of Invencione abhitcher [15] points

EXTRA EDITIONS OF PRESS TO BE 91
Published with complete election data
12 Paint Ludions C-B Medium Cond. Gethic (Mediamired)

LUDLOW OFFERS GREAT OPPORTUNITY 81
To printers for increase in plant efficiency
10 Pount Ludlow 6-B Medium Cond. Gothic (Modernized)
Length of Iowar-core alphabett 100 points

NO MATTER HOW LARGE OR SMALL YOUR SHOP 50 May be Ludiow is the answer to all type problems 8 Pout Ludiow 8-8 Medium Cond. Gothic (Modernized) Learnh of Down-case globalet (9 Point)

PROOF OF GEPENGABILITY OF THE LUGLOW SYSTEM 37 is made known in business of testimentals from printers 8 Posst Ludiow 6-8 Medium Cond. Gothic (Modernised) Leogth of lower-case alphabet: 84 points



ADVERTISE 8 Daily specials

POWER IN THE 2
Big display head

HIGH QUALITY 5

CUB REPORTERS 71
Get big assignment

INCREASED LINAGE 58
Due to wide circulation

SHARP NEW TYPEFACES 31 For all display composition



We 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.

TRUST COMPANY



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



A few facts about the problems of Stock Feed

DREXEL-ANDOUER CO.

INSURING AMERICA



Since 1876 this company has paid its policy holders substantial dividends. We write fire, automobile, theft, tornado, and other insurance policies for preferred risks only.

Mid-West Insurance

NEW HORIZONS BEFORE EVERY



LATENT WITH POSSIBILITIES FOR A GREATER MEASURE OF SECURITY THAN EVER BEFORE

YAWL RACE 4 Friday At Two

STORE FOR MEN 73
Announces Several
Additional Lines of
Suits and Topcoats
for Early Fall Wear

24 Balas Dalawa Verioris for Ludlew 6.8 Maring

OVERCOATS OF 7
Very Fine Quality

EXTRA SPECIAL SALE 69
Of All Finer Quality Wash
Goods Will Commence on
Monday and Continue for
the Balance of the Week

THE TREND IS TO 12 Ludlow Slug System

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 A Polat below Yorkan Leader & Medium

THE FELZ BOAT LINE 34 Speedy Freight Service THIS NEWLY DESIGNED CAP FONT IS 51
Made Expressly for use With the Ludow
Medium Condessed Gothic. New Effect
Which is being Continuously Sought by
Which is being Continuously Sought by
Medium Continuously Sought by
Medium Continuously Sought by
Medium Continuously Sought by
Medium Continuously
Medium Cont

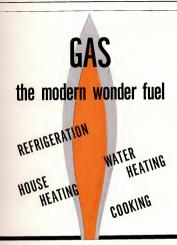
DELUXE VARIANTS HAVE 56 Expressiveness And Power

ACEFGH

<mark>FORCEFUL ADS WILL PROM</mark>OTE 78 Heavy Selling At Very Small Cost

V W X Y

v w x v



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 . . .



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

APPROVE FUNDS FOR 9 Huge municipal airport

COUNTY COMMISSIONER 48
Reports on road conditions

SUBURBAN TOWNS BEGIN A 98 Drive to eliminate speed traps

NEW MODEL AUTOMOBILES TO BE 56 On display in showrooms this month

THE SUPERIOR QUALITY OF LUDLOW SLUGS 25 Is verified in test under stereotyping pressure

NEWSPAPERS REPORT 72 Increased subscriber lists

24 Point Ludlow 6-C Condensed Gothic (Moderni Length of lower-case alphabet: 187 points

LUDLOW TYPEFACES FAVORED 61
For large advertising campaigns
18 Palas Luddow 8-C Condensed Gubble (Modernized)

NO BATTEREO OR BROKEN LETTERS IN 30 Composition set the sensible Ludlow way 14 Polar Ludlow 8-C Condensed Gother (Modernized) Length of lower-care clipholest; 112 polaries

EXTRA HOURS SPENT IN DISTRIBUTING SINGLE 34
Types are eliminated after installation of Loudow
12 Point Loudow 6-C Condensed Opthic (Modernheed)
Legath of lower-case alphabets 95 paints

NEWSPAPER PUBLISHER SAYS THAT COST OF SETTING 58 Display lines has been out considerably with the Ludiow 10 Point Ledbow 9-C Condensed Gothic (Modernized) Length of lower-case policyte: 50 points

WITHIN A VERY SHORT TIME COMPOSITORS WILL FIND 64
Themselves accomplishing great things with the Ludium
@ Point Ludium (-C Condensed Octhic (Modernized)
Learnth of Investment published: 48 notice)

THE SELECTION OF THE LUBLOW SYSTEM OF COMPOSITION IS 30 Compiletely worked by bandered at instinuous letters tree uses 6 Point Luddow 6-C Condensed Gothic (Modernized) Length of lower-case alphabet: 73 points



TWENTY PAGES OF **GROCERY ADS SET** ON NIGHT SHIFT

"Our ad competition problems have been shallowed by the problems of the Ludlow," says the mechanical superin-tendent of a large California newspaper, "mainly because of the news-ending "This is especially noticeable in the food market composition for we often to be a competition of the problems of the or 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 abili-ty to meet severe competition in publication work, at the same time maintain high quality composition."

36 Point Ludley S.H Headline Cothic

LUDLOW SLUGS STAND **IIP LINDER DRY MATS**

"There was doubt in my mind," writes a Pennsylvania composing room foreman, whether a Ludlow sing 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

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 Cothic

Characters in Complete Font

A B C D E F G H I IKLMNOPOR STUVWXYZ& \$1234567890

.;,;-''!?-

MODERN TYPOGRAPHY FOR ADS WITH LUDLOW

The modern newspaper, to keep up has proved more helpful or more satis-with the times, needs equipment which fying. We are now in position to give our will enable it to present an up-to-date advertisers really up-to-date typographically. One promi-appearance typographically. One promi-

appearance typographically. One promi—— and are they pleased with our better mental fillude investopes composing rool looking adds the experience, with other sulfs from uning Lodlow.

Thanks to Loddow, we have greated to the experience, with other mental control of the contro

60 Point Ludlow 6-H Headline Cothic

MAKES EARLIER CLOSING EFFICIENTLY WITH LUDLOW

Earlier closing with more advertising in one casy to accomplish, but this New loresy mechanical superintendent has the answer. Speaking from experience, he says:

the answer. Speaking from experience, this estired cases is size authors, which so the control of the control o

48 Point Ludlow 5-H Headline Cothic

LOWEST MAINTENANCE COST WITH LUDLOW SET DISPLAY

the Lusiow get into our budget.

In the property of the property of the property of the live that the first unit seasutisf for large large and the live that the first unit seasutisf for large large

42 Point Ludlow 6-H Headline Cothic

"Maintenance cost is no low" any a far the greatest is the never-ending.

Boy State publisher, "that seldom does
for the state of the s

FORMER SKEPTIC GLAD TO ADMIT HE WAS WRONG IN HIS OPINION OF LUOLOW

"Prior to 1385, I was one of these skep.

"The to 1385, I was one of these skep.

Ladius to me," admitted on of the can be expending whom pulling sorts.

"What I consider my createst saving spect on distribution of mats.

"What I consider my greatest saving may expend on the control of mats.

"The saving may convent the control of mats.

"The saving may be a saving my control of mats.

"The saving may be a saving my control of my control of mats.

"The saving may be a saving my control of my control o

with no sorts to pick, new type always,

48 Spiret Condiana S. MS Channeles Carbon

TIME-STUDY SURVEY PROVES LUOLDW SPEED

To determine the mest economical of this survey leaving no doubt in our method of handline his fleplys, a Milbs: minch we ded the second Ludior and gast composing room executive carried completed our typeface requirements in contain intensive mine-study survey. be-the form of Ludior matrices. However, the second contains the contained by the co

48 Point Ludlow 6-MD Chamler Gothio

LARGER VOLUME ADVERTISING HANDLED WITH NO MORE COST

The Ladlow hatalled in our plant its beauty and typographical excellence and a Southern composing from foreman, the all-new type which our Ladlow gives the approximate four papers and the proposition of the proposition of

42 Point Ludlow 6-HP Chomfer Gothic

TWO SHIFTS DAILY WITHOUT TROUBLE WITH THE LIIDI OW

One of the many reasons why mechan ical superintendents praise the Ludlow is because it gives trouble-free performance day after day, due to its mechanical simplicity.

smplicity.

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 unfail-ing supply of new type at all times, which has resulted in bright, new, and unbroken faces for our newspaper heads and advertising display."

36 Point Ludlow 8-HP Chamler Gothle

BIG DIVIDEND PAYERS --LUDLDW AND ELROD

"A thorough investigation by our plant superintendent showed us that we could get our production out if we installed Ludlow and Eirod equipment," said the newspaper and circular printing plant. "Both were installed and have, with-out a doubt, proven to be read dividend payers of the finest kind. It would be unpossible 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." 30 Point Ludlow 6-HP Chamler Gethic

Characters in Complete Fant ABCDEFGHI

JKLMNDPO

\$123456789**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

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 FUR OCEAN FIYING 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**²⁵

\$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

41⁸⁴

\$30

120 Point (Fitle) Ludlow 6-B Medium Condensed Gothic Advertising Figures with 60 Point (regular) Ludlow Medium Condensed Gothic Superior Figures and Dollar Sign

9879

96 Point (Title) Ludlow 6-B Medium Condensed Gothic Advertising Figures with 48 Point (regular) Ludlow Medium Condensed Gothic Superior Figures \$57

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.

1234567 890...S

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 spacing 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 (8) or the pound mark (£), as desired.

Two Characteristic Uses in Combination with 72 Point Ludlow Medium Condensed Gothic

\$9435

\$3097 JZ

EIGHT POOR By P. Ignatius Parnell

Wherein fortune evas found in unexpected places

ECHO PUBLISHING COMPANY OBLEANS, 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 coc. AUGUST TWELFTH, ON THE CLUB'S LAWN Reservations now being accepted

PERFUME

A Delightful Scent!

We are fortunate to be the first to import and market this new French

On sale at all our stores

perfume, said by most expert connoisseurs to rival the product of the perfumers of the early tenth century period.

HARTMAN & EARL

CHICAGO · PITTSBURGH · NEW YORK

MEMBER OF THE EUROPEAN CONSEDVATORY OF MUSIC

SCHOOL OF MUSIC FIVE HUNDRED THAYER STREET

VIOLIN · VIOLONCELLO PIANOFORTE + HARMONY ORGAN · FLUTE · OBOE

ANY 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

POSTERS DESIGNED 34

PRINTERS OF H HGH REPUTTF 67

MANY LEADING PRINTING PLANTS ARE 81 NOW INSTALLING THE LUDLOW SYSTEM

The Man

IIS 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 cquability of temper. He had a great

Characters in Complete Font

ARCDEFG HLIKLMN OPORSTU V W X Y Z & \$1234567890

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

PROTECTS A 35 Print shop against dreaded hazard of typeface shortage 18 Point Ludlew No. 19 Cameo

SIMPLE SYSTEM 64 Of setting and casting display faces on solid slugs at a great saving 14 Point Ludlow No. 19 Comeo

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 Comes Leagth of lower-case alphabet; 135 points

Characters in Complete Font

ABCDEFG HIJKLMN OPORSTU VWXYZ&S 1234567890 abcdefghi iklmnopq rstuvwxyz ff fi ffi fl ffl .:.:- '!? -

%[]()

RENTS ig yachts

FORFEIT 3 Hockey title

LOW COST 12 Nets big profits

A LENGTHY 34 List of good faces

GARDEN CLUB 56 Gives twelve awards

ALL-SLUG SYSTEM 78 Increases plant efficiency

JURIST IS 12 Asked to head

city boys clubs

LUDLOW90 Pays for itself in a few years 24 Point Ludlow 19-I Comeo Italic Length of lower-case obshabet: 274 points

PRESIDENT 58 Confers with the officials of many large steel plants

MEMBERSHIPS 72 Being offered in the exclusive Sheldrake country club of Eily

14 Point Ludlow 194 Comeo Italic

INSPECTOR 34 Of oil industries named by board

INDIAN CHIEF 52 Will give a series of interesting talks on habits of his people

TOURIST SEASON 78 In mountainous region will be extended due to fine climate conditions

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 Font

ABCDEFG

HIJKLMN OPORSTU

VWXYZ&S 1234567890

abcdefahi

jklmnopq rstuvwxvz

.:,;-'1?-

Characters listed below sold separately

0

TYPEFACES 23 Of finer design 23

RECAST LINE 89 To save press time 89 12 Point Ludlow 1-TC True-Cut Caston

LEADING PAPERS 42 Praise Ludlow system 42 18 Point Ludlow 1-TC True-Cut Casion Length of lower-cuts alphabet: 197 points

YOU NEED NOT CAST 21 Big display types for storage 21 14 Point Ludiow 1-TC True-Out Casten Length of lower-case alphabet; 162 points

NO MACHINE OR MOLD 70 Changes necessary with Ludlow 70 12 Point Ludlow 1-TC True-Cut Coston 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 Paint Ludlew 1-TC True-Cut Casten 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 Ludiow 1-TC True-Out Cosion Leasth of lower-case alphabet; 93 points

> Characters in Complete Font ABCDEFGHIJK

LMNOPQRSTUV W X Y Z & \$ 1 2 3 4 5 6 7890abcdefghijk lmnopqrstuvwxyz #6 ffi fi ffl .: .: - ''1? () --

Fonts of all nices 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 i [] Quaint characters such as the long S com-binations and oldstyle figures are extra The following are available in 8 to 36 point f ff fb fh fi ffi fk fl ffl ft 1 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

OUALITY 9 Ludlow slug 9

COMPOSING 95 Room efficiency 95

CASLON SERIES 10 Has many fine uses 10

DEALER IMPRESSED 28 With advertising results 28

THE LUDLOW WILL BE A 67 Valuable addition to your plant 67

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 gift to ride to and from school

OAKES COMPANY

2362 Austin Avenue, Cleveland

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

HEGBLUMS

FLORISTS



SHELDRAKE ROAD

An Invitation

4.--

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

$\mathcal{MERCHEZ}$

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

SYSTEM IS 4 Simple and rapid

BRIGHT NEW 62 Typefaces cast as needed

FULL KERNING 61 Italics that will not break

FINE SYSTEM TO 73 Banish work-ups on the press

TESTIFY TO EFFICIENCY 40 Of all-slug display composition system PERFECTION 54 Obtained from slugs

COMPETITION 23 Met with modern system

UPKEEP COSTS OF 50 The Ludlow is decidedly low 18 Point Ludlow 1-TCI True-Cut Casion Ital

PRINTING GUILD TO 74 Hold its annual meeting this week 14 Point Ludlow I-TCl True-Cut Coslon Italia Length of lower-case alphabet: 147 points

FINE PRINTER OF BOOKS 61 Installing a large Ludlow equipment 13 Point Ludlow I-TCI True-Cut Caston Italia Length of lower-case alphabet: 133 points

THE ELROD SUPPLIES BRAND 36 New leads, slurs and rules at extremely low cost 10 Peint Ludlew 1-TCl Tree-Cut Caston Italic Length of lower-case alphabet; 195 points

THE PRINTER WHO IS INTERESTED IN 82 Increasing his productivity should investigate this sy

Characters in Complete Pont

ABCDEFGHI IKLMNOPQR STUVWXYZ & \$1234567890 abcdefghijklm nopqrstuvwxyz ff fi ffi fl ffl .:,;-''!?()-

> SWASH CHARACTERS all sizes and may be purchased with one plate fonts, separately or in sets.

ABCDEGYK L M N P QU Qu RTUTSAK

2 20 0

LOW COST 90 Display service

DESIGNS NEW 48 Post Office building

18 Point Ludlow 1-L Casion Light Length of lower-rose alphabet: 252 points

SUBSCRIBER LIST IS 37 Increased by forty per cent 14 Point Ludlow 1-L Casion Light Length of lower-case alphabet; 188 points

STRIKING NEW GOWNS 71 Originated by a Chicago stylist will be previewed today at three 12 Point Ludlow 1-L Casion Light Langth of lower case alphabet: 157 points

COMPETENT COMPOSITORS 30 Can become able Ludlow operators after a few short weeks of practice 10 Point Ludlow 1-1, Caston Light Length of lower case alphabet 128 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 I-L Casion Light Length of lower-case alphabets 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 sids to man the world has over known 6 Peint Ludlow 1-L Caslon Light igth of lower-cone alphabet: 104 points

Characters in Complete Font

ABCDEFGHI JKLMNOPQR STUVWXYZ& \$1234567890 abcdefghiiklm noparstuvwxyz

.:,;-'!?-LIGATURES

In each font of the 12, 14, 15 and 24 point sizes one the following ligature ff fi ffi fl ffl

POLICE 8 quad cars

SUPPLIES 4 Reach island

MEMORIAL 12 Planned by club

PRESSROOMS 48 On faster schedule

STOCK MARKET 56 Dips in wave of selling

NEW AD CAMPAIGN 78 Planned for local merchant

EXCEL 8 In interest This later 14 Colon light like

DEPEND 4 On sluglines

ENFORCES 12
Auto speed laws

Only 13 Contact 1410 trains 1410 trains 1410 trains 1410 prints

Only 1410 trains

Only 141

MESSENGER 34
Is victim of holdup

12 Point Ledlow 1-LI Casion Light Itali

EFFICIENCY IN 56 Motorized army corps

PROHIBITS USE OF 78 Firearms on state property

PRESIDES <mark>90</mark> At college meet

24 Point Ludlow I-LI Conton Light Italic

NEW ORDERS 72
For two naval units
18 Point Ludlow I-LI Coaline Light Notice

HIGHER QUALITY 85
Merchandise to go on sale
at prices below actual cost
18 Peint Ledlow 142 Coatles Light 150life
Length of lower-use alphabets 1939 points

DAMAGES WROUGHT BY 43
Tornado estimated by insurance
officials at nearly a half million
12 Polas Ludiow 141 Casles Lipb Halfe
Leveth of lower-lase athliables 1128 points

LUDLOW SYSTEM OF SLUG 16 Composition affords the printer and publisher an ample supply of bright new typefaces cast on solid sluglines 10 Puint buttow I-LI Custon Light Italic Length of lower-son elphobest 199 points

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 Peint Ludlow I-Li Caska Light Italia Length & lower-case alphabet 118 points

DEMONSTRATION OF THE LIDLOW SYSTEM 28 Will throughly connece pristers that it is really the ideal composing room tool. Seeing it believing and they owner are urged to see this profit-making conjunction in actual use. 8 Point laudiow 1-LL Conton Light Books.

Beneth of Inversessing shiphabet 102 notices.

The 6 point size is cut on roman body matrices

Characters in Complete Font

ABCDEFGHI JKLMNOPOR STUVWXYZ& \$1234567890 abcdefghijklm nopgrstuvwxyz

.:,;-'!?-

A SPEEDY 90 Display system

24 Point Ludlow 1-B Coston Bold Length of lower-costs olehobet: 334 m

SIX STIRRING 58 Novels now on sale

18 Point Ludlow 1-B Coston Bold

AS A MEASURE OF 63
Economy install Ludlow
14 Point Ludiow 1-8 Conston Bold
Length of Lower-case alphabet 201 points

PRESSROOM PROFIT IS 42
Bigger with forms in multiple
12 Point Ludlew 1-2 Conton Bold
Lungth of lower-cone clotholect 170 coints

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

LITTLE FLOOR SPACE NEEDED 97 For the installation of Ludlow equipment 8 Point Ludlow 1-8 Carlon Bold Length of lower-care alphabet: 124 points

SEE THE LUDLOW IN OPERATION AND 31 Be convinced of its speed and quality of product 6 Point Ludlow 1-B Cutton Bold Length of tower-cope alphabets 105 points

Characters in Complete Font

ABCDEFGH IJKLMNOP QRSTUVW XYZ&

\$1234567890 abcdefghiik

lmnopqrstuv

wxyz

. : , ; - ' ! ? —

SIMPLE 4 And quick

CAST BIG 7
Display lines

SYSTEM IS 12 Needed in shop

EXHIBITION 34
Of rare old prints

FAST METHOD 56
Makes profit for you

PRODUCTIVE TIME 78
Increase with the Ludlow
13 Yall Laters 13 Column 2011
Language of Structure and supplanted still points

SECTIONS 12 Of land will be added to parks

POWERFUL 34

Display for ads is

cast in slug form

SHARP NEW 69 Faces for each job are cast as needed

18 Point Ludlow 1-32 Casles Sold Static Length of lower-case alphabet: 252 naints

ANY COMPETENT 17 Compositor can master the Ludlow in one week due to its true simplicity 14 Polis Leclive 162 Coales Rold Halls

due to its true simplicity

14 Polat Leadine LEI Clause Bod Total:

PRODUCTIVE HOURS 38
Spent distributing the dead
typeforms can be eliminated

in a Ludlow equipped shop

12 Point Ludlow 1-81 Coston Bold India

Langth of lower-case alphabet: 172 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 Leddew 1-81 Caston Bed India Learth of Store Case allebilist 1 of reiess

LUDLOW DESIGN DEPARTMENT 45 Is constantly stricing 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 148 Coshon Bold Hells Langth of lowercase alphabet 118 points

JOB PRINTERS ARE NOW INSTALLING 32
The Ludlow system of composition because of the
simplicity of overation 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 Peint Indion 1:81 Coulom Both Indio
Lunght of lowercam alphabet 189 notions

6, 6 and 10 point sizes are on somen body matrices

COMPOSITION 61
Most efficiently set
by this fine method

LUDLOW SYSTEM 78 in busy shops is sure to bring added production

NO QUADS TO WORK 90 Up after a form has gone to press if the job is Ludlow-set

24 Bains Furdiers 1 B1 Control B 11 4 4

Chancete la Campine Fast

ABCDEFGHI

JKLMNOPQR

STUVWXYZ&

\$1234567890

abcdefghijkl

mnopqrstuv

20 x y z
.:,;-'!?-

ent mark is sold us %

YOUNG MEN 90 Join trade school

24 Point Ludlow 1-BC Caston Bold Conden-Leasth of lower case globabet: 281 points

COLLEGE BOARD 63
Provides building funds

ESTABLISHES RECORD 41
In cross-country airplane trip
with nineteen officials aboard
16 plant tuddow 102 Cashes Bold Condensed
Lepth of 10wer crose alphabet 1498 points

INSTANT CHANGE OF SIZE 72 And face is one important feature of Ludlow all-slug display system 15 Point Ludlow - BC Conton Bold Condensed

PRINTERS WITH AN OBSOLETE 35 Line of composing room equipment can never expect to increase their business 10 Point Luciow 1-2C Caston Bold Confessed Length of lower-cose alphabets 1126 points

NEWSPAPERS HAVING A FULL LINE OF 63 Attractive Ludlow typefaces help all their local advertisers by making their ads far more legible 8 Paint Judlow 1-26 Coalen Beld Condensed Length of Jewes-cope ollphabet 105 points

THE FACT THAT EACH SLUG IS HELD FIRMLY IN 80 The matrices while the bottom is being trimmed doubly insures uniform beight to paper in Ladlow composition 3 Point Ludlow I-BC Casion Bold Condensed Length of lower-case alphabets 87 points

Characters in Complete Post

ABCDEFGHI

J K L M N O P Q R

STUVWXYZ&

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

abcdefghijklmn

opqrstuvwxyz

.:,;-'1?—

A GRAND 4 Canyon tour

NEW STYLE 5 Has advantages

DELUXE TRIP 12 At minimum price

WORLD CRUISE 34 Delayed three weeks

CAMP FOR BOYS IS 56 Open for summer season

PROPRIETOR OF HOTEL 78 Says tourist traffic has doubled

A METHOD OF 4 Setting big lines

COMPETITION IS 2
Met due to the speed

NEWS REPORTER ON 12 Swindle case assignment

NEWS HEADLINES CAST 34 In solid slugs on the Ludlow

SUBDIVIDER REVEALS PLAN 56
For six nearby wooded homesites
Note that the latest ordered by print

QUESTION OF NEW ROADS TO COME 78 Up at next meeting of the county board THE SIMPLICITY OF 91 Ludlow is acclaimed by printers and publishers in all parts of the world

COMPOSITORS MASTER A 10 Ludlow machine after only a few days of practice due to the absence of complicated parts and all intricate adjustments

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 14 Point Leaflaw 1 MEC Carlos Bald Earls Commented

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 12 Point Ludlow I-RDC Cylind Bold Entire Condanad

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z &
\$1234567890
a b c d e f g h i j k l
m n o p q r s t u v w x y z
.:,;-'!?Chausters linds believe side suparasity
%() |]

THE PRINTER 47 Whose interest is in economy will adopt the Ludlow System

FLOWER SHOW IS 63 Being planned by several members of each garden club in Cregon township 14 Point Ludlow 1-OFH Casion Old Page 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

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 Ludiow 1-OFH Casion Old Face Heavy Length of lower-case alphabet: 137 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-OFH Coston Old Page Heavy Length of lower-case alphabet: 110 points

SLUGLINE DISPLAY COMPOSITION SET 52 And east on the Ludlow offers many advantages to the printer. Makeup is much easier since the compositors have no individual pleess of type to handle which often pi, necessitating re-setting 6 Point Ludlow 1-OFH Caston Old Face Heavy Length of lower-case alphabet; 100 points

Characters in Complete Font ABCDEFGHI JKLMNOPOR

STUVWXYZ& \$1234567890

abedefghi

iklmnopgr tuvwxyz

. . , . - ' ! ? —

ACOUIRES 12 Contract for big way termina

GOLD MINE 34 perator strikes a very rich

EXHIBITS NEW 56 Agricultural machine at national farm show

FIREMAN IS GIVEN 78 Medal for his brave rescue work in office building fire

FORMS SET BY LUDLOW 90 System may be kept standing for future orders tying up only metal used originally in casting the jobs

GUIDE TO 12 Lake region is now complete

GIFTS OF 90 Quality to be shown in our gift section in the basement

24 Point Ludlow 1-HI Casion Heavy Italic Leagth of lower-case alphabet: 380 points

PUBLISHER 34 Asks increase in rate for ad space

EVIDENCE IS 52 Given to the jury in one of the best known libel cases in history of Cole city court rulings

THE LUDLOW 56 System provides an unlimited amount of bright new faces 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
transfer meaning mery base

LOWER COST FOR 78
Maintenance is but one reason why the users of Ludlow equipment are enjoying the utmost in economy in their shops

ABCDEFGHI
JKLMNOPOR
STUVWXYZ&
\$1234567890
abcdefghi
jklmnopqr
stuvwxyz
.:,;:'!?-

PRESSMEN NEED 53 Level forms in order to attain quality printing at low production cost 19 Pages Lattlew Plantles 11.0. Langua of Lawress alphabets 221 polates

THE INVENTION OF 26 Printing was without doubt one of the most important to the progress of mankind

Pain Louise Wumber 11.**

Lapain Louise Wumber 12.**

Lapain Louise Wumber 12.**

**The Committee of the Committee

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 Leddow Number 11-L League of Sources ediploches 140 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 pint ludiow Number 114.
Langh di diswarcase sleb/blots 130 pains

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 11-1. Length of lowercoase alphabet 111 points

THE SIMPLICITY OF THE LUDLOW SYSTEM OF 92. Hand-set sheer-not composition has won it many friends in the printing world. Competent compositors learn to see display by this criticant method in a very abort time 8 Point Ludlow Number 11-L Lungth of Jowes case alphabet; 39 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 &
\$1234567890
abcdefghijkl
m n o p q r s t u v
w x y z ff fi ffi ffi ffi

.:,;-'!?—

gracters listed below sold separately

ANNOUNCES 12 Engagement of five expert gown stylists

COMPOSITIONS 34 Of famous composers to be played at recital

49 Point Ludlow Number 11

ark of lease suppose alphabet: 486 prints

ALL-SLUG FORM IS 56 Better because there is no danger of costly work-ups

38 Point Ludlow Number 1

A. or of terror conservation and all and are

NEW PLANT EQUIPPED 78 With Ludlow for producing all display composition at low cost

LEADER OF CLUB FOR BOYS 90
Outlines his plans for wide activity in both indoor and outdoor sport events
12 Point Leafler Number 1732
Leafly de Deservence adjustment 272 points
12 Point Leafler Number 1732

ELECTION OF 12 Officers will climax a successful convention

WINTER SPORTS 34 Program is sponsored by active city organizations

HUNDREDS LISTEN 56 As plans are outlined for an extensive industrial program

QUALITY COMPOSITION 78
Set the Ludlow way has many fine profitable advantages which should not be overlooked by the shop owner

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

PRODUCES HIGH 53 Class job printing with a line of Ludlow typefaces If Print Leader Number 132 to posters

SOCIAL EVENTS FOR 37 The coming year are published in the Beverly Shores Registrar 10 Polal Ludlow Number 11-LI Length of Super cape alphabet, 180 points

HIGH SCHOOL STUDENTS 48
From twelve districts are competing
this week for the annual scholarship
award by well-known philanthropist
12 Point Loddew Number 13-12

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 Paint Ludlow Number 1141
Leagned to liver-case slinkbate 118 society

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 point are driven
on the same size body. This is truly a fine feature
8 Point laddow Number 11-12
Length of lower-cose of lebbets 103 points

CAST FORMS IN MULTIPLE ON THE LUDLOW 40
And sace the expense of decreosyong on jobs than must be
non store than one up. This and other features of Ladious
system should be investigated by all professioned primers
8 Point Ludow Number 11-L1
Longth of lower-case alphabet 80 points

A B 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
...; '!! — f f f f f f

T Qu 7 Y ct

COMPLETE 90 Line of matrices

GROCERY ADS 46 Are set economically

18 Point Ludlow Number 11-B

BRIGHTEN UP ADS 73 With finer Ludlow faces 14 Point Ludlow Number 11-8 Leasth of lower-case alphabet; 197 points

DECREASE IN COST OF 82 Production means more profit 12 Point Ludlow Number 11-B Leanth of lower-cone alphabet: 159 points

THE ELROD STRIP CASTER 20 Keeps the modern composing room supplied with quality slugs and rule 10 Point Ludlow Number 11-3

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 Foint Ludiow Number 11-8 Length of lower-cose alphabet: 122 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 & Point Lucilow Number 11-3 Length of lower-case alphabet: 99 points

Characters in Complete Foot

ABCDEFGHI **JKLMNOPQR**

STUVWXYZ& \$1234567890

abcdefghijklm

nopgrstuvwxyz

ff fi ffi ff ffl .:,;-'!?-

BRIGHT6 ustration

UALITY 8 Solid slugline

GETS MORE 12 Display per hour

THE LUDLOW 34 Wins praise at show

BIGGER PROFITS 56 With an all-slug system

IEWS HEADINGS SET 78 Quickly and more efficiently

SALE OF 2 Fine cutlery

AUCTION 3 Sale Saturday

10 Point Ludlow Number 11-31

Length of lower-case alphabet: 745

PUBLISHERS 41 Install the Ludlow

48 Point Lucilow Number 11-RI

h of lower-case alphabet: 581 points

HUGE CROWD 56 Visits the annual fair

t2 Point Luciow Number 11-BI

noth of lower-case alphabet: 504 role

NEW SYSTEM FOR 17 Setting display headlines

36 Point Lucilow Number 11-BI

d lower-core alphabe

MANY UNIVERSITIES 89 Offer new graphic art course

EXHIBIT OF 10 High grade tools

24 Point Ludlow Number 11-91 Length of lower-case alphabet: 292 point

NEW BORDERS 23 Of a beautiful design

PRINTER BUILDS A 45
New addition to his plant
14 Point ludlow Number 11-81
Length of lower-crus allohabet; 189 points

PUBLISHERS ENDORSE 35
The Ludlow for setting display
12 Point Ludlow Number 11-B1
Length of lower-come clobabet 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 11-21 Leught to Jewer-case alphabet 137 points

LUDLOW ITALICS ARE CAST IN 78 Sluglines and withstand severe pressure in both stereotyping and during pressruns 8 Point Indiaw Number II-II Length of lower case alphabet ilé soints

PRINTERS WHO USE THE LUDLOW SYSTEM 10 Enjoy many excellent advantages which olways lead to extra profits. No states to hose large or mail your shop may be the Ludlow will supply your every typeface need 6 Foint Indian Number 11-81 Leanth of lower-rang albahabit fill noists.

Characters in Complete Font

ABCDEFGHI JKLMNOPQR

STUVWXYZ&

\$1234567890

abcdefghijklm

nopqrstuvwxyz

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

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

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
Mayor Leading 24 Company Expendical

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 13 belant takens 2-5 Constant Execution.

Chamber in Cingle Prof

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

\$1234567890

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

CONVENTIONS 12 Bring four hundred thousand visitors to city during summer

ENGINEER GIVES 34 Speech relative to a new idea that will aid men in big construction project

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

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

STOCKS ARE 12 Lower after a big day on exchanges

four auto thefts 24 Point Ludlow 5-B Century Bold

HEADS OF FIRM 11 say that the Ludlow is indispensable in the up-to-date print shop

QUESTIONS 90 Boy suspects on

18 Point Ludiow 5 B Century Bold Length of lower-case alphabet: 232 po

NEW SCHOOLS 34 Have every modern facility for teaching

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 Investment alphabet: 180 moint

BLOCK OF STOCK 56 Will be floated by steel corporation as part of a big expansion program

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 Lucilow 5-8 Century Sold Legath of Josephones alphabet: 192 point

HANDLING LUDLOW SLUGS 83

PRECISION IN HEIGHT 78 Of Ludlow composition is an important feature which will save many hours of valuable time in the press department

Characters in Complete Font ABCDEFGHI JKLMNOPQR THVWXYZ& 234567890 cdefghi . : . : - . ! ? —

NEW SHOW 41 To be opened in Gary on Friday

34 Point Ludlow 5-BI Century Bold Italic

MORE SPEED IN 72 Setting display lines and headings by the rapid Ludlow system

18 Point Ludlew 5-83 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 16 bits tadius 3-12 Century Held Halle Lange de Houvers adoptate: 188 geints

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 is vious tadios + 81 Continy Bold Italia point of them state alchabet 158 points

Characters in Complete Font

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

QRSTUVWX YZ&\$

1234567890

a b c d e f g h i j

klm nopqrst uvwxyz

.:,;-'!?—

BUILDS 9 New plane Plant plant

EXHIBITS 4 Open Friday

CITY TAXES 56

Reach low mark

FOUR KILLED 89 In big plane wreck

MANY PRINTERS 90 Will convene Monday

HISTORICAL SOCIETY 47 To hold a series of lectures

30 Point Ludlow 5-BI Century Bold Itali

BIGGER 5 Fight card

RECORD 90
For mile run
cut a second
in local meet

COLLEGE 12 Directors will discuss issues LEADER OF 53 Civic body calls meeting to plan local art center

CHAMPION 34 Defends boxing crown six times

SIMPLICITY IS 47 One of the features in Ludlow which is of vital importance to modern printers

CITY LEAGUE 56 Baseball manager arranges schedule THE EVEN HEIGHT 62
Of sluglines cast on the
Ludlow makes for more
profit in the pressroom
is report of many users
13 has Leddow 5-12 Congrap 3-04 Extended
Lugath of lowers established. 33 onlise

COUNCIL ELECTS 78
To increase fund for a public swimming pool

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1234567890
a b 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

24 Point Ludlow 14-L Bookman Length of lower-case alphabet: 345 pok

TO QUALIFY 52
For cross-country
two hundred mile
bicycle race today

STRIKING NEW 64
Coats and dresses will
be offered this week at
greatly reduced prices
14 Pain Lecture 16-1 Robuston
14 Pain Lecture 16-1 Robuston
15 Pain Lecture 16-1 Robuston
16 Pain Le

PRINTERS' GUILD IS 73 Active in promoting ideas for better management and shop production by all its members

12 Point Ludiow 14-L Bookman Length of lower-case olphobet: 174 points

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & \$
1234567890
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
fif fift fift
...; -'!?-

SPECIAL CHARACTERS

These special obspaces are available in all sizes and may be purchased with complete fonts, separately or by sets

The AMR Om of ry

HUNDREDS 12 Listen as captain tells exciting tale

MERCHANTS 34 Have a joint dollar day event planned

TEST PILOT TO 56 Put newest type plane through series of trials in proof of worthiness

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

Length of lower-case alphabet: 395 pc

BANCROFT 12 Gets contract for new court house

MEN'S SUITS 34 Of high quality are offered at low price

LAKE CRUISES 56 On motorship Cuyler will be held regularly from June to October

RIDING CLUBS TO 78 Hold a combined meeting today. Exhibitions of fine horsemanship will be the featured attraction which public is invited to attend

BEQUEST 90 Is made to city charity society by bank officer

PRESS CLUB 53 Will celebrate the ninth anniversary of its first meeting

GOOD PRINTING 62 Has no substitute and a Ludlow will aid you in producing it rapidly 14 Point Ludlow 14-L1 Bookmon Stalic Length of lower-case alphabet; 221 points

SUPERIOR DESIGN 94 And attractiveness of the popular Ludlow typefaces assure fine looking display 12 Point Ludlow 14-LI Bookman Italia Length of lower-case alphabet: 193 points

Characters in Complete Font

ARCDEFGHI

JKLMNOPQR

STUVWXYZ

\$1234567890

abcdefghijklm nopgrstuvwxyz

ff fi ffi ff ff1 .:,; -'!?-SWASH CHARACTERS
available in all sizes and may be purchased
with feats, either separately or by sets

. A.H. MR, S s V

A Dinner Party Will 90 Be given for fifty-three graduating members of Belden dramatic school 18 Pool Lector No. 20 Old English

Siffs For Every Occasion 52 Can be found in large stock of imported articles in our gift shop on the seventeenth floor 18 Pain Latine No. 20 Of Explain 18 Pain Latine No. 20 Of Explain 18 Pain Latine No. 20 Of Explain

The Andlow-Equipped Printer 79 Has an unlimited quantity of Old English in the shop ready to meet any emergency which might arise 12 Peac Loslow No. 20 Old Lopitals Lopinal Averages elibabets (150 pains

Invitations Are Being Issued For 41 The annual Quinten 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 10 Point Lodden No. 20 Oct Logitals Longit of Georgian alphablet (139 points

Card Party and Dance Will Se Given On 62 Churshuy of this week by the club for young people. Members are requested to bring as many friends as passible to assure a huge attendance. Sign adminsion will be fifty cents to point takies No. 20 Old Roylish length of lower-one alphabet 119 points

Chance to Complete Feet

A B C D E B C H I

I K L M N O P O R

S T N N N N I Z &

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

abcdefghtjklmu

pprstnuwyz

...; -'1?—

Society Wedding 12 Will climax activity of the suburbanites

Daily Feature Page Of 34
Interesting news notes for and about women is edited by Lois Ellen Westerfield

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

Hamilton City Weltare 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

ength of lower-case alphabet: 277 poir

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 Palot No. 4 Ludger 44 M Comparts Gelble Medium

RARE DESIGNS FROM PARIS 16 ARE ON VIEW IN THE LIBRARY 19 belet No. 3 Ledlow 46 M Commerce Cothic Medium

RECORD BROKEN IN THE WORLD 71
SERIES OPENER IN PHILADELPHIA
12 Point No. 2 Ludiow 66-M Commerce Gothic Medium

IMPROVE FORMS TYPOGRAPHICALLY 89
TO PROMOTE CUSTOMER SATISFACTION
12 Point No. 1 Ludior 44 M Commerce Gothic Medium

MANY MODERN AND TRADITIONAL TYPEFACES SI ARE AVAILABLE TO THE LAYOUT MAN IN THE SHOP WHICH HAS INSTALLED THE LUDLOW ALL-SLUG SYSTEM FOR SETTING THEIR DISPLAY HEADLINES SHAME A LIGHT WHO COMENTS OR ORDER WHOM

SOME IMPORTANT FEATURES OF THE LUCLOW SYSTEM 2D
OF ALL-SLUG COMPOSITION ARE ITS EXTREME SIMPLICITY
OF OPERATION AND THE ASOLISHING OF UNNECESSARY
MOLD CHANGES WHEN A CHANGE OF TYPE SIZE IS WANTED
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EVERY PRESSROOM RUNNING FROM FORMS SET IN SINGLE TYPES 32 HAS A BONSTANT PROBLEM TO KEEP SPACES IN THEIR RIGHT PLACES SELLOW THE ROWNING SURFACE. THE REPLACEMENT OF SINGLE TYPES WITH THE LIDLEW SYSTEM OF COMPOSITION SOLVES THIS PROBLEM STATEMENT OF COMPOSITION SOLVES THE SOLVES THE STATEMENT OF COMPOSITION SOLVES THE STATEMENT OF COMPOSITION SOLVES THE SOLVES TH

MANY JOB PRINTERS ARE NOW INSTALLING THE LUCLOW SYSTEM OF ALL-BLUB 45 ODHORSTON SEGALES OF THE SEMPLISHTY OF OPERATION AND THE FAST THAT HERE NEVER SHOW SHOOT OF SOSTE AND THAT UNDER GAME SHOTHED IN MULTIPLE THUS CUTTING THE CONTAGE NAME THAT SHOWS TO SEALURE A FAIR PROPTY STATE OF THE STAT

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Characters in Complete Font

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STYLE SHOW TO 28 OPEN ON TUESDAY

PRACTICAL GOTHIC 36

16 Point No. 1 Ludley 46-L Communes Gothic Lie

NEW STADIUM WILL BE 45

RARE DESIGNS FROM PARIS 26
ARE ON VIEW IN THE INSTITUTE
12 Point No. 3 Judior 441 Commerce Galille Light

RECORD BROKEN IN THE WORLD 78
SERIES OPENER IN SAN FRANCISCO
12 Point No. 2 Luddow 44-L Commerce Gethic Liabs

IMPROVE JOB WORK TYPOGRAPHICALLY BI
TO ENSURE VOLUME OF REPEAT BUSINESS
15 Paint No. 1 Endlay 44-L Compaces Griffs Light

MANY MODERN AND TRADITIONAL TYPEFACES 90
ARE AVAILABLE TO THE LAYOUT MAN IN THE SHOP
WHICH HAS INSTALLED THE FAST SOROWING LUDLOW
SLUG SYSTEM FOR SETTING DISPLAY COMPOSITION
SETTING STATEMENT OF STATEMENT STATEMENT OF STATEMENT STATEMENT STATEMENT OF STATEMENT STATEMENT STATEMENT STA

SOME IMPORTANT FEATURES OF THE LUDLOW SYSTEM 20 OF ALL-SLUG COMPOSITION ARE ITS EXTREME SIMPLICITY OF DEPARTURE AND ALL SUBJECT OF THE ABOULSHING OF ALL UNINCLESSAY MOLD CHANGES WHEN A CHANGE OF TYPE SIZE IS GESTRED AND ALL STATEMENT OF THE SIZE IS SECTION.

EVERY PREDGROOM RUNNING FROM FORMS SET IN SINGLE TYPES HAS 31 A CONSTANT PROGRED TO KEEP SPACES IN THE RIGHT FLAGES SELDW THE PRINTING SUFFACE. THE REPLACEMENT OF SINGLE TYPES WITH THE LUCLOW SYSTEM OF ALL-SILUS COMPOSITION WILL SOLVE THE PROBLEM SOLVE STATE PROBLEM SOLVE STATE STA

MANY JOB PRINTERS ARE NOW INSTALLING THE LUDGOM SYSTEM OF ALL-SILIG 45 COMPOSITION OCCUPIES OF THE SHIPLIGITY OF DEREATION AND THE FACT THAT THEY MAYER BUILD AND THE SHIPLING AND THAT WORK GAN BE PRINTED IN MALTINET THE COUTTING THE COUTTAIN CALLEL AND THAT DISTANCE AND THE PRINTER TO REALESE A FAIR MAGRING PROVIDE AND EXABLING THE PRINTER TO REALESE A FAIR MAGRING PROVIDED THE COUTTING THE COUTTAIN CAUGHT AND EXABLING THE PRINTER TO REALESE A FAIR MAGRING PROVIDED THE COUTTING THE COUTTAIN CAUGHT AND THE PROVIDED THE COUTTING THE C

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Characters in Complete Font

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NEW MODE 23

24 Point No. 2 Ludlow 6-LPH

GARDEN FETE 45

24 Point No. 1 Ludlow 6-1PH

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 9-LPH

NEW TOURIST CAMP TO OPEN 23 WITH ALL THE LATEST FACILITIES

OLD PRINTS ARE NOW ON DISPLAY 45 ON THE FIRST FLOOR OF THE LIBRARY

MUCH INTEREST IS BEING TAKEN IN THE 16
EXHIBIT OF MODERN PRINTING MACHINERY

THE SHOP THAT IS EQUIPPED WITH THE LUDLOW 90 SYSTEM WILL NEVER RUN OUT OF SORTS OR SPACES

5 Point No. 4 Ludlow & LIPH

ANY EQUIPMENT EXCEPT THE BEST IS POOR ECONOMY IN THE 23 END IF THE PRINTER IS TO PRODUCE WORK OF A HIGH QUALITY \$ 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 5 Point No. 2 Ludiow 6-LPM

THE LUCLOW HARO-BET BLUG-CAST SYSTEM IS RECEIVING NOTABLE ENCORRENENT SE AR THE RIGHT SYSTEM FOR BETTIME EVERY TYPE OF JOB AND DISPLAY COMPOSITION 5 Point No. 1 Luclow 6-LPH

Characters in Complete Font

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NEW MODE 23

24 Point No. 2 Ludlow 6-LPL

GARDEN FETE 45

24 Point No. 1 Ludlow 6-LPL

GOOD PRINTERS 61 ENDORSE LUDLOW

18 Point No. 2 Ludlow 6 LPL

NEWSPAPER BUILDS 71 AN ADDITION TO PLANT

MEMORIAL FOUNTAIN TO 98
BE DEDICATED ON SUNDAY
12 Point No. 4 Lodder 9-LPL

NEW TOURIST CAMP TO OPEN 23 WITH ALL THE LATEST FACILITIES

OLD PRINTS ARE NOW ON DISPLAY 45 ON THE FIRST FLOOR OF THE LIBRARY

MUCH INTEREST IS BEING TAKEN IN THE 16
EXHIBITION OF MODERN PRINTING MACHINES
12 Point No. 1 Leibow 6-2PL

THE SHOP THAT IS EQUIPPED WITH THE LUDLOW 90 SYSTEM WILL NEVER RUN OUT OF SORTS OR SPACES 6 Point No. 4 Ludlow 6-LPL

ANY EQUIPMENT EXCEPT THE BEST IS POOR ECONOMY IN THE 23 END IF THE PRINTER IS TO PRODUCE WORK OF A HIGH QUALITY 6 Point No. 3 Ledow 6-LPL

CRAFTSMEN MEET TO DISCUSS TYPOGRAPHIC PROBLEMS THAT ARE MET 48 WITH EVERY DAY IN ALL CLASSES OF WORK CONE IN COMMERCIAL PLANTS 6 Point No. 2 Loudow 6-LPL

THE LUDLOW MAND-BET SLUG-CAST SYSTEM IS RECEIVING NOTABLE ENGORESMENT BE AS THE RIGHT SYSTEM FOR SETTING EVERY TYPE OF JOB AND DISPLAY COMPOSITION 8 Point No. 1 Ludlow 6-LPL

Characters in Complete Font

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UNIVERSITY OPENS A 23 FINE ARTS DEPARTMENT

16 Point No. 2 Ledlow 6-L996

TYPOGRAPHERS AGREE ON 14 THE MERITS OF THE LUDLOW

PRINTING CRAFTS TO CONVENE 56
IN SAN FRANCISCO NEXT MONDAY
12 Propert No. 4 Lucifore 64 EPRIC

ONE OF THE MOST POPULAR SERIES IN 78
THE JOB PLANT PRINTING OFFICE FORMS

MANY PRINTING PLANTS HAVE INSTALLED THE 89
LUDLOW SYSTEM OF COMPOSITION FOR SETTING
ALL OF THEIR JOB AND RULEFORM COMPOSITION
18 PAND RULEFORM COMPOSITION
18 PAND RULEFORM COMPOSITION

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
18 Point No. 1 Landow #6.498C

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 THATALL FORMS ARE PRINTED FROM BRAND NEW SLUGS 5 Paint No. 2 Ledow 6-2PBC

AM EXHIBIT OF MARE EUROPEAN PAINTINGS AND PRINTS WILL BE ON DISPLAY 23 IN THE NEW WASHINGTON PUBLIC LIBRARY BEGINNING NEXT WEONISDAY AND WILL REMAIN OPEN FOR FOREITE NAME. THE SEMISHET WAS SHOWN IN ALL THE PRINCIPAL CITIES OF EUROPE AND IS INSUREOFFOR TEN MILLION DOLLARS SPINE IN S. SINGINO FOR TEN MILLION DOLLARS.

TO THE PRINTER WITH A SMALL JOB PLANT THE LUDGON SYSTEM IS ECONOMICAL, FACILITIES 12 FOR PRODUCING A MIDE RAINED OF DOPPLAY AND JOB COMPOSITION MEETFORCE POSSILE ONLY TO LANDE CHAINS ARE NOW AVAILABLE TO ALL THE SMALLES DOE MONTH THAT HEM INSTALLED THE FAST GROWN IN LUDGON SYSTEM OF MAND-SET SLUG-CAST COMPOSITION OF THE PRODUCE OF THE PRODUCE OF THE PROPERTY O

WITH A PROPER ASSOCIATED OF NEW AND DISTINCTURE LIBRARY TYPETRES ALRAYS AVAILABLE IN AN DISCINITION OF THE THREE PROPERTY OF THE PROPERTY OF THE CONFICURITY OF THE APPEARANCE OF PERSONAL AND THE COMPANIES THE HELD AND EMPTRE DAMPED AND AND THE APPEARANCE OF PERSONAL DISCINITION OF THE APPEARANCE OF THE PROPERTY OF THE APPEARANCE OF TH

Characters in Complete Font

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UNIVERSITY OPENS A 23 FINE ARTS DEPARTMENT

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TYPOGRAPHERS AGREE ON 14 THE MERITS OF THE LUDLOW

PRINTING CRAFTS TO CONVENE 56
IN SAN FRANCISCO NEXT MONDAY

12 Paint No. 4 Leeflow 6-LPLC

ONE OF THE MOST POPULAR SERIES IN 78
THE JOB PLANT PRINTING OFFICE FORMS
12 PAINT No. 3 English OFFICE FORMS

MANY PRINTING PLANTS HAVE INSTALLED THE 91
LUDLOW SYSTEM OF COMPOSITION FOR SETTING
ALL OF THEIR JOB AND RULEFORM COMPOSITION
12 Point No. 2 Buildow 612FG

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
12 Point No. 1 Losburg 64-DEC

MANY PRINTERS WHO HAVE INSTALLED THE LUDIOW 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

| Polet No. 4 Evelow C-FIJEC

AN EXHIBIT OF RARE EUROPEAN PAINTINGS AND PRINTS WILL BE ON DISPLAY 23 IN THE NEW WASHINGTON PUBLIC LIBRARY BEGINNING NEXT WEBNESON AND WILL REMAIN OPEN FOR FOUNTEEN DAYS. THIS EXHIBIT WAS SHOWN IN ALL THE PRINCIPAL CITIES OF EUROPE AND IS INSUINED FOR TEN MILLION DOLLARS FOR THE PRINCIPAL CITIES OF EUROPE AND IS INSUINED FOR TEN MILLION DOLLARS.

TO THE PRINTERWITH A SMALL JORSHOPTHE LUDLOW SYSTEM IS ECONOMICAL FACILITIES BE FOR PRODUCTION AND REPROSED FOR STATE AND JOE COMPOSITION MERITOPOSE POSSIBLE ONLY IN LARGE PLANTS ARE NOW AVAILABLE TO ALL THE SMALLER JOE AND THAT HAVE INSTALLED THE FAST GROWING LUDLOW SYSTEM OF INNO-SET SUG-CAST COMPOSITION OF STATE OF THE PROPERTY O

WITH A PROPER ASSOCIATION OF WEW ARE DISTINCTIVE LUBLOW TYPEFACES ALBARYS ASSILLABLE IN 24 UNLIMITED GOANTITIES IT WILL DELY A PRINTED FOR THE CONFIDENCE AND AN APPEARANCE OF PERSONS AND THE CONFIDENCE IS THE LUBLOW RESERVE SHAPE OF AN APPEARANCE OF PERSONS SORTS OR CRANGES WORK AND RECEIVE CARROLL RESERVE AND THE APPEARANCE OF THE PERSON OF THE APPEARANCE OF THE APP

Characters in Complete Font

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AN EFFICIENT 12 METHOD TO SET

FLOWER SHOW TO 45 BE HELD IN THE PUBLIC PARK NEXT SATURDAY

MANY NEWSPAPERS ALL 16 OVER THE STATE ARE NOW INSTALLING THIS MACHINE 10 Paris No. 4 Landison S. J. D. Linion State Gathin Bob

MANY LEADING PRINTERS ARE 14 NOW INSTALLING THE LUDLOW SYSTEM OF SLUG COMPOSITION

12 Point No. 2 Ludlow 6-LPB Lining Plate Gothic Bold

MANY STUDENTS ARE ENROLLING 78 FOR THE GRAPHIC ARTS COURSE IN A BIG UNIVERSITY IN THE MIDDLE WEST 12 Point No. 2 Ludlow 6-LPS Lining Plate Gothic Bold

THE PROPOSED DOUBLE DECK HIGHWAY 49 IN CHICAGO WILL EXTEND FROM LINCOLN STREET ON THE FAST TO ARGVI F AVENUE 12 Point No. 1 Ludlow 6-LPS Lining Plate Gethic Bold

MODERN PLANT INSTALLS THE LUDLOW SYSTEM 16 TO MEET REQUIREMENTS OF THE MOST EXACTING CLIENTS WHO WANT THE LATEST TYPEFACE DESIGNS 6 Point No. 4 Ludlow 5-LPB Lining Plate Gothic Bold

NODERN EQUIPMENT IS ESSENTIAL IF THE PRINTER WANTS 78 TO MAKE A FAIR PROFIT AND PRODUCE PRINTING OF THE HIGH QUALITY WHICH WILL ASSURE HIM OF MANY REPEAT ORDERS 6 Brint No. 3 Ludlow 6-LPS Lining Plate Gethic Bold

Ludlow equipped shops never run short of sorts escause srass 34 Matrices are composed in a special stick and one or more casts hade after which the hatrices are quiekly distributed and next line est 6 Point No. 2 Ludlow 6-LPB Lining Plate Gothic Bold

All along of Luctions Links Plate Cathin plies perfectly at the bottom ...ниннННнинчи...

These faces also olign perfectly with the Standard Ludlow Havingstel Ruleform Matrices

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ANNOUNCEMENT

WE ARE PLEASED TO ANNOUNCE

THE ELECTION OF

I FF M. STOEN

AS CHAIRMAN OF THE BOARD OF DIRECTORS

WILLIS & COMPANY

65 CLINTON ST. CHICAGO

REPORT OF STOCK

DATE BOUGHT OF

DESCRIPTION DETAIL -

BACK ORDER CODE

REQUIREMENTS_ o. K.___

Boxro

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LINING PLATE GOTHIC HEAVY AND LIGHT EXTENDED

OFFICE FORMS SET 51 AT A LARGER PROFIT IN THE LUDLOW SHOP

12 Point No. 4 Ludiow 6-1PHE Lining Plate Gothic Heavy Extended

THE ELROD PROVIDES 67
ABUNDANCE OF HIGHEST
QUALITY STRIP MATERIAL
AT LOW OPERATING COST
18 Poly IN. 3 Lactor 4-1911 Units Plate Galic Reser Extended

QUALITY COMPOSITION SET 18
WITH THE LUDLOW SYSTEM IS
IN A SOLID SLUG FORM WHICH
SAVES MUCH TIME IN MAKE-UP
10 bits 16-11 July to \$1257 Light Pits Gibb Hore Testraded

PLANT PRODUCTION INCREASES 63 WITH USE OF THE LUDLOW SYSTEM FOR DISPLAY COMPOSITION AND IN FINE QUALITY JOB AND RULE WORK 18 blant B. Lidder Stelle Stelle Sterv Esteden

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
SPORT, A LEGION SUPELINE PLAN ENTERSHEE

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 5 Real No. 3 Ladior 6-DPE Links Place Code: Henry Skinded

THE MERITS OF THE LUDLOW SYSTEM OF HAND COMPOSITION SO ARE VERIFIED BY HUNDREDS OF TESTIMONIALS FROM WERRS ALL OVER THE WORLD, PROFIT-MINDED PRINTERS WILL INVESTIGATE LUDLOW EQUIPMENT FOR THEIR JOS AND DISPLAY COMPOSITION S PAIR N. 2. Indise 4 PLPIE LIBRE PRINTERS CHILD Extended.

TO THE PRINTER WITH A SMALL JOB PLANT THE LUBLOW IS ECONOMICAL BA PACILITIES FOR PRODUCING A WIDE RANGE OF COMPOSITION HEREOFORE FOUND ONLY IN THE LARBE PLANTS ARE NOW AVAILABLE TO THE MALL JOB INDER THAT HAVE INSTALLED THE LUBLOW SLUG SYSTEM OF COMPOSITION EDING THAT HAVE INSTALLED THE LUBLOW SLUG SYSTEM OF COMPOSITION EDING THE LIBERT SHIPE THING THE GABLE HAVE TREATED.

The S Point No. 1 size sets solid on 4 Point Slug

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OFFICE FORMS SET 56
AT A GREATER PROFIT
IN THE STATE OF T

THE ELROD PRODUCES 67
AN ABUNDANCE OF FINER
QUALITY STRIP MATERIALS
AT LOW OPERATING COST
18 Polit No. 1 Incident 6-1781* Inter Page Galle Libral Standard

QUALITY COMPOSITION SET 18
WITH THE LUDLOW SYSTEM IS
IN A SOLID SLUG FORM WHICH
SAVES MUCH TIME IN MAKE-UP
18 PAIR 1, 1040'R SHE LIMB FROS CHE LIGHT BROWNED.

PLANT PRODUCTION INCREASES 63 WITH USE OF THE LUDLOW SYSTEM FOR DISPLAY COMPOSITION AND IN FINE QUALITY JOB AND RULE WORK 18 PIUR BO. LINGUE SELT LINE PIUS GENE LINE TREESE

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 IS PARK 16. 4 Indigs 14 Line Page 6466 that baseded

THE LUDLOW SYSTEM FOR PRODUCING RULEFORM 39 COMPOSITION MAS PROVED TO BE A REAL BOON TO ALL LUDLOW-EQUIPPED PRINTERS, QUALITY IS EXCELLED AND RAPIDLY AND THEY ARE PRODUCED ACCURATELY AND RAPIDLY

6 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 DISERS ALL
OVER THE WORLD, PROFIT-MINEDS PHINTERS WILL INVESTIGATE
THE LUDLOW FOR JOB AND DISPLAY COMPOSITION REQUIREMENTS
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TO THE PRINTER WITH A SMALL JOE PLANT THE LUDLOW IS ECONOMICAL SA FACILITIES FOR PRODUCING A WIGE PRANCE OF COMPOSITION HERETOPORE POUND ONLY IN THE LARGE PLANTS ARE NOW AVAILABLE TO THE SMALL AS SHOPE THAT HAVE INSTALLED THE LUDLOW BLUE SYSTEM OF COMPOSITION

6 Point No. 1 Luciaw 6-LPLE Links Plate Gethic Light Extended

The 6 Point No. 1 size sets solid on 4 Point Store

All these from oller with each other at the bottom of the letter characters.

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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

INCREASE IN PRODUCTION 34 IS CREDITED TO THE LUDLOW BY MANY LARGE PUBLISHERS

BETTER PRINTERS ARE FINDING 56 THE LUDLOW COMMERCE GOTHICS POPULAR FOR SETTING JOB WORK

SUBSTANTIAL SAVINGS IN MAKEREADY 18
TIME WITH LUDLOW SLUG COMPOSITION
HELPS PRINTERS INCREASE PRODUCTION
10 FOR No. 1 Legiev 440C Commerce Geode Medium Condensed

THE LUDLOW SYSTEM HAS MANY ADVANTAGES 91
WHICH MAKE FOR PROFITABLE SHOP OPERATION
INCREASING QUANTITY AND QUALITY OF PRODUCT
13 Jun No. 1 Ludlow 46 MC Commerce Gathic 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 Publ No. 1 Ledaw 44-MC Commerce Gathic Medium Condensed

THE WIDE RANGE OF GOTHICS NOW AVAILABLE IN LUCLOW MATRIX 67 FORM IS A 800N TO LUCLOW USERS. MORE CUSTOMER-SATISFACTION CAN BE HAD THROUGH USE OF THESE EXCELLENT TYPEFACE OESIGNS 6 Poles No. 4 Luclow 44-MC Commerces Cobile Medium Condensed

OFFICE FORMS OF EVERY DESCRIPTION, INCLUDING CROSS RULEFORMS, CAN SE 89
SET AND MADE UP RAPIDLY AND EFFICIENTLY WITH THE LUCIOW ALL-SILUS SYSTEM
OF HAND COMPOSITION, PROFIT-MINDED PRINTERS SHOULD INVESTIGATE LUCIOW
4 FOLI

THE SIMPLICITY OF RECKLARISM AND OPERATION OF THE LIDIUSM MAKE IT A FAVORITE WITH 28 COMMERCIAL AND NEWSPAPER PLANT OWNERS. WHICED IS MINIMIZED TO SUCH AN EXTENT THAT EXPRINITUES OF ONLY A FEW GOLLARS IS NECESPARY OVER THE CHIEF WORKING YEAR OP-CHE NO. 2 Evalues 44-60 Commerce Online Medium Conserred.

ADVERTIGUE TODAY CEMANO THAT THOSE SALES MEDIANES BY SET IN ATTRACTIVE AND LIGHTLE TYPETACES OF ED AS TO PROTITECT THOSEC. A RETURN FROM TODIC DISTRIBUTE AND PLANTS THAT ARE CREATED THAT THE LECOPY ALL FUNDES STETLED THAT THE OF PROTICES AS EXCHANGES AND THAT THE ADVERTIGATION OF THE PROTICES.

Point No. 1 Lodiew 44-MC Commerce Cothic Medium Condensed
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For other series in the Lutilow Commerce Cothic family see page 159

Characters in Complete Font

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THE GARDEN CITY LAUNDRY CO.

MEN'S LIST

SLACKS....

OREIS SHIRTS

COLLARS

HANCK SCHIEFS

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UNGERFAR

SOX

TELEPHONE

FOR.....

9___TIME___

FROM.

OF.....

ADDRESS...

MESSAGE

RECEIVED BY

FINEST QUALITY 21 OF COTTON SHIRTS

BIG CONSTRUCTION 34 MACHINERY IS MOVED 18 Point No. 1 Ludlow 45-L Lining Lithe Light

AUER PRINTING HOUSE 56 PRODUCES SCHOOL BOOKS

12 Point No. 4 Ludlow 45-L Lining Lithe Light

SET AND MAKE UP FORMS IN 78 MULTIPLE WITH THE LUDLOW

12 Point No. 3 Ludlew 45-L Lining Lithe Light

STOCKHOLDERS RECEIVE EXTRA 90 DIVIDENDS ON SHARES OF COMMON

12 Paint No. 2 Ludlow 45-L Lining Lithe Light

THE LUDIOW ALL-SLUG SYSTEM AFFORDS 37 PRINTERS OPPORTUNITY FOR EXTRA PROFIT 12 Point No. 1 Ludlow 45-L Links Links 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 5 Point No. 4 Ludlow 45-L Lining Lithe Light

PRODUCTIVE HOURS INCREASE WITH THE INSTALLATION OF 70 THE RAPID LUDGOW SYSTEM OF SLUG-CAST HAND COMPOSITION SINCE IT IS EFFICIENT AND FAST, PRINTERS WIGHING TO ADD EXTRA PRODUCTIVE HOURS EVERY WERE SHOULD MODERNIZE

5 Point No. 5 Ludlow 45:L Links Liths Light

THE STRIKING REPECTS OSTAINED BY THE UME OF LUDLOW TYPEFACES IN 45 FINE COMMERCIAL PRINTING AND NEWSPAPER ADVENTMENDENTS HAS BEEN COMMENTED UNON BY MANY INFLUENTIAL MEN IN TYPEOGRAPHIC CHICER. A REQUESTED WALL WILL BEING SPECIMEN SHEETS OF LAYINST LUDLOW PACES. 6 Point No. 2 Ludlow 45-L Lining Lithe Light

INDICARY ON THE LUBLAW IS UNIFORM IN MEDOUT RECAUSE THE ELEC IS HELD SO

6 Point No. 1 Ludlow 45-L Lining Little Light

The 6 Point No. 1 sixe sets solid on 6 Point Shag

Characters in Complete Font

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FINER QUALITY 12 TEXTILE PRODUCT

10 Bains No. 2 Ludlow 45-2 Lining Lithe 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 Lithe Beld

SET AND MAKE UP FORMS IN 78 MULTIPLE WITH THE LUDLOW

12 Point No. 3 Ludlow 45-9 Links Lithe Bold

STOCKHOLDERS RECEIVE EXTRA 90 DIVIDENDS ON SHARES OF COMMON 12 Point No. 2 Ludlew 45-B Lining Labo 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 Little Bold

PRODUCTIVE HOURS INCREASE WITH THE INSTALLATION OF 70 THE RAPID LUDLOW SYSTEM OF SLUG-CAST HAND COMPOSITION SINCE IT IS EFFICIENT AND PAST. PRINTERS WISHING TO ADD EXTRA PRODUCTIVE HOURS EVERY WEEK SHOULD MODERNIZE

6 Point No. 3 Ludlow 45-3 Linuag Lithe Rold

THE STRIKING EPPECTS OBTAINED BY THE USE OF LUDIOW TYPEFACES IN 45 PINE COMMERCIAL PRINTING AND NEWSPAPER ADVENTISEMENTS HAS BEEN COMMENTED UPON BY MANY INFUNNIAL MEN IN TYPOGRAPHIC CIRCLES. A REQUEST EY MAIL WILL BRING SPECIFIES REJECTS OF LATEST LUDIOW FACES. 6 Paint No. 2 Ludley 45-R Links Little Bold

VERY LINE CAST ON THE EUDLOW IS UNIFORM IN HEIGHT BECAUSE THE SLUG IS MELD AS EYERY LINE CAST OF THE AUTHOR IS COTTOMN IN HEIGHT BECAUSE THE RADO IS BELD IN THEMLY IN THE TYPERACE MATRICES WHILE THE STOTOM IS BEING THINGEN. THEN AND MAIN OTHER IMPORTANT PEACURES OF THE LUDLOW STOTEM MARK IT A VALCASSE COMPOSINO ROOM TOUL. TOUGHANDS OF AUTHORISE DEEDER THE WORLD OFFE STORY IT AND 6 Point No. 1 Ludlow 45-B Lining Line Bold

The 6 Point No. 1 size sets solid on 4 Point Slug

Characters in Complete Font

ABCDEFGHIJKLMNO PORSTUVWXYZ&\$12

3 4 5 6 7 8 9 0 . . , ; - ' ' ! ? -Characters listed below sold separately

The per cent mark %

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 Ludiow 6-R Record Cothic

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

THE SMALL AMOUNT OF SPACE THAT IS REQUIRED FOR THE 56 Ludiow 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 Ludio system for absolute true economy in composing room production \$\frac{1}{2}\$ Paint Leder \$\frac{1}{2}\$ Reads (EVA)

A POPULAR SCHOOL OF PRINTING HAS RECENTLY PURCHASED A LARGE 78 Laddow equipment to teach this modern method of setting and casting job and display composition. The sampleity of mechanism of the Ludiow methics and the rease of handling matrices has created a wide interest among the students in the tomposition class which herefore had taught only the single type system.

6 Point Ludlow 6-R Record Cothic

Characters in Complete Font

ABCDEFGHIJKLMNOPQRS TUVWXYZ&\$1234567890 abcdefghiikImnopgrstuvwxyz

.

LUDLOW VICTORIA ITALIC

A SCHOOL OF PRINTING 12

IZ Peint No. 4 Leddow 19 Victoria Italic

STYLES FOR SUMMER WEAR 34

LUDLOW EQUIPMENT IS BEING USED 56
IN HUNDREDS OF THE BETTER PLANTS
12 Point No. 2 Lindbox 16 Victoria Balls

LUDLOW QUALITY ALL-SLUG COMPOSITION IS 78
PRAISED BY PRESSROOM SUPERINTENDENTS
12 Point No. 1 Laddow 18 Victoria Italia

FORMAL DANCE WILL BE GIVEN TUESDAY EVENING 90 BY A PROMINENT MEMBER OF NORTH SHORE SOCIETY 6 Price No. 4 Ludlow 16 Vincing Italia

A NOTICEABLE INCREASE IN PRINTING PLANT PRODUCTION 49
GOES INTO EFFECT AS SOON AS A LUDLOW SYSTEM IS ADOPTED
A Point No. 3 Ludlow is Victoria Ibalic

FOR QUALITY WORK AND MORE PROFIT CAST YOUR RULEFORMS WITH 65
THE TRULY RECONOMICAL LUDIOW SYSTEM OF RULEFORM COMPOSITION
6 Pain No. Londius 18 Union 10 India

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 . . . ; - '' I ? -

LUDLOW ENGRAVERS BOLD

SOLIDITY 12

OFFICE FILE 34

A WIDE LETTER 56

INCREASE PROFITS 78
12 Foliat No. 2 Ludiow 17 Engravers Beld

QUALITY JOB PRINTING 90
12 Point No. 2 Ludlow 17 Engravers Bold

PRINT ALL OFFICE FORMS FROM 68
LUDLOW SLUG-CAST COMPOSITION
12 Point No. 1 Ludiow 17 Engraven Bold

CAST TYPE FORMS IN MULTIPLE WITH THE 29
LUDLOW AND SPEED UP PRESS PRODUCTION

A Print No. 5 Ledlow 17 Engagery Rold

MANY NEW ORIGINAL TYPEFACES BY LUDLOW ARE 71 PROCURABLE IN MATRICES IN A FULL RANGE OF SIZES 6 Point No. 4 Ludlow 17 Degraves Fold

MANY ENTHUSIANTIC ENDORSEMENTS OF THE LIDLOW SYSTEM OF ARE BEING RECEIVED FROM NATISHEED UNGERS THE WORLD OVER 6 Point No. 3 Loddwy 17 Engravets Bold

HAUGLINES GASY ON THE LUDLOW ARE UNIFORM IN HEIGHT WEIGH MAKES 54 FOR A DECIDED DECIDENCE THE TIME SPINE SPINY BY THEISMANN ON MARRIEDADA 5 Pent No. 2 Ludlow 17 Engineer Bold

Characters in Complete Font

A B C D E F G H 1 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 . : , ; - ''!? –

10 Point Ludlow 23-UB Underwood Rold

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. Forry 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 lock-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
ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890
abcdefghijklmnopqrstuvwxyz.:,;-'!?—()[]'"@##%*/=°#{**

12 Point Ludlow 23-UB Underwood Bold

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ&\$1234567890

abcdefghijklmnopqrstuvwxyz.:,;-'!?--()[]'"@\$#%*/=°\dagger*

INCREASING 31 Number of shops adopt our system

24 Point Ludlow 22-M Ultra-Modern [M

DISDENSE WITH 75 Type storage methods and cast display lines for ads as need arises 18 Point Ludlow 22-M Ultra-Modern [McMu

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 Ludlew 22-M Ultra-Modern (McMartrie) Length of lower-case alphabet: 162 points

Characters in Camplete Font

ABCDEFGHIJ KIMNOPORS /TUVWXYZ&

\$1234567890

abcdefgghijkl m n o p q r s x t u v

wxyz

.:,;-''1?()[]-

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

SIMPLIFIE Ad composing

TYPE SUPPLY 58 ls important factor

INQUIRIES WILL 10 Be conducted by city

HERE IS FACE FOR 80 Those seeking modernity

LOCAL COLUMNIST TO 15 Write features for syndicates

LA CONGA

- three floor shows nightly nationally-known entertainers
- two excellent orchestras delicious food and drink
- popular prices-always

River Drive and Algonquin Street • Niles

he 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?

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

24 Point Ludiow 22-Mi Ultre-Modern Italic (McMurtrie) Length of Iswer-case alphabet: 256 points

THE EASE WITH 72
Which these matrices
are assembled speeds
up display line setting
If Real actions 25/4 Upon Modern balls (Modernical
actions of downward adalabels) 123 Februard (Days and adalabels) 123 Februar

BY SETTING JOBS IN 54
Multiple the Ludlow way you
save hours of press time and
thereby realize greater profit
(4 Point Ludlow 23-ML Ulto Nodem Inalia [McKutrio]
Lucked Jobaser allolable; 128 Augustio]

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 Paint Leader 20 AU Utto-Modern Italia (Micros) Leaght of Ver

Characters in Complete Font

ABCDEFGHIJ
KLMNOPQRS
TTUVWXYZ &
\$1234567890
abcdefghifkIm
nopqrs/tuvwxyz
...;=''!?-()[]
Chanen linth hier tild reportify
ABCDGMNPT

Swash characters are made for all sizes

%
The per cent mark is made for all sizes

CREATION OF 12 New Ludlow faces aíds typographers

GOOD TASTE IN 34 Typography is shown in a new series of ads

LUDLOW SYSTEM 56 Gives print shop owners the advantage of having unlimited supply of type

TO CREATE ADS WITH 78
Power to sell the layout man
must first give consideration
to the very important duty of
selecting attractive typefaces

LUDLOW TYPOGRAPH COMPANY

DEED IS 4 Rewarded

FIFCTION 5 Law to

CIVIC BODY 81 Discusses p

BUSY SEASON 14 For all merchants in sales campai

HEAVY MODERN 28 Typeface that brings attractiveness to ac

29 2WOH2 Dress styles for autumn

30 Point Ludlow 22-B Ultra Modern Bold Length of lower-rase alphabet: 452 points

CLIENTELE 72 Is increased by the print shop with a Ludlow

24 Point Ludiow 22-B Ultra Modern Bold Length of lower-case alphabet: 347 points

A SALE OF NEW 10 Fall suits for young men starts todav in our basement store 18 Point Ludlow 22-B Ultra Modern Bold Length of lower-case alphabet: 258 points

TO DERIVE THE MOST 98 From your investments in advertising your ads must have the power to attract 14 Point Ludlew 22-3 Ultra Modern Bold Length of lower-case alphabet: 189 points

Characters in Complete Font ABCDEFGHI KIMNOPOR SITUVWXY 745123456 7890 abcdefgqhi Imnopar .:,; - ''!?()[] -

A LIGHTING 90 System is being devised for use at a dangerous turn in highway

24 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 slues 18 Point Ludlow No. 25 Stygian Black Length of lower-case alphabet: 288 point

LUDIOW 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 Stypion Black Length of lower-case alphabet: 215 points

Characters in Complete Font

ARCDEEGHI JKLMNOPQR STHVWYY7 & \$1234567890 abcdefghijkim nopgrstuvwxyz .:.:-''!?(1()-:

The per cent mark is sold separately

A FINE NOVEL 12 Based on college e goes to pr

POLO CLUB HAS 34 leased seven of land in city limi

RFIS HIGH SCHOOL 56 Rand wine first award in the national centest held here July twel

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 Print Ludlow No. 25 Straign Bloc

Startling Effects 12 In ad layouts by a clever art student

The Western 90 Open golf title is won by a twenty year old Preston university youth

New Chic Dresses 34 Of finest quality are on sale this sveek at the Crest smart shop The Ludlow Is 93
Installed in most
of the leading job
plants the world
over because of its
economic value to
printing industry
1 has below 35 lights that had.

Continuation School 56 Offers attractive courses in mathematics and art at a low cost for tuition Quality Composition 5.4 In a solid all-slug form produced svith Eudlow will help printers suho are aiming to give their clients good service and satisfaction at a low cost it has taken 51 styles that hate

Exhibit Of Jine Art And 78
Sculpture will start Sunday
and continue for one month
in the Manchester building
at ninety east Grove avenue

Cassins is Caspins From

ABCDE G

HGG KEM A

OPQKS T A

UWX YZ & S

1234567890

abcdefgki

jklmnopq:
sluvwxyz

:;;:-''??()[]-'

LOW PRICES 53 On real estate to help the builder

18 Point Ludlow No. 15 Ludlow Block Legath of lower-case alphabet: 514 points

A SELECTION OF 95 Excellent typefaces is now available in a complete size range

14 Point Ludlew No. 15 Ludlow Block 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
13 Falst Indian No. 13 Lection Black
13 Falst Indian No. 13 Lection Black

ALL NEWSPAPER ADS 41 Should be made up in an impressive manner so as to be sure to bring results to peak tudies No. 15 Ledder Mack Leonth of Journace alchabett 201 Joints

DIFFICULTIES IN PRESSROOMS 84
Such as space and quad work-ups
can be entirely eliminated by use
of Ludlow all-stug display system
8 Paint Ludlow No. 15 Ludlow Block
Lungs of lower-can cliphabit 148 plains



PRINTING 12 Plays big role in daily work

HIGH PRICE 34 Asked for large city parking lot

HUNDREDS OF 56 Modern job plants show larger profit

HIGHLIGHTS OF A 78
Fine talk by secretary
of city boys clubs will
be found on page four

SLUGLINES CAST ON A 90 Ludlow are notably strong and heavy stereo pressure does not break them down

TOOLS OF 12 High quality at low prices

LANDSLIDE 34 Causes big loss to land owners in the foothills

BOLDNESS OF 56 This italic gives it powerful appeal to eyes of readers

NEW TYPEFACES 78
Cast in all-slug form
on the Ludlow make
for quality job work
and forceful display

DEMAND 90 High courts act on issue

AN AUCTION 53
Sale of all types
of equipment is
now going on at
city warehouse

18 Point Ludlow 15-I Ludlow Black Stalle Length of lower-case alphabet: 328 points

OFFICIAL NEWS 72
Agency offers new
interesting weekly
feature to all daily
and weekly papers

Hotel lador 151 table Block
Block and table 151 table Block and table 151 table Block
Block and table 151 table Block and table 151 table Block
Block and table 151 table 151 table 151 table 151 table 151

NEW MODEL AUTOS 69 Are to be previewed in the showrooms of most of the county's leading dealers Saturday noon 12 Point Latine 15.1 Latine Block ledic Legisla (Lewisse alphabet 129 pains

A B C D E F G H I
JK L M N O P Q R
STUV W X Y Z O
S 1234567890
a b c d e f g h i
jk i m n o p q r
s f u v w x y z
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\$1234567 890.,

84 Point Ludlow Black Advertising Figures

\$12345678 90.,

72 Point Ludlow Black Advertising Figures

\$1234567890.,

60 Point Ludlow Black Advertising Figures

6745

84 Point Ludlow Black Advertising Figures shown in combination with 42 point Ludlow Black regular figures **\$52**

72 Point Ludlow Black Advertising Figures shown in combination with 36 point Ludlow Black dollar sign 8915

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 PROIFCTS WILL FMPI OY 190 MFN FOR THE BALANCE OF THE SUMMER

Stocks Gain Rapidly In Heavy Day of Buying; Wheat Lower

ath of lower-case alphabet: 299 points

IINITED SHIPPING BOARD REPORTS A LARGE INCREASE IN EXPORTING THIS YEAR DUE TO 24 NEW TRADE PACTS

Contract Let For City Recreation Building Which Calls For Completion By October 5

PLANE COMPLETES FLIGHT AROUND FITTIRE WORLD IN RECORD TIME: 42 AROARD

Political Speeches Stir Public In the Contest For City Mayor

RECORD-HERALD INVITES PUBLIC

Printers' Club to Hold Annual Exhibit Of Fine Printed Pieces Starting Today

A FINE LINE 90 Of sportswear being reduced for this sale

A DIRECT MAIL 57 Campaign will promote a great many large sales if it is powerful and attractive is powerful and attractive is paid and attractive is paid and attractive is paid and attractive

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 Parts Locker 24, Choleshorn Oldstyle
Located to lever-conspilately 145 points

ONCE AN AD OR JOB HAS 63
Been corrected it stays correct when it
is Ludlow-set. Solid sluglines avert all
risks of price figures or letters becoming
transposed before the forms go to press
12 Patet Lutlier #2. Chellenbarn Olderyie
Leggin of Newscase aphables 122 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

abcdefghijklm nopgrstuvw x v z

The following special characters and ligatures are included in all feets excepting the 42 and 48 point sizes.

f f f f f f l Dy et st

COLUMN OF 12 Interesting articles on how to run your farm

EXAMPLES OF 34 Old printed pieces are to be exhibited here in July

ACTIVE MEMBERS 56 Of chamber of commerce will make a goodwill tour to many important manufacturing cities

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

MOVIES OF A 12 Battle in the air will be feature attraction

MUNICIPAL 90
Bond issue floated
for traction system
14 Point tutiew \$1.1 Challenham Childrich Institute
tength of lowers are displaced \$100 points

15 Point Top 100 points

16 Point Top 100 points

17 Points

18 Point Top 100 points

18 Point Top

EQUIPMENT IS 34
Being purchased by an
outstanding city printer

WESTERN GOLF 63 Champion comes east to challenge other sectional champions for world title

NO MORE WORKUPS 82
On the press ofter the Ludlow
system of all-stug composition
has been installed because all
displaces are cast in solid sluglines
have been installed because all
special fields and success the solid sluglines
have been successed in solid sluglines
have been successed to special sluglines
have been successed to special solid sluglines
have been successed to special solid solid
have been successed to special solid solid solid
have been successed to special solid solid solid solid solid
have been successed to special solid solid solid solid solid solid
have been successed to special solid solid solid solid solid
have been successed to special solid solid

SOLID LINES CAST 56
On a Ludlow will stand up
under severe stereo pressure
and long cylinder press runs

FLUSH LEFT HEADINGS 47
In newspaper columns give modern
streamlined appearance. Many of
the country's best newspapers have
adopted this modern headline style
18 best tailor & Li Chalenham Oderte halis
tength of those cos oblighbeit Bid.

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 Chanceres in Complete Part

A B C D E F G H I

JK L M N O P Q R

S T U V W X Y Z &

\$ 1234567890

a b 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 Che Basement At Grants

<mark>Vac</mark>ht Club To Hold Race 45 In Park Lagoon On Wednesday

Exhibition Will 16
Close July Second

Band Concerts Go 75 Start In Ulmer Park

X-Ray Machine Co 89 Be Installed In Che New County Hospital Monday

Quaint Designs Made By Old 10 Masters Were Sold At Auction Held Che Seventh Of December

New Spring Frocks

Specially Priced

Co 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

C D &
G H I I
K L M N
O P 2 R S
T U V W
X V Z

separately or with the lower-case matrices of Cheltenbam Oldstyle Italic at complete fonts

BERTON COLLEGE 12 Offers attractive courses in advanced engineering to interested young men

Length of lower-core olphabet: 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

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

The extreme simplicity of its operation.

Point faction 8-LW Chebenham Wide

Length of Jower-case alphabet: 203 point

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.

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
15 Point Institute 1307 Challenbank Wide

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 Pant Lealing FLIF Chelindron Wife
Least to Company administrative Strips

SFYLIST 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 Fulsa Lacillow \$-LW Clasticathum, Wilds

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 civilation down to the present day
8 Pielas Lutdew 2-W Chellenham Wide
Length of lower-case alphabet 100 points

TYPEFACES FROM THE FOUR POINT SIZE UP 68
To makey 4s point may be ast on the Luddow without on machine or model change. This feature is involubelle to the printer for setting mixed sixes and faces for and and job composition. Every progressive printer will investigate this and other important Luddow features 8 Point Luddow 4-W Chellenham Wrife
Lungh of Nower case oliphibles 15 points

Chanachters in Completie Posts

A B 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

nop q r s t u v w x y z

Qu et st ff ff ff ff ff

¶ ' " () []

. . . ; - ' ! ? —

LARGE GIFT TO 90 University announced by city trust company 24 Point Factors 245 Condension 90 48 Condensed

TRAFFIC MANAGER 53 Of airline reports a twenty percent increase in express shipments for first half year

MAGAZINE ADVERTISER 62
Authorizes his agency to prepare a
national campaign for the purpose
of announcing improved products
(4 Pales Losiew 2-4C Chelmham 0.8, Condensed
Losients of loring-colphable 110 grants

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 Puts totalow 2-LC Challesham 0, 8. Condensed
Larget to Iswe-case alphabet 12 II puts

Characters in Complete Pont

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
\$1234567890
abcdefghijklm
nopqrstuvwxyz

The following special characters and ligateurs are included in all fonts excepting the 42 and 48 point sizes.

BIG HEADLINE IS 12 Set and cast rapidly with versatile Ludlow system

NORTH OF THE RIO 34 Is title of an interesting new book by a well-known writer

Point Ludiow 2-LC Cheltenham O.S. Condensed Length of lower-cose alphabet: 375 point

CONDUCTED TOURS TO 56
All scenic parts of the country are being offered by railroad and bus

companies at very attractive rates

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

EXHIBIT OF FINE ARTS WILL 21 Open Monday in the Mason Library State Later 28 Controlland Bill Office Linguish of Formacy and qualified all pages Applications 28 Controlland Bill Office Application

MUSIC FESTIVAL SPONSORED BY A 31
Chicago newspaper attracts a record crowd
to the municipal stadium last Monday night

EXHIBIT OF RARE 45
Paintings will open in the
public library next week
for a period of eight days
18 Jan 1,500 2 50 Charles hit Calles
18 Jan 1,500 2 50 Charle

MANY PUBLISHERS ARE 67
Now installing the Ludlow slug
system for setting their display
heads and newspaper headings
to cut down costs of production

How before \$50 Calebalan \$40 Circles

How before \$50 Calebalan \$40 Circles

The before \$50 Circles

The before

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 its 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

LUDLOW TYPOGRAPH COMPANY

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

STUVWXYZ& \$1234567890

abedefghiik

1 -----

xyz.:,;-'!?-

EXHIBIT 29 In the library

10 Point Ludiow 2-B Cheltenham Bold

SIMPLICITY 41 Of this typeface

24 Point Ludlow 2-B Cheltenham Bold

FLEXIBILITY OF 61 Ludlow display heads

NEW GOLF COURSE IS 61

14 Point Ludiow 2-B Cheltenburn Bold Length of lower-suse alphahet: 177 points

LUDLOW HAS HELPED US 90
Turn out printing of better class
18 Point Ludlow 28 Chelbenham Bold
Length of benegren published 155 nothits

RECORD CROWDS ATTEND 23
The opening of the baseball season
10 Point Lediow 2-8 Chebrachem Bold
Length of lower-curse ulbhablat | 164 points

DISTRIBUTION IS A THING OF THE 56
Past with the Ludlow system of composition
8 Polat Ludlow 2-8 Chaltenham Bold
Learth of lower-case alphabet: 112 points

FORMS PRINTED DIRECT FROM LUDLOW 89 Slugs help the printer to make a fair margin of profit 8 Point Ludlew 2-8 Cheltenham Bold Learth of Lower-case olphiblet; 95 points

Characters in Complete Font

ABCDEFGHI JKLMNOPQR STUVWXYZ& \$1234567890

a b c d e f g h i j k l m

nopqrstuvwxyz

. . , , - . . -

ELECTA 2 New mayor

PRINTERS 3
Hold meeting

DEMANDS 7

EXHIBITION 45
Will open Friday

ANNOUNCE A 87 Change in schedule

A POPULAR OLD 90 Design that is still in use

SPRING 3 Sale opens

PRESENT 6 Club leaders

ADVERTISE 21 New periodicals

ANNOUNCE A 13 Change in policies

SPECIMEN OF AN 45 Ancient trade is found

MANY PRINTERS ARE 61 Now installing this system

DESIGNS A 78 New skyscraper

SIMPLICITY OF 90 The Ludlow machine

MANY PUBLISHERS 23 Install the all-slug system 14 Point Ludlow 2-31 Chaltenhorn Rold Itel

UNIVERSITIES REPORT A 45 Large increase in enrollment in the many Graphic Arts courses 12 Point Ludlow 2-81 Cheltenhom Bold Italia Length of lower-once alphabet: 152 points

LARGE CROWDS ATTEND 61 The exhibit of fine printing held in the new library the past week 10 Point Ledlow 2-81 Chaltenham Bold Italia Length of lower-case alphabet; 152 points

THE LUDLOW SYSTEM PROVIDES 89 An unlimited supply of new and anbroken typefaces eliminating hunting for sorts 8 Point Ludlow S-BI Cheltenham Bold Italia Length of lower-care 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 Ludlew 2-BI Cheltenham Bold Italia Length of lower-case alphabet 108 points

Characters in Complete Fant

ABCDEFGH IJKLMNOP QRSTUVWX Y Z & \$ 1 2 3 4 567890 abcdefghi

jklmnopqr stuvwxyz

.:.:-'1?-

EXHIBIT OF 67 Fine books opens

30 Point Ludlow 2-BC Cheltenham Bold Condensed Length of lower-case alphabet: 285 points

IDEAL SYSTEM 89 For setting ad heads

BIG CROWD ENROLLS 18 For summer school in Gary 18 Point Ledlow 2-BC Cheltenhum Bold Condensed Length of lower-case alphabet: 177 points

MANY PRINTERS ARE NOW 90 Installing the Ludlow slug system 14 Point Ludlow 2-BC Chaltenham Bold Coodensed

HUGE CROWD ATTENDS A SERIES 45 Of concerts sponsored by the park board 12 Point Ludlow 2-BC Cheltenham Bold Condensed Length of Jower-case alphabet: 120 points

POLICE AND FIRE DEPARTMENT TO 10 Hold athletic field day in the new stadium 10 Point Ludlow 2-BC Cheltenhum Rold Condensed Length of lower-case alphabet: 115 points

BATTERED AND WORN TYPE A THING OF THE 11 Past in the shop equipped with the Ludlow slug system 8 Point Ludiow 2-BC Cheltenham Sold Condensed Length of lower-case globaliet; 91 points

FINE DISPLAY COMPOSITION OBTAINABLE AT LOWER 31 Cost by this most practical of all display typesetting systems 5 Point Ludlew 2-BC Cheltenham Bold Condensed Length of lower-care alphohet: 80 points

Characters in Complete Pont

SCHEDULE 8 To be changed

PRINTERS TO 8 Convene Monday

MODERNIZES 9

MODERN PLANT 23 Builds a new addition

TYPE SHORTAGE IS 41 Eliminated with a Ludlow

COSTS ARE CUT WITH 67 Ease by this new slug system

PRINTERS 2 Meet Sunday

ANNOUNCES 5
New tariff rates

CITY LEADERS 37 Endorse new project

UNIVERSITY WILL 61 Hold track meet today

HEADLINES ARE CAST 78
In solid slugs on the Ludlow
National place place challenges had condemned to the control of the control

A BIG TECHNICAL COLLEGE 94 Reports an increase in enrollment

CONCERTS TO 20
Be given by the city
in the public parks
during the summer

ORIENTAL EXHIBIT 34
Will be held on the first
floor of the new public
library beginning Friday
1-2-bit Leiburg 2-072 Challeng his field (Jan. Balle

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 Name of the course and the course and the course
14 Name of the course and the course and the course
15 Name of the course and the course and the course
15 Name of the course and the course and the course
15 Name of the course and the course and the course
15 Name of the course and the course and the course
15 Name of the course and the course and the course
15 Name of the c

MANY ATTRACTIVELY DESIGNED 61
Typefaces are available for the use of
the layout man in the shop which has
installed the Ludlow slugine system
for setting their display composition
12 Pulat Indian 2-DCC Caleinaban 2014 Cond. Utilite
Leogh at lower-sea alphabet 120 points

A B 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 p q r s t u v w y y z
.:,; ' ! ? —

A SIMPLE METHOD 75 Of casting display lines in slugs from hot metal 24 Parts Lauflow 2-2EC Chabberlanan Bold Euro Cond.

THE LUDLOW MACHINE IS 83
Sturdy in construction and has
but few moving parts that wear

making for low cost in upkeep
13 Point Ludiow S-BEC Cheltenheus Bold Entre Cond.
Length of Jewer-case olphabet: 190 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 Petat Luckow #-BEC Chellenham Bold Exten Cond.

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 Paint Ludlow Palls Challendann Rold Extra Crend.



SPECIALIZING 6 In all-slug forms

PRODUCING HIGH 7 Quality composition

A LARGER MEASURE 58
Of economy with Ludlow

ATTRACTIVE ADS WILL 60 Promote high reader interest

AMPLE SUPPLY OF DISPLAY 37 Faces always available as needed

WHEN SHARP NEW TYPEFACES ARE 92 Used a clearly printed sheet is the result

REVIVES 62 Suit to retain rich oil lands

RESTORES 43 Ancient fossils found in Egypt

ADDITIONAL 56 Rich land deals to be transacted this week in Appleton

COMPETITION IS 78
Met easily by printers
whose plants contain
a modern equipment
for setting slug forms
quickly and correctly

30 Point Ludlow 2-RE Cheltenhom Bold Extended

REPORT 90 Mutiny on a fishing boat near islands

GOVERNOR 63
Praises a rescue
crew for ardent
support given in
railway disaster

ADVERTISING IS 84
One of the most vital
helps to merchants in
a local and a national
distribution of goods
if Point Leadler 2-12 Challendam Bold Enershol

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
if his latin #3E Chichen his Essended
life his Leafur #3E Chichen his Essended
life his Leafur #3E Chichen his Essended
life his Leafur #3E Chichen his Essended
life his latin #3E Chichen his Essended
life his la

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
\$1234567890
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
.:.; '!?-

85²⁵

\$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^{98}

\$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

19⁷³

84 Point (Title) Ludlow 2-BC Cheltenham Bold Condensed Advertising Figures with 48 point (regular) Ludlow Cheltenham Bold Condensed Superior Figures. **\$57**

72 Point (Title) Ludlow 2-BC Cheltenham Bold Condensed Advertising Figures with 42 point (regular) Ludlow Cheltenham Bold Condensed Pollar Sign

Mattices 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

... 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

26 Boint Ludlow No. 41 Stanci

MITCHELL OFFERS 12 HUGE OPENING SALE

haracters in Complete Font

ABCDEFGHIJKL MNOPQRSTUVW XYZ&\$1234567 890...:-''!?-+ RAPID JOB AND 74 Ad composition in the plant that is equipped with a Ludlow system 18 Point Ludlow 10-L Arterest

COMPOSING ROOMS 58 That are equipped with the Ludlow system have ample supplies of sharp new faces 14 Point Ludlow 10-L Arterest

THE ADVERTISER GETS 39 A areater return from his sales messake if he chooses typefaces that attract the eye of the reader 22 Point Ludlow 10-L Arteroft
Legath of Immercory adopts but 162 points

MUCH FLOOR SPACE CAN BE 61 Saved by the elimination of large type racks with the installation of Ludlow system of all-slux display composition 10 Point Ludlow 10-L Arteroit
Length of lower-case alphabet: 128 points

Characters in Complete Font

ABCDEFGHI IKLMNOPQR STUVWXYZ8 \$1234567890 abcdefahijklm nopqrstuvwxyz ff fi ffi fl ffl . . . ; - '!? -In each foat of 14 point to 48 point the fol-lowing characters are also included

fa ffa fe ffe fo ffo fr ffr ft fu ffu fv () ()

The Swash Characters listed below are not furnished with regular fants but they can be purchased separately in any size. The char-acter at with swanbes in 10 and 12 point only ABDMNOOP R Th th et st corvef

000

PUBLISHERS 12 Praise the Ludlow for its fine product

CONTEST FOR 34 Model plane builders to be announced soon

SOCIETY EDITOR 56 Of the Inland Chronicle starts a new feature page 36 Point Ludlow 10-L Arteroft

A COMPLETE LINE OF 78 Quality apparel for particular women 30es on sale tomorrow

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

FURNISHES 12 Entertainer for a tennis club dinner

PRODUCTION 34
Begins today on new
style passenger autos

COMPOSITION IS 56 Easier to handle when it is cast in solid sluß form

LENGTHY PROGRAM 78
Being planned for the second
annual meet of famous artists

That Labor 16 LA Franch Ball:

That Labor 16 LA Franch Ball:

The Alert Company of Laborated Ball:

The A

INVENTION OF PRINTING 90 In the year fourteen hundred forty by Johann Gutenberg has proved a great aid to the welfare of mankind AUTO RACING 63 Starts today at Ließe with the world's most noted drivers entered
18 Pale Lation 1614 Aprical Pales
18 Hope Lation 1614 Aprical

PRINTING COURSE 58
Is to be added to a lengthy
list of trades which are to
be taught at Stagg school
14 Peter Louism 10-11 Autom their
tented of form-periodical states and county

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 Paint Lotter 10-11 Annual Buile Length of breezes alphable: 159 prints

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 bather 1041 Arteroit bathe
Leath at lower-open slipables 145 pains

Channels in Complete Fast

A B 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 if if if i . . ; . ' 1 7 —

Channels live shid worth

C A B D C M N T

P R T h h d g s

r Y Y T d Ø Ø Ø

SCHOOL BOOK 42 Contract is given to Beldon printing and binding corporation

18 Point Ludlow 10-B Arteroft Bold

QUALITY PRINTING 75 At a minimum production cost when jobs are set by the rapid Ludlow system 14 Point Ludlow 10-B Arterest Bold

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 Arteraft Bold Length of lower-case alphabet: 168 points

TICKET SALE BEGINS SOON 91 For the huke indoor circus which is scheduled for first of next month at the South Manchester amphitheater 10 Point Ludiow 10-B Arteraft 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 Artroaft 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 hreater markin of profit 8 Point Ludlew 10-9 Arteroft Bold Length of lower-rose alphabet; 98 points

Characters in Complete Foat

ABCDEFGHI IKLMNOPQR STHVWXYZ8 \$1234567890 abcdefghijklm nopqrstuvwxyz .:,;-'!?—

PRESIDENT 12 of athletic club is retained for year

DIRECTOR TO 34 Select cast for three new movie thrillers

EVERT COUNTY 56 highway commissioner resigns April sixteenth

QUAKER CITY NEWS 78 Inaugurates Sunday edition with excellent new features

HUNDREDS OF THE FINEST 90 Printing and publishing plants are equipped with the efficient Ludlow system for producing display lines

PROMOTE 12 Loyal employee to sales manager

SCHEDULE IS 34 Approved by four

officials of railroad

SOLICIT FUNDS 56 For purchase of safety equipment installed in city recreation centers

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 PRINTERS 90 In search of the way to a lower cost for display will investigate Ludlow system

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 Leasth of Investment of the behalvet: 259 points

A MPLE 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 Ludlew No. 9 Powell Length of lower-case alphabet: 207 points

Characters in Complete Font

ABCDEFG HIIKLMN

OPORSTU V W X Y Z & s

1234567890 abedefghi

iklmnopgr

stuvwxyz

.:.:-'!?-

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
Wheel the County Region.

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
thous lating the Catalog Anguery
to the lating the Catalog Anguery
to the Ca

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 likelihes the Mixed Schools Patters.

Cherecters in Complete Font

ABCDEFGHI

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

stuvwxyz

.:,;-'!?—

RECEPTION TO 12 Be tendered officials of paper corporation at the Hotel Carlton

AN INTERESTING 34 Book on typography by a master of printing art is considered one of the finest ever to be printed

BAND CONCERTS ARE 56
Being given nightly in newly
constructed band shell under
the sponsorship of combined
Morland City musical groups

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

CHAMBER OF COMMERCE 23 Will meet next Thursday evening to discuss the effect of traction bill

SIERRA RANGE HAS A RECORD 34 Ore season as shipments are speeded due to the added capacity of new lake steamers

A LARGE CROWD 11 Attends first ball game held under lights in the stadium Friday evening

24 Point Ludlow No. 7 Loureate

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

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 Casion Bol

Characters in Complete Font

ABCDEFGHI

JKLMNOPQR

STUVWXYZ&

\$1234567890

abcdefghijk

lmnopqrstuvw

x y z . : , ; - '!? -

HONOR A 78 Group of nine winners in the typing contest

20 Point Ludlow 8-8 Clearface Sold Leapth of lower-case alphabet: 365 points

INSURANCE 90 Company issues a printed statement of its transaction for past two years

SALE OF WHITE 63
Goods will start today
and continue until the
entire stock of surplus
materials is exhausted

ABCDEFGHI JKLMNOPQR STUVWXYZ& \$1234567890 abcdefghijklm nopqrstuvwxyz .:,;-'!?—

Characters in Complete Font

CITY EDITOR 12 Cooperates in plan to train more men for syndicate work

SPECIAL SALES 34 On finer quality suits and overcoats will be advertised in the next issue of town shopper

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

NO BROKEN 12 Or worn letters in a Ludlow-set line

PUBLISHER 90
Asks an increase
of one dollar per
inch on ad space

AUTO DEALER 34 Reports new high in annual sales volume

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 Ludiow 8-B1 Clearface Bold Italic Lepyth of lower-case alphabet; 232 points

FOREIGN EVENTS 56 Will be covered by eight prominent reporters of a world-wide news service 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
What signed schedule had blaw.

THE LUDLOW CASTER 78 Is of sturdy construction and simple design which makes a fine combination for a saving in operating and upkeep costs

Brattifde Borldläge 63 Der neue Ratalog bringt eine reiche Auswahl der leinsten Sports-Modelle

24 Point Ludlow Frokter (No. 16-1)

Leifungstraft geheigert 76 Rein Wangel an Schrift in der Seherei. Zeder Auftrag ohne Berzögerung erledigt

30 Point Ludlow Fraktur (No. 16-1)

Berigte ans dem jernen Often 52 Juverlällige Rachrichten ans allen Teilen der Welt findet man in der dreimal wöchentlich ericheinenden Handelsbeilage der Anslandspoli

16 Point Ludlow Fraktur (No. 16-1) Length of lower-case alphabet: 135 point

11 8 6 9 6 7 6 9 3 3 8 2 9 9 9 9 9 9 8 4 5 1 1 8 18 2 9 3 8 1 2 3 4 5 6 7 8 9 0 abc del ghiffma opars finunt na finu

Für Serbit und Winter 25 Unier Spezial=Ungebot in Rleidern und Sportblui<mark>en</mark>

Graphilde Runftanftalten <mark>38</mark> Reide Auswahl in modernen Schriften für den Anzeigenteil

Rraftwert Rhenania Dortmund 19 Weitere Erhöhung der Broduttion in allen Zweigen der Lederbranche

Spare Raum und Gelb mit der Lud<mark>low 43</mark> Eine umjangreiche Einrichtung fann ohne Schwierigfeit in einem gedrängten Raume aufgeltellt werden. Ratalog auf Berlangen

Gute Bücher 28 aus dem Verlag Seinz Spengler

Neue Wege 35 im Bilderdruck Ausstellung in der Runfthalle

Mene Betriebe 59 Arbeit und Fleiß führt zu Erfolgen Renner wählen 42 Ludlow=Schriften für ausdrucksvolle Inferate jeder Art

Ferien in Florida 73 Eröffnung der neuen Sporthalle in Joliet Auswahl in Süten 85 Neueste Modelle aus dem bekannten Salon Arkadia in New Rork

Auttion feiner Gemälde 60 Ein frohes Weihnachtsfest und gefundes Neues Jahr Raufhaus Martin Holden

21 23 C D E F G 533Remn OVQRESH 23 2B X 23 3 & 1234567890 abedefahijtl mnopgrestu vwr nach ct ff fi fi fi ft fg fl .:,;='!?() 21 3 11 4 6 11

Die Reflame 13 Größter Erfolg mit der Ludlow im letten Jahre

Neue Literatur 58 Wertvolle Bücher das bejle Gejchent für unjere Zugend

20 Point Ludlow Fraktur (No. 16-3)

Sin großer Vorteil 16 Ohne Verlust an Zeit ist jede Arbeit mit der Ludlow schnell gesetz

16 Point Ludlew Fraktur (No. 16-3) Length of lower-case alphabet: 215 points

ABCDGFG SSRLMM SBRCMM SBRCMM SBRCMM 1234567890 abcdefghift mnopqrsftu vmryadd fillfillbbl ..,;-'!?()

Handarbeiten 19 Spezial-Verfauf feiner Zonwaren

Neue Erfindung 35 Arbeitsberichte aus der Metallindustrie

Handel und Verkehr 12 Lichtbildvorträge über modernen Straßenbau

Steigerung in Produktion 18

Es giebt feine Arbeit, die als Grenze der Leistungsfähigfeit einer Ludlow zu bezeichnen ist

28 Point Ludlow Fraktur (No. 16-2

קויף אַ לאַדלא און שפאר צייש!

oint Ludlow 29-1L Hebrew Modern

אין יעדע דרוקעריי וואו מען נוצט טייפ

איז די לאַדלאַ מאַשין די בעסמע מאַדערנע

<mark>סיסמעם וואו איר נוצט אַלע</mark> מאָל שפּאָנעל-נייע שריפם

דער סמיק איז או אויםנאמע!

אויף וועלכעו איר שמעלם צוזאמען

די מייפ; איז גראַדע אור איינפאך ווי די

לאַרלאַ אויף ווועלכער עם קען אַרביימו אַ לערן אינגל

דער סלאג איז דער גרונט פון פרינטינג

מיט די לאָדלאָ סיסטעם אָל-סלאָג קאָמפּאַזיציע

יעדע שריפט פון 4 ביז 96 פונקטן קען מען פראַרוצירן

שנעלער, בעסער און לייכשער און מיש נייע מאָדערנסשע שריפש

LUDIOW ACCENTS

In ordering accented character matrices, use the character num-

ber as designated.

In the 60-point title line and the 72 and 84-point cap matrices, piece accont 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

List of Accents Required for Various Languages

21, 22, 23, 49, 50, 5 German 13, 16, 17 Hungarian 1, 2, (23), 4, (25), 18

Hungarian 1, 2, (*3), 4, (*5), 18, 17, 54, (*55)
Italian (*1), 2, (*3), (*4), (*5), 7, 8, 9, 10, 11, 21, 22

Lithuanian 28, 29, 37, 40, 43, 46, 47, 58, 59
Norwejian 50, 51
Polish 48, 56, 50, 61, 62, 83, 64, 65
Pottuguese 1, 23, 4, 5, 17, 20, 22, 52, 70, 73, 79
Roumanian 1, 121, 121, 141, 140, 167, 168
Slovak 12, 2, 4, 5, 6, 13, 22, 37, 38, 41, 43, 47, 79

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 an 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

Note that the cap accents are numbered 100 higher than the corresponding lower-case accents.

LOW		CAPS	LOWE		CAPS	LOV		CAPS	LOW		CAP	5	LOW		CAPS
1	á	101 Á		ÿ	118 Y	35	ŭ	135 Ŭ	51	ø	151	Ø	68	ţ	168 Ţ
2	é	102 É	19	â	119 Â	36	Ý	136 Ÿ	52	ç	152	С	70	ã	170 Ã
3	í	103 Í.	20	ê	120 Ê	37	č	137 Č	53	ã	153	Ã	71	ē	171 Ĕ
4	ó	104 Ó	21	î	121 Î	38	ď	138 Ď	54	ő	154		72	ĩ	172 1
5	ú	105 Ú	22	ô	122 Ô	39	ě	139 Ĕ	55	ű	155		73	õ	173 Õ
6	ý	106 Ý	23	û	123 Û	40	i	140 I	56	ě	156		74	ñ	174 Ũ
7	à	107 À	24	ŷ	124 Ŷ	41	ň	141 Ň	57	Ÿ	157	_	75	v	175 Ÿ
8	è	108 È	25	ā	125 Ā	42	ř	142 Ř	58	a	158		77	đ	177 Đ
9	ì	109 Ì	26	ē	126 Ē	43	š	142 K	59	e e	159		79	ñ	179 Ñ
10	ò	110 Ò	27	i	127 I		ť	143 J	60	ć	160		80	á	180 Å
11	ù	111 Ù	28	ō	128 Ö	44	-			-			81		181 Ğ
12	ý	112 Ý	29	ū	129 Ū	45	ů	145 Ù	61	ł	161	- 11		ğ	
13	ä	113 Ä	30	ÿ	130 Y	46	ų	146 Ų	62	ń	162		92	ĉ	192 Ĉ
14	ë	114 Ë	31	ä	131 Å	47	ž	147 Ž	63	ś	163		93	ĝ	193 Ĝ
15	ĩ	115 Ï	32	ě	132 Ě	48	ľ	148 L	64	ż	164		94	ĥ	194 Ĥ
16	ö	116 Ö	33	ĭ	133 Ì	49	œ	149 Œ	65	ź	165	Ź	95	ĵ	195 Ĵ
17	ü	117 Ü	34	ŏ	134 Ŏ	50	æ	150Æ	67	\$	167	Ş	96	ŝ	196 Ŝ

Piece Accents

for use with 80-point title line (cap only %* matrices) and the 72 and 84-point (1)%*) cap matrices. Also made in various styles and color to match fonts.

500 ● 501 ● 602 ■ 503 ■ ■ 504 O 505 506 507 508 509 510

LUDLOW RULEFORM MATRICES

Horizontal Rule Matrices

Hairline
One-point

Made up in sets of rule matrices of different set widths from ¼ pica em to 21 pica ems, inclusive.

Intersecting Rule Matrices

			ndard S							
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.	Besizontal Face	Vertical Face	Dee	ignotice
1	1	1	1	1	+	+	Hairline	Hairline	RF	11-2
11	${1 \hspace{-0.5pt} 1}$	1	1	1	-	#	Hairline	Double Hairline (2 point white space)	RF	12-2
1	1	1	1	1	1	+	Hairline	Half-point	RF	13-2
1	1	1	1	1	1	1	Hairline	Double Half-point	RF	14A-2
1	\parallel	1	1	1	ļ	ļ	Hairline	Double Half-point	RF	14-2
1	1	1	1	1	1	-	Hairline	One-point	RF	17-2
1	1	1	1	1	1	+	One-point	Hairline	RF	71-2
1	1	1	1	1	#	1	One-point	Double Hairline (2 point white spore)	RF	72-21
1	1	1	1	1	1	1	One-point	Half-point	RF	73-2
1	1	1	1	1	1	1	One-point	Double Half-point	RF:	74A-21
1	. 1	1	1	1	#	#	One-point	Double Half-point (2 point white space)	RF	74-21
1	1	1	1	1	1	ļ	One-point	One-point	RF	77-21

Vertical Rule Matrices

12 pt.	14 pt.		ndard S 18 pt.		22 pt.	94 nt	Tage	Par.	fanation
		10 jn	100	1			Hairline	RF	01-01
				i	1	Ü			
il.	į	1					Double Hairline (2 point white space)	RF	02-01
1	1						Half-point	RF	03-01
ı		-					Double Half-point (1) point white space)	RF (04A-01
-							Double Half-point (2 point white space)	RF	04-01
1	1						One-point	RF	07-01

Slug-Aligning Rule Matrices

	Hairline	SA	10-91	1			
_	One-point Blank Space	SA	70-91	12.	. 14	Standard Point Sizes: J. 16, 18, 20, 22, and 24 point	nt
	Blank Space	SA	00-90	j			-

LUDLOW FOOD STORE 2-LINE LOGOTYPES

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

PER CAN 5000	LB. CAN 5001	LB. CANS 5002	GAL. CAN 5003	GAL CANS 5004	REG. CAN 5003	REG. CANS 5006	TALL CAN 5007	TALL CANS 5008	SMALL CAN 5009	SMALL CANS 5010	LARGE CAN 5011	
NO. 1 CAN 5013	NO. 1 CANS 5014	NO. 2 CAN 5015	NO.2 CANS 5016	NO. CA SO	N	NO.219 CANS 5018	NO.3 CAN 5019	NO.3 CANS 5020	8-0Z. CAN 5021	8-0Z. CANS 5022	12-OZ. CAN 5023	,
15-0Z. CAN 5025	15-OZ. CANS 5026	16-0Z. CAN 5027	16-0 CAN 502	s	8-OZ. CAN 5029	18-0Z. CANS 5030	1-LB. CAN 5031	1-LB. CANS 5032	2: LB. CAN 5033	2-LB. CANS 5034	3-LB. CAN 5035	
	GEOR	GIA PE	ACHE	5 4	NO.2% CANS	65 c	DEL A	MONTE	SALM	ON '	MALL 20c	
	DEL M	ONTE	COFFE	E 2	1-LB. CANS	55c	COR	NED BE	EF HAS	Н	gen 20c	
	CALIFO	ORNIA	PEAR	S 3	NO.3 CANS	26c	DEL A	MONTE	CORN	با	LARGE 15c	

5 point No. 2 Ludiow 8-LFHC Lining Plate Gothic Heavy Condensed Food Store Legotypes shown in combination with 18 point Ludiow 28-M Tempo Medium

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER CAN 4000	LB. CAN 4001	LB. CANS 4602	GAL. CAN 4003	GAL RE- CANS CA 4004 400	N CANS	TALL CAN 4007	TALL CANS 4006	SMALL CAN 4009	SMALL CANS 4000	LARGE CAN 4011	LARGE CANS 4012
NO.1 CAN 4013	NO.1 CANS	NO. 2 CAN 4015	NO. 2 CANS 4016	NO. 21/2 CAN 4017	NO. 21/2 CANS 4018	NO. 3 CAN	NO. 3 CANS 4020	8-OZ. CAN 4021	8-OZ. CANS 4022	12-OZ. CAN 4023	12-OZ. CANS 4024
15-OZ. CAN	15-OZ CANS			NS CAN		1-LB. CAN 4031	1-LB. CANS 4032	2-LB. CAN 4033	2-LB. CANS	3-LB. CAN 4035	3-LB. CANS 4036

ACE CORN . . . 3 NO.255 37c PET MILK 4 TANS 25c

0 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, mutrices 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 Flate 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 Lopotype matrices shown above.

CANS

LUDLOW FOOD STORE 2-LINE LOGOTYPES

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

PER PKG. 5050	LB. PKG. 5051	LB. PKGS. 5052	1-LB. PKG. 5053	1-LB. PKGS. 5054	Z-LB. PK6. 3035	2-LB. PKGS. 5056	3-LB. PKG. 5037	3-LB. PKGS. 5058	4-LB. PKG. 5059	4-LB. PKGS. 5060	5-LB. PKG. 5061	5-LB. PKGS. 5062	PKG. 5063	PKGS. 5064
%-LB. PKG. 5065	14-LB. PKGS. 5066	%-LB. PKG. 5067	%-LB. PKGS. 5048	1%-LB, PKG. 5069	1 (6-L PKG 507)	s.	136-LB. PKG. 5071	1%-LB. PKGS. 5072	LARGE PKG. 5073	LARGE PKGS. 5074	SMALL PKG. 5075	SHALL PKGS. 5076	REG. PKG. 5077	REG. PKGS. 5078
MED. PKG. 5079	MED. PKGS. S080	8-0Z, PKG. 5081	S-OZ, PKGS. 5082	15-0Z. PKG. 5083	15-00 P K G S 5084	ş.	0-0Z. PKG. 5065	Z0-OZ, PKGS. 5086	32-0Z. PKG. 5087	32-0Z. PKGS. 5058	40-07. PKG. 5089	40-0Z. PKGS. 5090	PKG. 0F6 5091	PKGS. OF 6 5092

SOAP FLAKES . . . 4 1885 98c

DRIED APRICOTS . . LARGE 20c

R & W FLOUR . . . 2 ALB. 89c

WILSON BACON . . . 35c

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

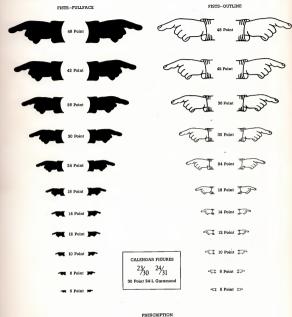
PER PKG. 4050	LB. PKG. 4051	LB. PKGS. 4052	1-LB. PKG. 4053	1-LB. PKGS. 4054	2-LB. PKG. 4055	2-LB. PKGS. 4056	3-LB. PKG. 4057	3-LB. PKGS. 4058	4-LB. PKG. 4059	4-LB. PKGS. 4040	PKG. 4061	PKGS. 4062	PKG. 4063	PKGS. 4064
½-LB. PKG. 4045	½-LB. PKGS. 4046	3/4-LB. PKG. 4067	3/4-LB. PKGS. 4068	1½-LB. PKG. 4069	1½-LB. PKGS. 4070	13/4-LB. PKG. 4071	1¾-LB. PKGS. 4072	LARGE PKG. 4073	LARGE PKGS. 4074		SMAL PKGS 4076		REG. PKGS. 4078	MED. PKG. 4079
MED. PKGS.	B-OZ. PKG.	B-OZ. PKGS.	15-OZ. PKG.	15-OZ. PKGS.	20-OZ. PKG.	20-OZ. PKGS.	32-OZ. PKG.	32-OZ PKGS.					LB. BAG	LB. BAGS

SUGAR 3 PKGS 89c
RAISINS . . . 2 PKGS 25c

10 point Ludiow 28-M Tempo Medium Food Store Logotypes shown in combination with 35 point Ludiow 28-B Tempo Rold

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 Cothic 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-time Logotype matrices shown above.



CORNER BLOCK FOR BUSINESS REPLY CARD





RAMARK
Repoint
Available in any standard

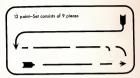
typeface and point size

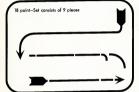
ARROWS

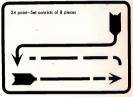
6 Point

12 Point











Coal.

Now is the time to buy your supply of coal for winter at the best price

SOUTHERN COAL CO.

Border for advertisement formed from 24-point piece arrows

Central Machinery Company 470 Central Boulevard Chicago, Illinois

Border for window envelope formed from 6-point piece arrows

LUDIOW ADVERTISING BRACKETS





No. 414 No. 413 84 Pt. Ludlow Bracket Cast lengthwise with the slug



No. 416 84 Pt. Ludlow Reversible Bracket Cost langthwise with the slug



84 Pt. Ludlow Reversible Bracket Cast lengthwise with the slug

ADVERTISING BRACKETS No 456 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.



60 Pt. Ludlow Bracket Cast lengthwise with the slug

Cast vertically on horizontal slug

Cast lengthwise with the slug

36 Pt. Ludlow Bracket Cast vertically on horizontal slug

No. 488 No. 489

Cast lengthwise with the slug

Left-Hand Top Mortise

Right-Hand Top Mortise Caps-A, L, M

Caps-A, M

No. 492 No. 493

Mr. AES 48 Dt Tayllow Bracket

No. 454



60 Pt. Ludlow Reversible Bracket Cast lengthwise with the slug



48 Pt. Ludlow Bracket Cast vertically on horizontal slug No. 494 48 Pt. Ludlow Reversible Bracket



No. 468 No. 467 36 Pt. Ludlow Bracket Cast vertically on horizontal slug

No. 490 36 Pt. Ludlow Reversible Bracket Cost lengthwise with the slug



No. 449 72 Pt. Ludlow Reversible Bracket Cast lengthwise with the slug



60 Pt. Ludlow Reversible Bracket Cost lengthwise with the slug



Cast vertically on horizontal slug



36 Pt. Ludlow Bracket Cast vertically on horizontal slug

No. 491 36 Pt. Ludlow Reversible Brocket Cast lengthwise with the slug

DIDUTHONGS

Æ Œ æ œ

18 Point Ludlow 28-B Tempo Bold Æ Œæææ

18 Point Ludlow 30-M Karnak Medium

ÆŒæœ The above Diphthongs are available

in all point-sizes of all typefaces

MODITISED MATRICES

Caps-A, M

Left-Hund Bottom Mortise

Available in all faces and point-sizes in both Roman and Italic from 14 to 96 point (inclusive) ATAVISM

WAY As set with A complete set consists of 27 matrices as follows: Lower-Cose-o. e. o. u. r. s. v

WAY As not with

Both Right and Left Top Mortise Right-Hand Bottom Mostis Caps-F. T. V. W. Y Both Right and Left Bottom Mostise Cons.-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 30-L KARNA	K LIGHT		
3/1	3/1	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
	LUD	LOW 30-LM KARNAK II	TERMEDIATE		
3/4	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	38 Point	30 Point	24 Point	18 Point
	LUDLOW	/ 30-LMI KARNAK INTE	rmediate italic		
3/4	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
		LUDLOW 30-M KARNAI	K MEDIUM		
3/4	$\frac{3}{4}$	$\frac{3}{4}$	3/4	3/4	3/4
48 Point	42 Point	38 Point	30 Point	24 Point	18 Point
	1	UDLOW 30-MEC KARN	ak obelisk		
3/4	$\frac{3}{4}$	$\frac{3}{4}$	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
		LUDLOW 30-H KARNA	K BLACK		
3/4	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
	LU	dlow 30-hi karnak e	LACK ITALIC		
3/4	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
	LUDLO	OW 30-HC KARNAK BLA	CK CONDENSED		
3/4	3/4	3/4	3/4	3/4	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:

1/2 1/3 3/3 1/4 3/4

(%-Per cent Marks also available as extra sorts in all of the above sizes of these series.)

		LUDLOW 28-L TEMPO	LIGHT		
3/1	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
	[For e	LUDLOW 28-M TEMPO			
3/4	$\frac{3}{4}$	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
		LUDLOW 28-B TEMP	O BOLD		
3/4	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
	Ľ	UDLOW 28-BI TEMPO B	OLD ITALIC		
3/4	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
		LOW 28-BC TEMPO BOL			
3/1	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
		LUDLOW 28-H TEMPO	HEAVY		
3/4	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
	LUDD	OW 28-HC TEMPO HEA	WY CONDENSED		
3/4	3/4	3/4	3/4	3/4	3/4
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
	LUDLOW	28-HCI TEMPO HEAVY	CONDENSED ITALIC		
3/4	3/4	3/4	3/4	3/4	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:

(%-Per cent Marks also available as extra sorts in all of the above sizes of these series.)

1/2

		LUDLOW	3-B BODONI	BOLD			
3/4	3/4	3	4	3/4	3	4	3/4
48 Point	42 Point	36 1	Point	30 Point	24 P	oint	18 Point
		LUDLOW 3-BI	C BODONI C	AMPANILE			
$\frac{3}{4}$	$\frac{3}{4}$	3	4	$\frac{3}{4}$	3/	4	3/4
48 Point	42 Point	36 1	Point	30 Point	24 P	oint	18 Point
		LUDLOW	3-H BODONI I	BLACK			
3/4	3/4	3	4	3/4	3/	4	3/4
48 Point	42 Point	36 1	Point	30 Point	24 P	oint	18 Point
		LUDLOW 6-0	CONDENSED	GOTHIC			
3/4	3/4	3	4	3/4	3/	4	3/4
48 Point	42 Point	36 F	oint	30 Point	24 P	oint	18 Point
		LUDLOW 6-B MEI					
0 /	[For	additional Medium Co	ndensed Gothic Fr	actions see page 218]			
3/4	3/4	3/	4	3/4	3/	4	3/4
48 Point	42 Point	36 F	oint	30 Point	24 P	oint	18 Point
	LUDLO	w 8-fec frank	LIN GOTHIC E	XTRA CONDENS	SED		
3/4	3/4	3/	1	3/4	3/4		3/4
48 Point	42 Point	36 P	oint	30 Point	24 P	oint	18 Point
		LUDLOW	42-MIC COR	ONET			
$3/_{4}$	3/4	3/4	3/4	3/4	3/4	3/4	3/4
72 Point	60 Point	48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
		LUDLOW 42	BIC CORONE	T BOLD			
3/4	3/4	3/4	3/4	3/4	3/4	3/4	34
72 Point	60 Point	48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
	Each set of the	above fractions c	ontains 2 each	of the following	haracters:		

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.)

3/4 72 Point	3/4 60 Point	3/4 48 Point	M RADIANT M. 3/4 42 Point	3/4	3/4 30 Point	3/ ₄	3/4 18 Point
2/	0.7	LUDLOW	43-B RADIANT I	BOLD			
3/4 48 Point	3/4 42 Point	36 1	4 Point	3/4 30 Point		Point	3/4 18 Point
	L	UDLOW 43-BC R	ADIANT BOLD	CONDENSED			
3/4	3/4	3/2	4	3/4	3	4	3/4
48 Point	42 Point	36 1	Point	30 Point	24	Point	18 Point
0./	LUDL	OW 43-BEC RAD	IANT BOLD EXT	FRA CONDENS	BED		
3/4	3/4	3/4	3/4	3/4	3/4	3/4	3/4
72 Point	80 Point	48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
1	0 (LUDLOW 4	3-H RADIANT F	EAVY			
3/4	3/4	3/4	3/4	3/4	3/4	3/4	3/4
72 Point	60 Point	48 Point	42 Point	36 Point	30 Point	24 Point	18 Point
		LUDLOW 3	8-HIC HAUSER	SCRIPT			
3/4	3	4	3/	4	3/6	4	3/4
72 Point	60	Point	48 Poi	int	36 Poin	ıt	24 Point

Each set of the above fractions contains 2 each of the following character

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.)

1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	94
1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	14	ж
3/4	3/4	3⁄4	3/4	3/4	3/4	3/4	3/4	3/4	34	34
1/3	1/3	1/3	1/3	1/3	1/3	1/3	1/3	1/3	1/4	М
$\frac{2}{3}$	2/3	2/3	2/3	2/3	2/3	⅔	3/3	3/3	%	36
1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	34	36
3/8	3/8	3/8	3/8	3/8	3/8	3/8	3%	3%	36	Ж
5/8	5/8	5/8	5/8	5/8	5/8	5/8	5%	%	%	%
7/8 48 pt.	7/8 42 pt.	7/8 36 pt.	7/8 30 pt.	7/8 24 pt.	7/8 18 pt.	₹8 14 pt.	7⁄8 12 pt.	7/8 10 pt.	% 8 pt.	% 6 pt

1/4	1/4	1/4	1/4	1/4	⅓	1/4	1/4	1/4	14	34
1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	36
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	1/4	1/4
2/3	2/3	2/3	2/3	2/3	2/3	2/3	⅔	3∕3	3/4	56
1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/4	36
3/8	3/8	3/8	3/8	3/8	3/8	3/8	3/8	3/s	%	36
5/8	5/8	5⁄8	5/8	5⁄8	5/8	5/8	%	% 8	%	%
, 0	7 /8				7/8	7/8	7/8	7/8	% 8 pt.	% 6 pt.
48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	6 pt.

 $\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

 $\begin{array}{c} 1 & 1 & 3 & 1 & 2 & 1 & 3 & 5 & 7 \\ 4 & 2 & 4 & 3 & 3 & 8 & 8 & 8 \end{array}$

 $\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

 $\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

 $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

 $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

 $\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$

 $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

 $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

 $\begin{smallmatrix} 1 & 1 & 3 & 1 & 2 & 1 & 3 & 5 & 7 \\ 4 & 2 & 4 & 3 & 3 & 8 & 8 & 8 & 8 \end{smallmatrix}$

1 1 2 3 1 2 3 8 8 8 8 8 8

1 1 3 1 2 1 3 5 7 4 2 4 3 3 8 8 8 8 8

En-set fractions for Tempo Bold are shown on page 41

TEMPO MEDIUM CONDENSED 1 1 3 1 3 1 3 5 7 4 2 4 3 3 3 8 8 8 8 8

1 1 3 1 2 1 3 5 7 4 2 4 3 3 8 8 8 8 8

 $\frac{1}{2}$ $\frac{1}{4}$

13 Point

1 1 3 1 2 1 3 0 7
4 2 4 3 3 5 8 8 8

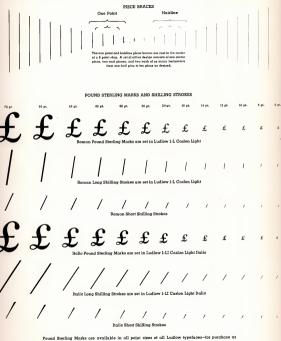
4 1 2 1 8 1 2 2 3

\$\frac{1}{4} \frac{3}{4} \frac

/2 /4

48 Point	1/4	1/2	3/4	1/3					
42 Point	1/4	1/2	3/4	1/3					
36 Point	1/4	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	1/8	3/8	<i>5</i> ∕8	7/8
30 Point	1/4	1/2	3/4	1/3					
24 Point	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
18 Point	1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
12 Point	1/4	1/2	3/4	1/3	3/3	1/8	3/8	%	7/6
Squore Go	thic—¼ ½ :	% Rom	an Bold — 3 - 12 F		$\frac{17}{32}$	<u>1/4</u>	1/2	TALIC FRACTI 3 2/3 Point	3/4
_ ,	L	LUDLO	W 6-B MEDIUM	CONDENSED GO	THIC DIAGO	NAL FRACT	IONS		
3/9	3/	Q = 3	$\sqrt{8}$ 3	/8 3	/8	3/8	3/8	3/8	3/8
48 Point	42 Pc		Point 30 he following der			18 Point 3/4 1/8 3/6	14 Point 5/8 7/8	12 Point	10 Po
1/2 1/3 3	/3 1/4 3/4 1/8 3 14 Point		LUDLOW 28-H 7 1/2 1/3 2/3 1/4 3 12			RACTIONS 1 3/2 1/4 3/4 1/4 10 Point		Va Va ¥a V4 ¥ 8 Pe	
LUDLOW	28-M TEMPO ME	DIUM		LUDLOW	46-MEC GRI	ENWICH D	AGONAL FRA	CTIONS	
	NAL FRACTION 14 14 1/4 1/4 1/4 10 Point		1/2 1/3	2/3 1/4 3/ Point	1/2	1/3 2/3	1/4 3/4	1/2 1/3 2	/3 1/4 3
			LUDLOW 47-	H SAMSON DIA	GONAL FRA	CTIONS			
1/2	1/3 2	/3 1/4	3/4	1/2 1/	3 ² / ₃	1/4 3	4 1/	2 ½ ¾	1/4 3
/ Z		Point /4	/	/= /	36 Point	/ /		24 Poin	
_	. ,		LU	DLOW 15 LUDL	OW BLACK				
3	/4	3/4	3/4	3/2	1 3	4	3/4	3/4	3/4
4	8 Point	42 Point	36 Point	30 Pois	ıt 24	Point			2 Point
Lime	W 2-B CHELTE	SPECIAL FRA			. LOUTE			2-B CHELTENH GONAL FRACTI	
1/1	1/1 1/1 1/1	1/1 1/1 1/1	4.4	W 1-L CASLON	и		1/5 2/5	1/	. 2/

	AF	HTHMETICAL SIG	NS					п	NCH M	ARKS					
		Lightface			11	- 11	11	11	11	R	11	п			
8 Point	. +	- ×	+	-	48	42	36	30	24	18	14	12	10	8	6
8 Point	+	- ×	+	=				F	оот и	ARKS					
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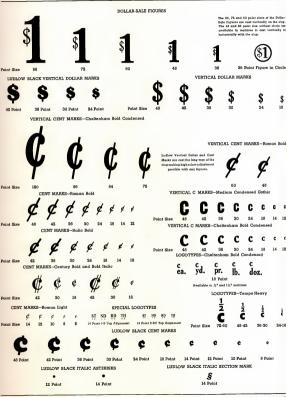
extra characters. These may be substituted for the dollar mark without extra charge when desired.

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.

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42 Point

TEMPO BOLD CONDENSED

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\$9748 \$3829 \$2750 \$3582 30 Polat 24 Polat 18 Polat 14 Polat

72 Point

MISCELLANEOUS SUPERIOR FIGURES

\$**18**90

\$27⁴³

\$10¹⁷

\$1**8**²⁰

\$12/5 Point Radiant Bold Condensed

35"

48 Peint

43 Point Kurnuk Medium

35 Point

\$45⁷⁹

\$63⁸⁰

\$67²⁹

3482

S7035

\$24⁷⁰

*95⁷⁰

\$78³⁴

\$65²⁸

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IS Point Bodoni Black

\$5599 18 Point Eden Bold

\$2840 14 Point Tempo Heavy SUPERIOR FIGURES WITH UNDERSCORE

\$5.89

SF 65

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Point Medium Condensed Cot

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A set consists of two each of the above characters

Superior figures, with or without underscare, are available in any standard typeface series provided appropriate sizes are available in desired series.

LUDLOW LINING PLATE MISCELLANEOUS MATRICES

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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

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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

A 1555 Leaf-A1558 Berries-12 x 12 points

A 1556 Leaf-A 1559 Remiss-12 x 24 points

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A1572 Leaf-A1575 Borries-18 x 18 points

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A1568-18 x 36 points

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A1550-12 x 34 points

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A1400 Leaf-A1401 Berries-18 x 18 points

A1400 Leaf-A1401 Berries-12 x 12 points

A1402 Leaf-A1403 Berries-12 x 18 points 경기가 기계가 기계가 기계가 A1404 Leaf-A1426 Berries-12 x 12 points

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A1505—12 x 12 points

A1305-12 x 18 points 存货销售销售银银银银银

A1412 Leaf-A1413 Betties-34 x 24 points

A1414 Leaf-A1415 Berries-24 x 36 points

A 1416 Legi-A1417 Berries-24 x 24 points

A1405 Leaf-A1407 Bernes-18 x 18 points

A1408 Leoi-A1408 Berries-18 x 27 points

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A1310-24 x 24 points

A1208-18 x 18 points

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A1580 Weenth-A1583 Berrier-36 x 38 possible

000000 A1579-98 x 90 points









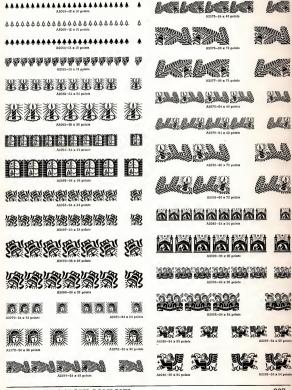


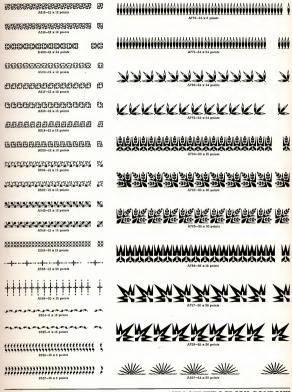


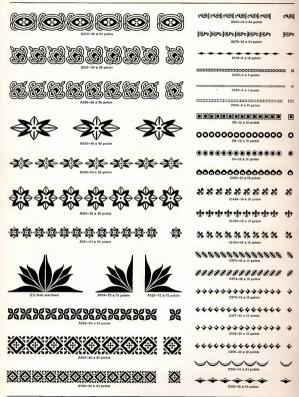




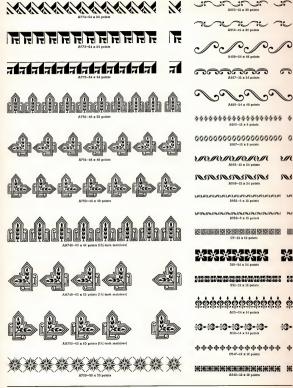






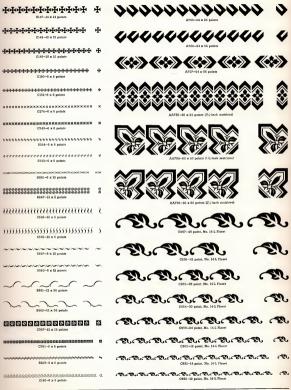


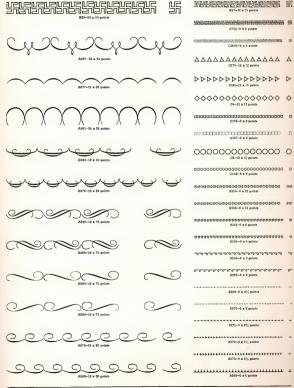
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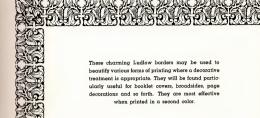


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C762—18 x 18 points	4	3718-6 x 72 points
CTP4-18 x 10 points	. K	B778-6 x 72 points 3779-6 x 72 points
NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNN	×	8711-6 x 18 points
	•	8712-6 x 18 points 8710-0 x 15 points
## ## ## ## ## ## ## ## ## ## ## ## ##	攀	CCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCC
**************************************	*	99999999999999999999999999999999999999
************	米	8700-0 x 4 points
26262626262626262626262626262626262626	N.	90000000000000000000000000000000000000
	彩	00000000000000000000000000000000000000
A512-18 x 18 points	*	C540-12 x 12 point
A315-18 x 18 points		DDDDDDDDDDDDDDDDDDDDDDDDDDDDDDDDDDDDDD
ASIA-DE A 10 points	M	A556—12 x 24 points





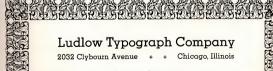


60 point size are $1\frac{1}{4}$ -inch matrices

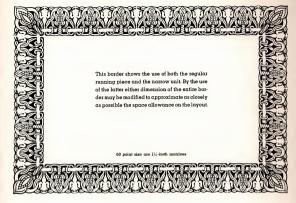




The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA739, AA738, AA740, AA741 and AA742



48 point size are %-inch matrices



48 POINT BORDER UNITS











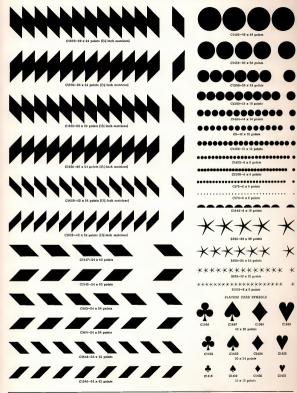
The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA724, AA727, AA723, AA725, AA726 and AA728

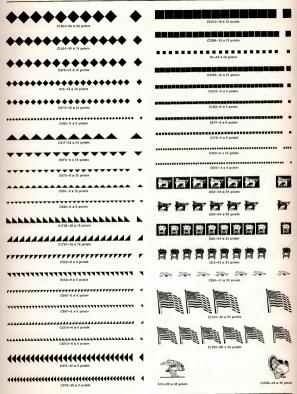
Ludlow Typograph Company

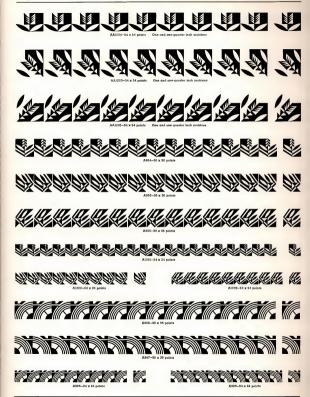
2032 Clybourn Avenue + + Chicago, Illinois

48 point size are ¾-inch matrices

ARTCRAPT ORNAMENTS	ARTCRAFT ORNAMENTS	FIVE POINTED STARS	FIVE POINTED STARS
C817 ⑤ 10 point	C799 🕜 10 point	C200 ☆ 6 x 6 points	C2054 * 4 x 4 points
C818 ② 12 point	C800 🕜 12 point	C201 ☆ 8×8 points	C281 * 6 x 6 points
C819 (14 point	C801 14 point		C282 ★ 8 x 8 points
C820 (18 point	C802 (18 point	C202 ☆ 10 x 10 points	C283 ★ 10×10 points
C821 (6) 24 point	C802 18 point	C18 🛧 12 x 12 points	C17 * 12 × 12 points
~	C803 24 point	C362 🟠 14×14 points	C365 🖈 14×14 points
C822 (6) 30 point	C804 (30 point		C366 🛨 18 x 18 points
C823 (2) 36 point		C383 🗙 18 x 18 points	C15 24 x 24 points
Coas O posm	C805 38 point	C16 \$\frac{1}{24 \times 24	
C824 (2) 42 point		^	C367 30 x 30 points
	C806 () 42 point	C384 30 x 30 points	C14 36 x 36 points
C825 (2) 48 point			
C825 48 point	C807 48 point	C13 36 x 36 points	C1010 42 x 42 pts.
ARTCRAFT ORNAMENTS		\sim	
C808 ② 10 point	CAMEO ORNAMENTS	CAMEO ORNAMENTS Left Side	C1011 48 × 48 pts.
C809 🔎 12 point	B827 & 12 point	B826 12 point	Citi And Inc.
C810 @ 14 point	B830 Q 14 point	B829 (max 14 point	CAMEO ORNAMENTS
C811	B833 😜 18 point	B029 14 point	B828 🖦 12 point
C812 (2) 24 point	B836 & 24 point	B832 18 point	B831 14 point
<i>a</i>	G	B835 24 point	B834 18 point
C813	B839 S 30 point		B837 24 point
C814 (2) 36 point	B842 S 36 point	B838 30 point	B840 30 point
50		B841 36 point	
C815 (2) 42 point	B845 Q 42 point	B844 42 point	B843 36 point
		BB44 42 point	B848 🗪 42 point
C816 (2) 48 point	B848 48 point	B847 C 48 point	B849 5 3 48 point
	7		

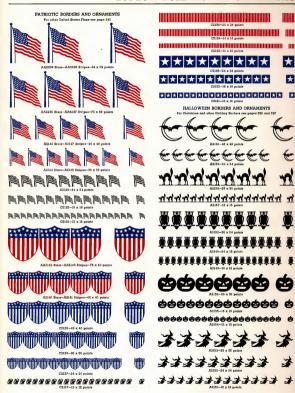






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BURUKKUKKKKK K A200-12 x 12 polots	ASS-OR A SECOND OF THE CONTRACT OF THE CONTRAC

A205-12 x 12 points	AVEAVEAVE AVE
FFFFFFFFFFFFFFFF	30 30 30 50 50 50 50 50 50 50 50 50 50 50 50 50
A200-12 x 12 points	3/6 3/6 3/6 3/6 3/6 3/6 3/6 3/6 3/6 3/6
A207-12 x 12 points	AVE AVE AVE AVE AVE AVE AVE AVE
624624624624634634634 624 A208-12 x 18 points	\$\&\\$\\&\\$\\&\\$\\&\\$\\&\\$\\&\\$\\&\\$\\&
N#9N#9N#9N#9N#9N#9N#9N#9N#9 A200-12 x 18 points	\$\\\ \$\\\\ \$\\\\\\\\\\\\\\\\\\\\\\\\\\
K KKKKKKKKKK REST. St. St. C.	Addr-d a 24 palets
AZZZ-11 x 12 points	※ ※※※※※※※ ※
<u> </u>	A692-36 x 36 polices
A294-12 x 12 points	Agat-do 2 30 points
)^()^()^()^()^()^()^()^()^()^()^()^()^()	
A5-44-12 x 12 points	ASII-ON 8 25 points



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LUDLOW LEADERS AND RULES

TOD	TO M DI	IIID LITED .					
нс	RIZONTAL DOT L	EADERS	нов	IZONTAL HY	PHEN LEAD	DERS	2 point x 1/2 point-1 point space
One	Dot to the em-11/2	point Dot	½ Poin	Hyphen-3			
	glignment No.	72 14 pt. alignment	Number	Align	man)	Setwidth	2 point x 1 point-1 point space
no, by an pa	No. 75 18 pt. alignm	ent	1083	8 p	oint oint	6 points 8 points	½ point x 2 point=2 point space
Two	Dots to the em-1%	point Dot	1085	10 p	oint	10 points	/
				VERTICAL D	OT LEADER	5	½ point x 3 point−2 point space
		76 18 pt. alignment	1/2	Point Dot6 I	Dots to the P	ioa	2 point x 1 point-2 point space
Two	Dots to the em-1%	point Dot		Center	Alignment		
	No. 70 12 pt. olignm	eat	Number 1314	Hei 12 pe	ght	Setwidth 6 points	½ point x 3½ point-1½ point space
	Three Dots to the	em	1811 1815	18 pt 20 pt	pints	6 points 6 points	4 paint x 1/2 point=1 point space
			1916	24 pe 28 pe		6 points 6 points	COMBINATION RULES
No. 1008	1/2 point dat			Point Dot-6 I		iaa.	Side Face Cast on 6 or 12 Point Body
No. 1009	34 point det	10 point alignment	1	1		iou	
	1 point dot	12 point alignment			Alignment		34 point x 2 point x 34 point-2 point space
No. 71	1 point dos		Number 181	6 p	ight cints	Setwidth 6 points	2 point x 1 point x 1 point x 2 point-2 point space
18o. 74		14 point alignment	182	12 p	oants oints	6 points	2 paint X 1 point X 1 paint X 2 point
			163	24 p	oints	6 points	2½ point x 2½ point x 2½ point-2½ point space
No. 77		18 point alignment	v	RTICAL HY	HEN LEAD	ERS	254 being x 254 being x 254 being 251 beam about
Six	Dots to the Pica-9			Center A	lignment	Weight	SINGLE LINE RULES
Number	Aligzment	Setwidth	Number 82	Height 12 points	Setwidth 6 points	1 point	Side Face Cast on 6 Point Body
921 922	6-8 point 6-8 point	2 points 4 points	63	12 paints	6 points	1/2 point	34 point side face
884 923	6-8 point R-8 point	8 points 8 points		18 reints		1/2 point	1 point side face
924 885	6-8 point 6-8 point	10 points 12 points	84	18 points	6 points	22 point	2 point side foce
925	6-8 point 10-12 point	18 points 2 points 4 points			EL RULES		
928 479	10-12 point 10-12 point	6 points 8 points	Sie	ie Face Cast	on 6 Point l	Body	3 point side fore
927 928 345	10-12 point 10-12 point 10-12 point	10 points		1/4 point x 1/4 poin	nt-1½ point spo	ice	4 point side fore
345 346 929	10-12 point 10-12 point 8-10	18 points 2 points					5 point side face
930 478	8-LP 6-LP	4 points 6 points		1 point x 1 poin	nt-1 point spoor		
931	8-LP 6-LP	8 points 10 points		1 point x 1 point-1)/2 point space			SINGLE LINE RULES
347 348	6-LP 6-LP	12 points 18 points		PARALLEL RULES			Center Face Cast on 6 or 12 Point Body
1349	8-LP	24 points	Center Face Cast on 6 Point Body		Body	1/4 point center face	
	Three Dots to the		_				1 point center face
No. 180	a point dot	6-8 point alignment		1/4 point x 1/4 po	int-1 point spar	*	2 point center face
Eigh	t Dots to the Pica-			14 point x 14 po	int=2 point spo	00	
		Setwidth		1 point x 1 poin	nt-1 point spao		3 point center fore
Number 343	Alignment 10-12 point	12 points					4 point center face
344 341	10-12 point 8-LP 6-LP	18 points 12 points 18 points		1 point x 1 point	t-2}{ point spa	*	5 maint center fore
342		-		1 point x 1 poin	nt-4 point spac		
	RIZONTAL HYPHE it Hyphen-5 Hyph					_	S point center fore
				1% point x 1% po	dnt=1½ point sp	14.00	R point center face
Number 198	Alignment 6-8 point	Setwidth 12 points		2 point x 2 pai	nt-2 point spac		7,512
199 339	5-8 point 5-8 point	18 points 24 points		muro III	NE RULES		10 point center face
83	10-12 point 10-12 point	12 points 18 points	Si	de Face Cast		Body	
338 239	10-12 point 8-LP	24 points 12 points					12 point center face
240 340	6-LP 8-LP	18 points 24 points		1/4 point x 1 poin	nt-1½ point spo	ice	
½ Pol	nt Hyphen—2 Hypl			1/4 point x 11/4 pr	oint—I point sp	100	14 point center face
Number	Alignment	Setwidth	_	1/4 point x 3 po	int-3 point spe	ce	
78 81	10-12 point 14 point 16 point	12 points 14 points					18 valet center face
79	18 point	10 points		114 point x 14 po	ant-1}{ point sp	1400	10 pean venue 1404

SOUARE GOTHIC

olet Ludlow 5-23 Square Gothi

CASLON LIGHT

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-HC Tempo Heavy Condensed

BODONI CAMPANILE ITALIC

ADDITION TO THE RODONI FAMILY THAT WILL 30 Add distinction to any newspaper display advertising

EXHIBIT OF FINE BOOKS WILL 48 Open Monday in the public library

Characters in Complete Font A B C D E F G H I J K L M N O P O R S T U V W X Y Z abcdefghijklmnopgrstuvwxyz&\$ 1234567890.:,;-''!?()[]-

aracters listed below sold separately

% 1/2 1/4 3/4 1/3 2/3

emplete series of Bodoni Campanile Italic will range from 18 to 48 point inclusive

EXHIBIT OF RARE 7 Books Opens Today

MANY ADUERTISERS 7 Endorse Ludlow Faces

LARGE CROWD ATTENDS 48
Opening of the Yawl Races

CITY COUNCIL TO MEET AND 42 Discuss Plans for the Building of a New School Next Monday

X-RAY MACHINE IS DONATED TO 36
The Avenue Hospital by the Estate of
the Late Mayor of Essex, J. Vacory

SIXTEEN KILLED IN 30
Big Railroad Accident
in Kentucky Thursday
as Two Trains Collide
30 Your Value Not Letter 4 C Condensed

SPECIAL SALE OF FINE 24 Irish Linen Handkerchiefs Will Begin Next Thursday in Reid's Downtown Store

MANY LEADING NEWSPAPERS 18
Have Installed the Ludlow Slug
System For Setting their News
and Advertising Display Headings

MANY SMALL JOB PRINTERS HAVE 14 Installed the Ludiou System for Setting all of their Job Work thus Enabling them to Produce Better Work at Far Less Cost Le Robin Debuse Vanishis for Ludiou 6 C Condensed Costing

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 Debuxe, Variante Sec Leddew 6-C Condensed Orthio

A C E F G
K M N R S
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SCORES FORCED 9 TO ESCAPE FLOOD

96 Point Ludlow 6-FEC Franklin Gothic Extra Condensed

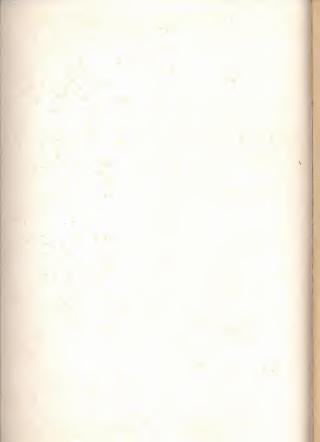
Characters in Complete Font

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

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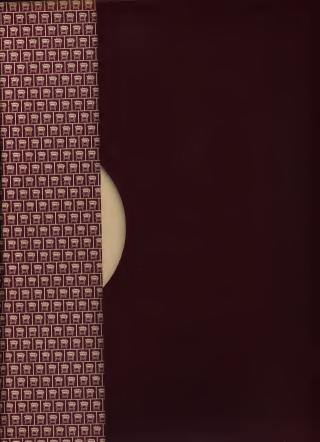
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