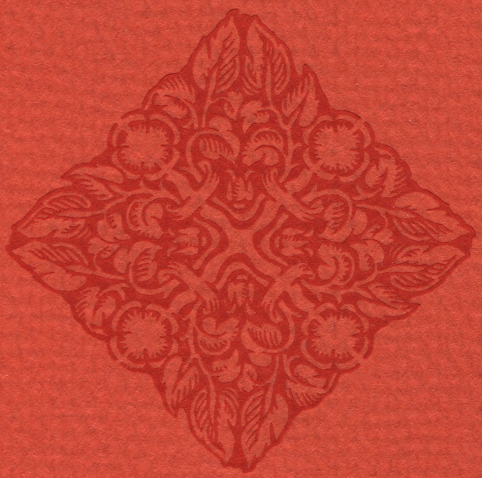
LUDLOW ORNAMENT



LUDLOW ORNAMENT

LUDLOW TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE
CHICAGO

Ornament No. A720.
True-Cut Bodoni.

TYPOGRAPHIC ORNAMENT

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

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

William Caslon cut exceptionally effective ornaments, but typographic decoration reached

Ornament Nos. A230, A233, A234, A237, A238, B243, B244, B260 and C246. Nicolas Jenson and Nicolas Jenson Open for initial. Elrod rules.

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

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

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

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

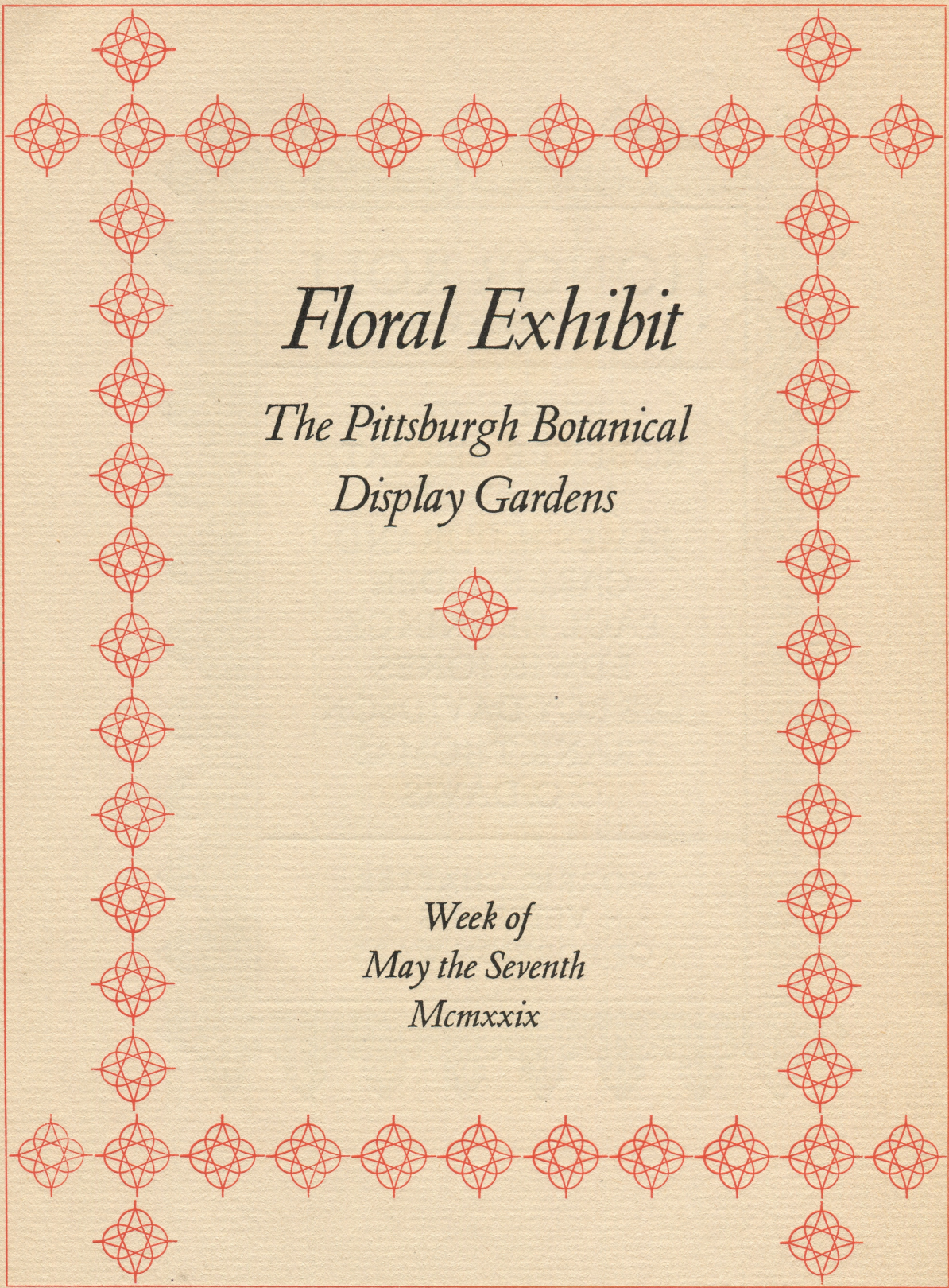
HONOR ROLL

MCMXXVIX

ALBERT I. WILLIS
ROBERT B. BERNATZ
J. RALPH LEE
JAMES H. DURAND
CARL SYNDER
PAUL HENNINGS
EDWIN JONES
LEE ROY DAVIDSON
FRANK THOMAS
G. O. DAVIS

MORRIS CHAPTER
VETERANS
OF FOREIGN WARS

Ornament Nos. A751, A752 and A753.
Number 11-L. Elrod rules.



Floral Exhibit

The Pittsburgh Botanical Display Gardens

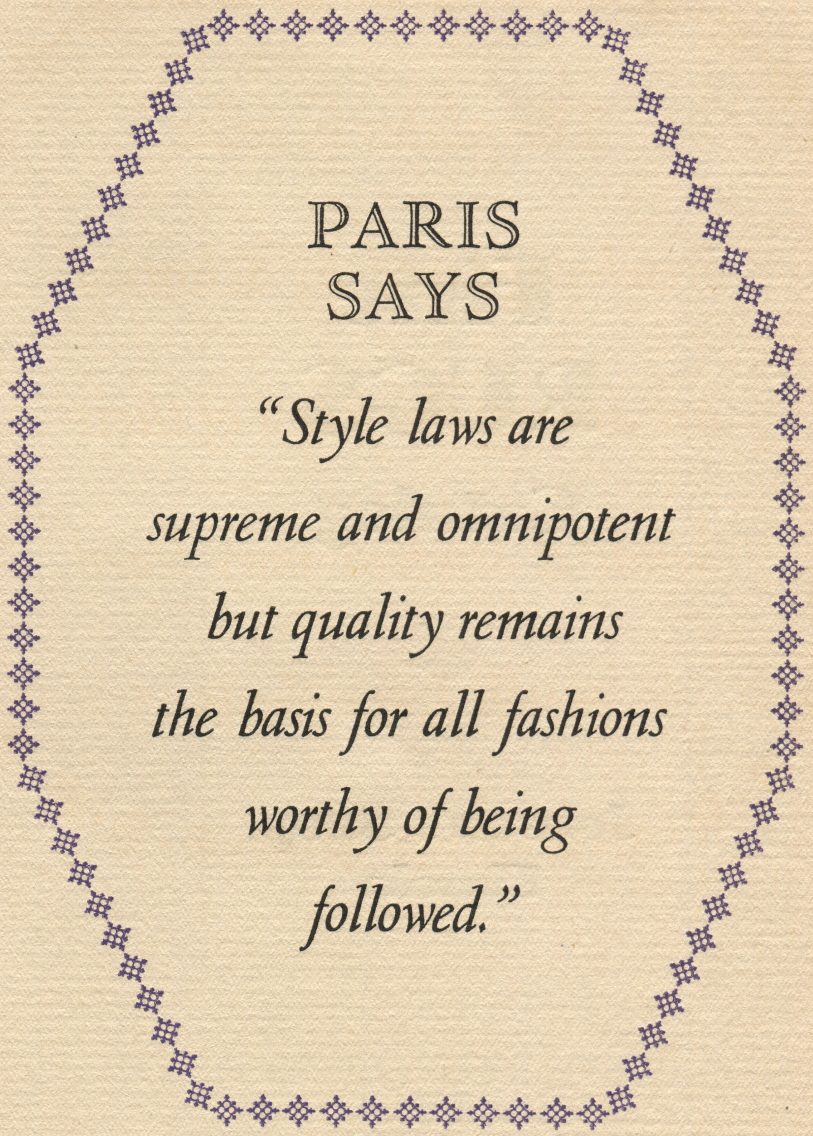
Week of
May the Seventh
Mcmxxix

Ornament No. A361.
Nicolas Jenson Italic. Elrod rules.

Fine RUGS Catalog

Jonson's Shop
Elmola

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



Ornament No. C521
Nicolas Jenson Open and Nicolas Jenson Italic.

The plates in color wood-engraved by Schmied are among the finest of their kind. A student may learn much from them.

Ornament Nos. A715 and C246.
Nicolas Jenson Bold Italic.

PRINTING EXHIBIT

Beginning the First of August the work of some of America's leading printers will be on display in the Exhibit Room of the Library, from ten in the morning until four-thirty in the afternoon.

THE CARNEGIE LIBRARY

Ornament No. C10.
Nicolas Jenson Open and Nicolas Jenson Italic. Elrod rules.

KING FLORAL COMPANY

2552 North Central Avenue, Chicago, Illinois

TELEPHONE PALISADE 3366 PROMPT DELIVERY

*for*_____

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Ornament Nos. A548, A549, A550 and C252.
True-Cut Caslon and its italic. Elrod rules.

FOURTEENTH ANNUAL

PRINTING EXHIBIT

NATIONAL THEATRE BUILDING

NOVEMBER 23 to 28, 1929

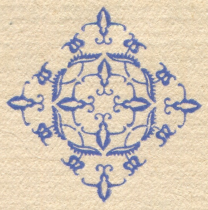
NO ADMISSION CHARGE

Ornament Nos. AA724, AA726 and AA728.
Nicolas Jenson. Elrod rules.

WINTER TOURS

SEE THE OLD WORLD

Arrangements can be made three months in advance for a private tour to any point of interest to you and your friends. Reasonable rates



ANDERSON & BOLLMAN

STEAMSHIP & TRAVEL AGENTS

2658 Monroe Road, Milwaukee

Ornament Nos. A206, A207, A208, A209, A230, A237 and A238.
Nicolas Jenson Open and Nicolas Jenson with small caps.

The ink that made the fountain pen possible

■ ■ ■

HUTCH'S FOUNTAIN PEN INK

—writes a bright blue and turns to a jet black when dry. It flows freely. Will not thicken.

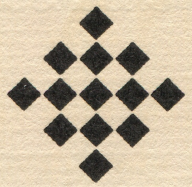
■ ■ ■

At all dealers

Ornament Nos. C178 and C790.
Bodoni Bold and its italic.

The New

Cinderella Motor Car



Cinderella Company
Cleveland, Ohio

Ornament No. C12.
Ultra-Modern Bold.

Admit One

LECTURE ON MEDIEVAL EUROPEAN HISTORY BY PHILLIP M. FULLER, PH.D.

Town Hall - May Tenth - Six P.M.

Ex Libris

LONDON PUBLIC LIBRARY

✝

Swann Economic Collection

No.

Above—Ornament Nos. A499 and C261. Nicolas Jenson and its italic.
Below—Ornament Nos. A204, A205, A206 and A207. True-Cut Caslon and its italic. Elrod rules.

JEAN GUTTEMBERG
INVENTOR OF PRINTING

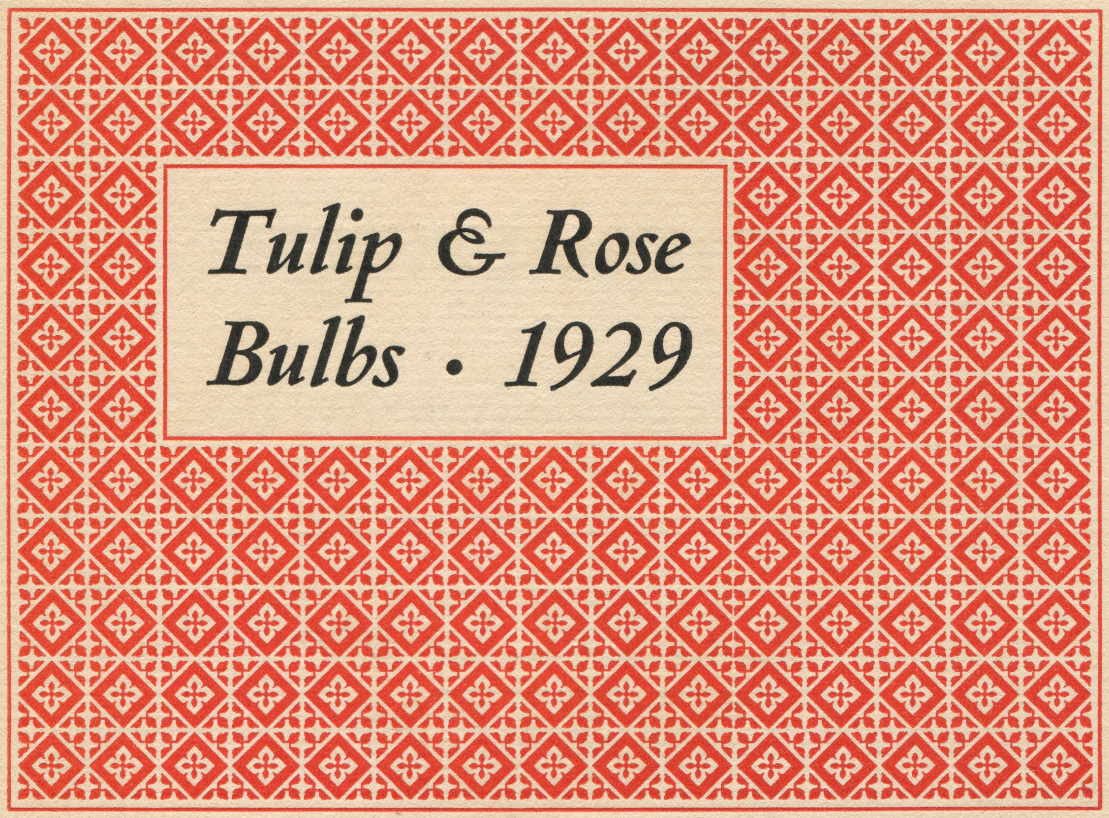
Translated from the French
of Andre Thevet

MCMXXVI

Ornament Nos. A653 and A654.
Nicolas Jenson and its italic.



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



Ornament No. A659.
Nicolas Jenson Bold Italic. Elrod rules.

LUDLOW EXHIBIT

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

LUDLOW SYSTEM

Beginning April 9th

The exhibit will be open evenings and in the daytime, of course, at 535 Main Street, Room 4, Oklahoma City.

The LUDLOW is the fastest growing system of display composition. There must be reasons for this. We will be glad to show them to you at any time

Ornament Nos. A626, A627, A628 and C381.
Ultra-Modern.

THE MINUTE MEN

An Intimate History of Early Concord

By JULES SMITH



BOSTON
LOWERN AND LITTLE
1930

Ornament Nos. A769, A770 and A771.
True-Cut Bodoni.

LORAIN FOUNDRY

ANNUAL REPORT



LORAIN CITY

JANUARY, 1930

Ornament No. A658.
Ludlow Black.

LANGLEY
EMERY WHEELS

CATALOGUE AND PRICE LIST NO. 6

THE LANGLEY COMPANY
WORCESTER, MASSACHUSETTS

Ornament Nos. A651 and A652.
Square Gothic. Elrod rules.



The Ludlow System

This system has accomplished miracles of economy for many printers all over the country. The Ludlow system of job and display composition supplies new type, from 6 point to 72 point, in sluglines, for all jobs.

Ludlow Typograph Company

Chicago, Illinois



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

A Genuine

Imported Egyptian

CAMEL HAIR BRUSH

Economical Stores

Everywhere

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

Announcing

RUO-FRANCIS HATS

Jacobs' are showing all the very latest models.

Ornament No. C262.
Nicolas Jenson Open and Nicolas Jenson Italic.

THE MERCHANTS AND MANUFACTURERS FIRST NATIONAL BANK

Ornament Nos. A497 and B713.
Ludlow Cameo. Elrod rules.

THE MIKADO SHOP

Japanese Paintings - Tea Sets
Native Pongee - Silk Kimonos

WABASH AT RANDOLPH

Granite Memorials

Enduring
Dignified Beauty

BLUE GRANITE COMPANY
Sulgrave, Vermont

Above—Ornament Nos. A716 and B709.
Ultra-Modern
Below—Ornament No. B554.
Garamond Bold and its italic.

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SCOTCH
CANDIES

Buy Them by
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PITTSBURGH CANDY
BROKERS COMPANY

Ornament Nos. A542, A543, B538 and B539.
Ultra-Modern.

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Fine Editions for the Booklover

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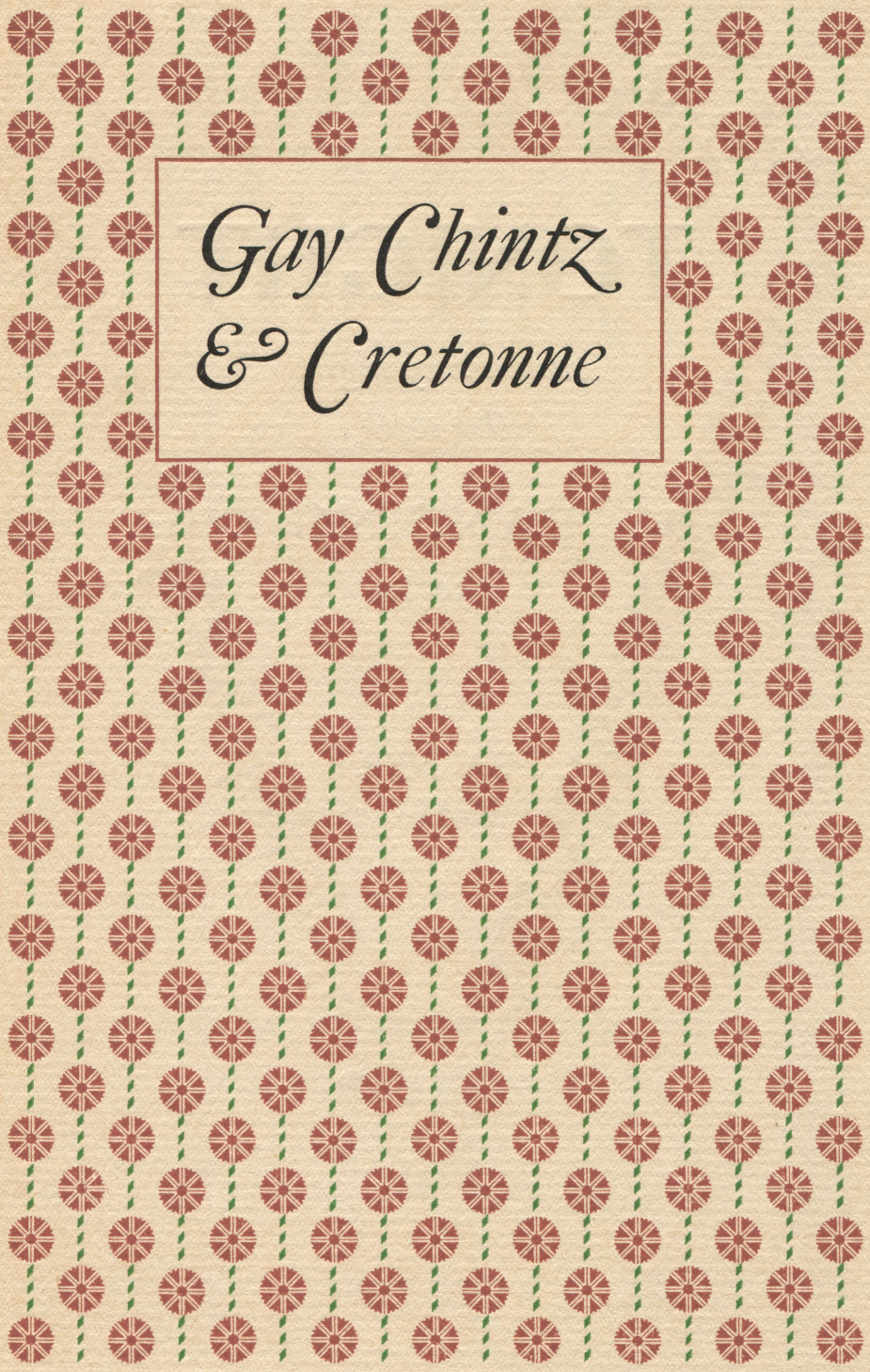
ARCADE BOOK SHOP

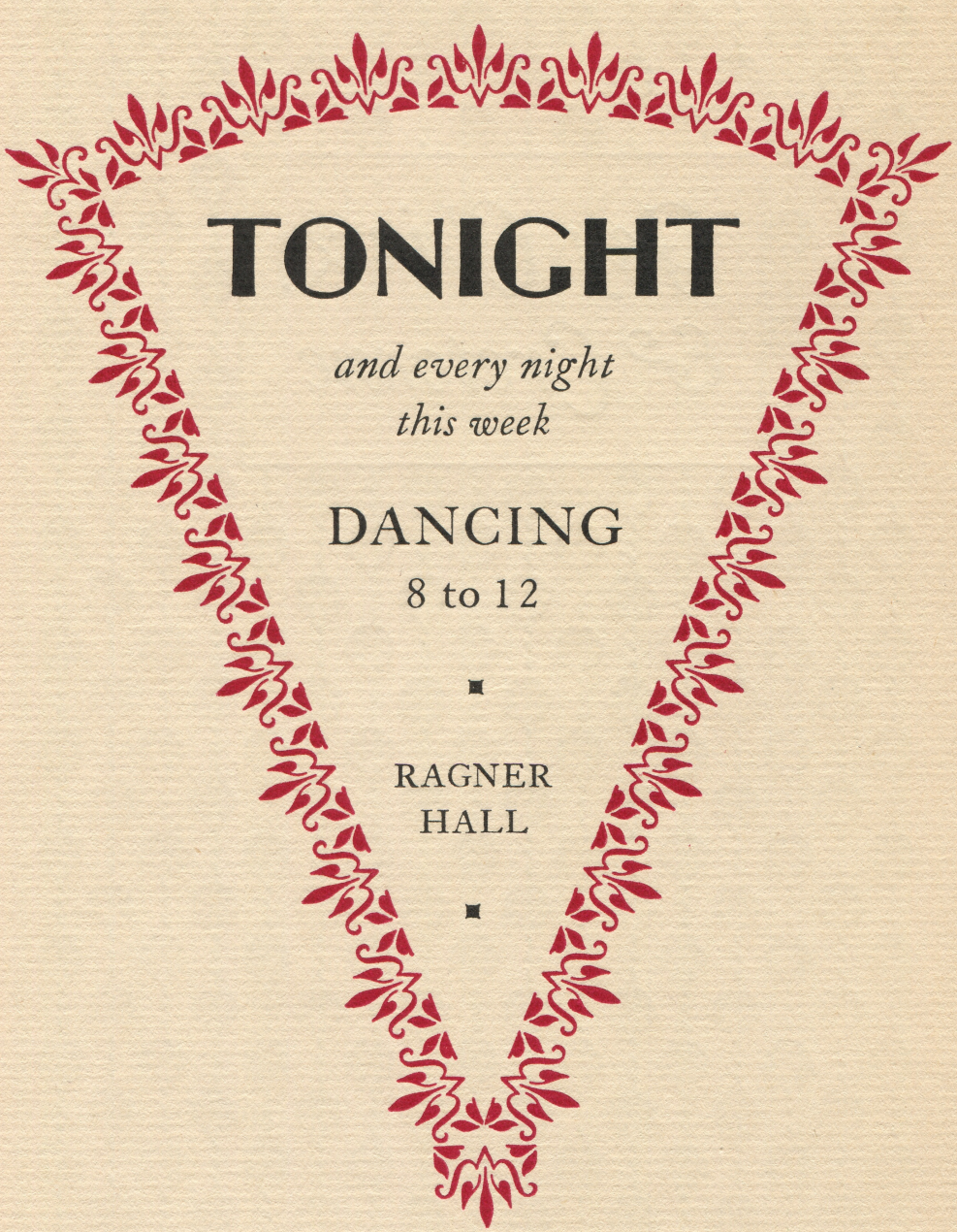
Franklin Arcade, Southwest

WEST OBINDON, MICHIGAN

Ornament Nos. A655 and A656.
Delphian Open Title. True-Cut Caslon and its italic.



Ornament Nos. A716 and C486.
True-Cut Caslon Italic. Elrod rules.



Ornament Nos. A648, A649, A650 and C178.
Ultra-Modern. True-Cut Caslon and its italic.