

Better Advertisements For Greater Results

*All You Want of These
Ludlow Faces*

Produces Booklets

Ludlow 1-L Caslon Light

Specimen Showing

Ludlow 1-LI Caslon Light Italic

Correct Equipment

Ludlow 2-B Cheltenham Bold

Producing Quality

Ludlow 2-BI Cheltenham Bold Italic

Many New Typefaces are

Ludlow 2-BC Cheltenham Bold Condensed

Distinctive Printing

Ludlow 2-BO Cheltenham Bold Outline

Type High Slugs Print

Ludlow Number 11-L

The Ludlow System for

Ludlow Number 11-LI

Better Composition

Ludlow Number 11-B

Need Only One Font

Ludlow Number 11-BI

Reduce Expenses

Ludlow 19 Cameo

Set Matrices by

No. 15, Ludlow Black

*And our Elrod Caster furnishes
an unlimited supply of rule bor-
ders and spacing material.*

IN keeping with our policy of always offering advertisers every advantage that will enable them to make their messages in our publications more productive, we use the Ludlow system of composition which makes available a wide range of type faces in many sizes and *unlimited* quantities. This means that our advertisers get Ludlow type styles *exactly* as they are specified on their typographic layouts.

Ludlow hand-set, slug-cast composition permits display effects even more versatile than it is possible to obtain under the old style, single type method—and is assurance that every letter will show clearly on the printed page. There can be no worn out, battered faces, or broken kerns, even on the most delicate italic or roman faces. Single letters cannot fall out and spoil the entire effect of the advertisement.

Advertisers in the Lloyd Hollister publications now have the same kind of equipment available that is used in the Los Angeles Examiner, Chicago Tribune, Chicago Daily News, New York Times, London Daily Mail and other great metropolitan newspapers all over the world.

Attractive Ludlow hand-set, slug-cast composition affords advertisers beautiful type designs, and has proved its great attention value and exceptional effectiveness. Consequently the Lloyd Hollister publication space user is assured maximum returns from a minimum lineage investment.

Lloyd Hollister

INCORPORATED

1232 Central Avenue, Wilmette, Illinois

Printers and Publishers of

WILMETTE LIFE WINNETKA TALK

GLENCOE NEWS

This ad is Ludlow set and the rules are produced by the Elrod machine