

Some reasons

why printers

prefer

LUDLOW



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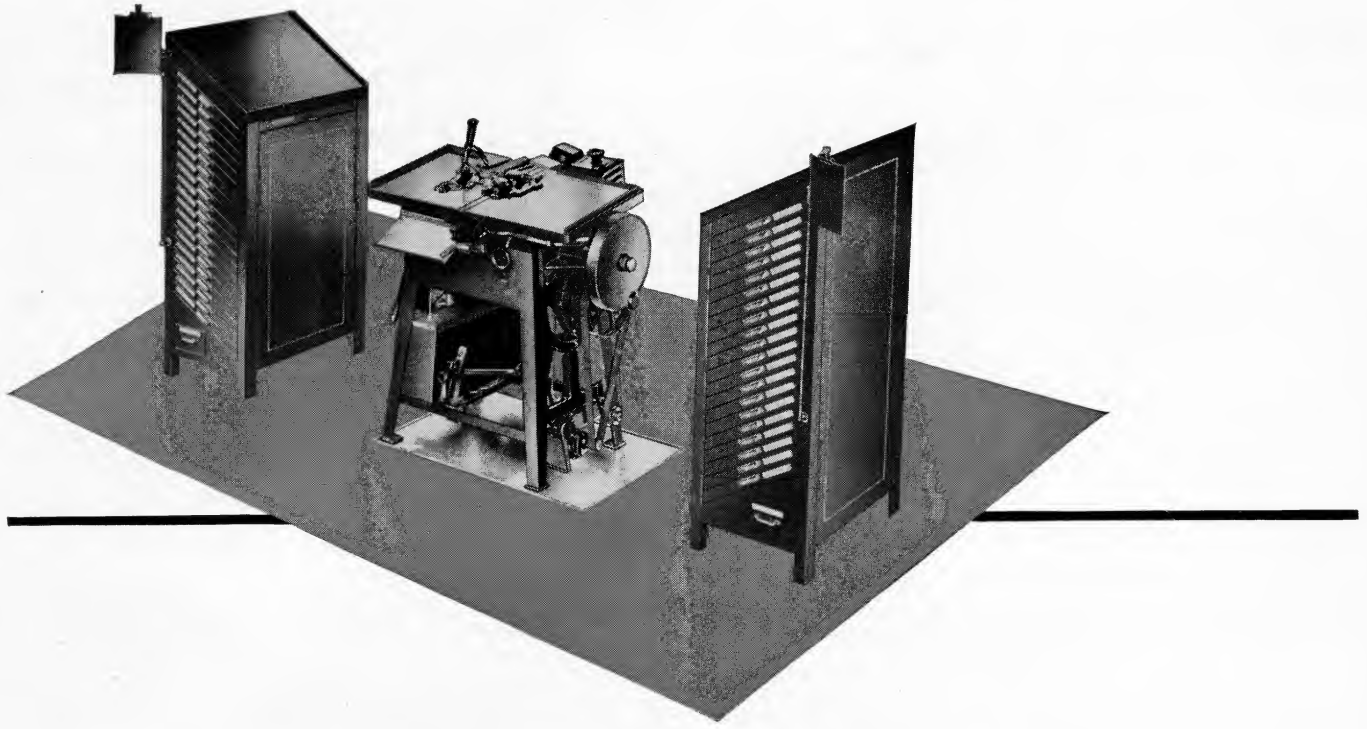
why printers

prefer

LUDLOW

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue, Chicago 14, Illinois



The Ludlow System

The Ludlow system of hand-set, slug-cast composition makes possible straight-line production of job and display composition in your composing room. Ludlow composition is produced from brass matrices, which are "gathered" in words or syllables and are assembled in a special matrix stick. The stick is then locked in the machine and sluglines are cast directly from hot metal, ready to place in the form.

The Ludlow helps to eliminate the necessity of continual manufacture or purchase of single types and the expense of type storage and type distribution. Because of the Ludlow "direct route" method of production, many wasteful practices and much lost motion which are unavoidable in the use of single types are also eliminated.

The Ludlow system provides the compositor with the equivalent of an unfailing type supply, and he proceeds with confidence and satisfaction, knowing that he will have abundant material to see the job through. The annoying problems of type shortages, "picking" standing forms or forced distribution are things of the past with a Ludlow installation.

Repeat-casting on the Ludlow enables the plant to take advantage of the economies of multiple-form composition, to make full use of sheet or press capacity and to avoid some of the delays and expense of electrotyping. It is also possible to effect short-cuts in pressroom and bindery operations as well as in the composing room.

Ludlow-set all-slug composition is a time-saving factor in make-up and lockup. Ludlow sluglines are

easily handled and the job goes up quickly, whether a display page or section, a ruleform, or general commercial work. The pressman gets a solid, square form, which insures accurate press register, and the new Ludlow sluglines reduce make-ready time. Running time is also lessened, and the pressman ceases to worry about "work-ups" or type breakages.

The compactness of Ludlow equipment makes for still further economy, for all typesetting operations are confined within a small area, saving countless extra steps and expediting production. A Ludlow machine with two cabinets of matrices, as pictured above, requires a floor space area of only 8 x 12 feet, in contrast with larger space needed for type cabinets and cases of similar capacity.

No expert mechanics are required, for any competent compositor can readily learn to use the Ludlow and to produce satisfactory composition for a wide variety of jobs. His proficiency increases as he takes advantage of inherent short-cuts and simplified practice not possible with any other system.

The Ludlow embodies simplicity of design and durability of mechanism, assuring that with reasonably good care the equipment will give continuous, satisfactory service at minimum upkeep expense.

The trade journal advertisements reprinted on the following pages graphically point out some reasons why so many printing and publishing firms and numerous specialty plants have found the Ludlow one of the best investments they ever made, resulting in better production and more profitable operation.

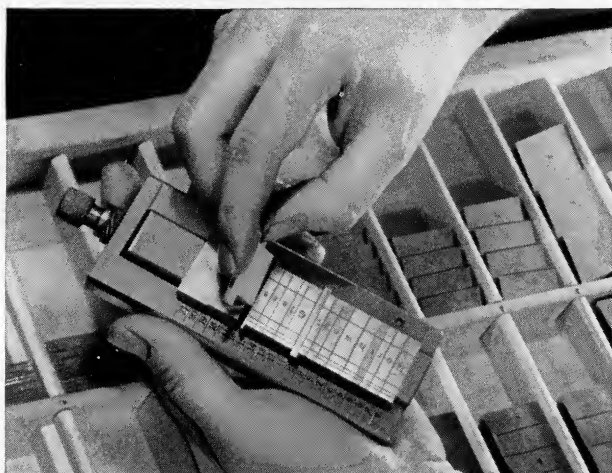
Ludlow Matrices Are "Gathered"

The direct, efficient Ludlow method of display composition eliminates unnecessary operations. Using single types, the compositor picks up each letter or space one-at-a-time, turns the nick and face of each character into position, inserting each character in the stick one-at-a-time. Contrast this time-wasting practice with the efficient Ludlow way, where the compositor "gathers" broad, flat, easily-handled Ludlow matrices in word or syllable groups. He then inserts these assembled matrices, as groups, in the stick—several-at-a-time. These immediate time-savings help to make for profitable composing room production.



Ludlow Lines Are Quickly Spaced Out

Spacing out a Ludlow line is as easy as assembling. Instead of spaces that are hard to get at, the "ears" of Ludlow spacing units extend beyond those of the letter matrices, and are readily inserted or removed, making the matter of spacing a quick, easy operation. Good Ludlow composition assures proper word-spacing and letter-spacing—also spacing that is visually right between words and letters. With the Ludlow there is no necessity for spacing "tight to lift," because a simple turn of the thumb-screw at the end of the Ludlow stick holds the line of matrices firmly in the machine during the casting operation.



Ludlow Slug-Casting Is Easy

The mechanical simplicity of the Ludlow makes slug-casting practically automatic. The matrix stick is inserted in the machine, and the lock-down lever holds it in place for casting. The casting operation starts with a touch of the lever. Molten metal is forced through the mouthpiece into the matrices, and the finished slug is delivered on the galley at the front of the machine. By automatic repeat-casting, any number of typeface slugs or ruleform slugs may be produced from the same line of matrices. Using a blank slug block, blank slugs also may be produced on the Ludlow in any quantity desired.



Ludlow Slugs Save In Make-up

A Ludlow-set job affords the advantage of handling only sluglines in composition and make-up. There is no danger of "pi" or transposed letters. There are no worn or broken letters to be checked. Italics or scripts offer no broken letter hazards, for in Ludlow composition they are as sturdy as any roman letter. Ludlow sluglines are easily made up into an accurate form with Ludlow-cast blank slugs or with strip material, and once placed in the form and O.K.'d, they are there to stay. The solid, square form minimizes "work-ups" and other pressroom troubles, to the advantage of both compositor and pressman.





The Direct Route . . . from copy to hot metal to form

- With a Ludlow machine on the floor and fonts of Ludlow matrices in the cases, the composing room is always ready to meet the unpredictable quantity demands of future copy, and to handle them efficiently and rapidly without delay. It is unnecessary to purchase or to manufacture any type whatsoever, or to lay it in the cases.

- This freedom from worry about type supply, the provision of new, sharp, and unworn sluglines for every job or ad, and the facility of being able to keep standing any jobs, ads or pages without in any way depleting the type supply, place the Ludlow-equipped printer head and shoulders above any competitor dependent upon single type composition.

- With hot metal in the crucible, the Ludlow stands ready to meet any demand. Composition is produced direct from live copy. Matrix setting, line and letter spacing, and casting of sluglines are

exceedingly simple operations. The selection of typefaces and point sizes is limited only by the Ludlow matrix fonts in the cabinets, and the time required for setting, spacing and making up the completed form is considerably less than with a form set from single types.

- With Ludlow equipment, the modern printing plant always has adequate composition facilities ready for use when needed. Ludlow composition is economical because it actually is one-cost composition, in which both type manufacture and type distribution are included in a larger percentage of chargeable time.

- Your plant needs the Ludlow to meet the requirements of present day competition. Like hundreds of others, you will find that with the Ludlow you can produce finer typography with greater efficiency and at a lower cost. Full information will be sent you gladly upon request.

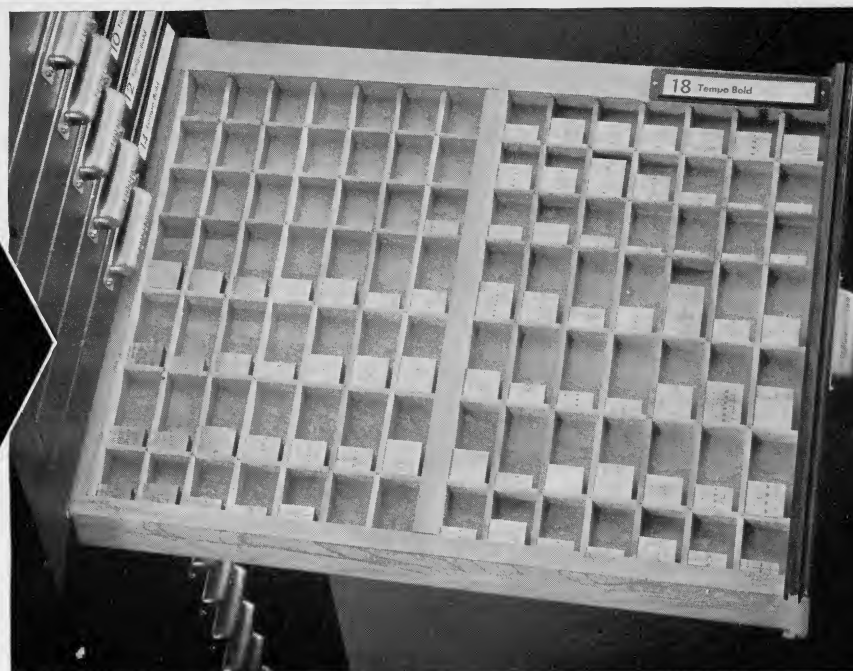
Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14, Illinois

Set in members of the Ludlow Tempo family



**Single type
enough for
4 average ads**

**Ludlow matrices
enough for 4000
ads—or more**



WHATEVER a printer may think of the advantages or disadvantages of single types, one stubborn fact is beyond argument. Type supply, however generous, is always liable to run out in the face of unpredictable demands.

And, in the very nature of the printing business, type demands are unpredictable. No printer can tell today the size and face for which there may be heavy demands for next month's job and display composition.

The hazard of type shortage—involving added expense, or delay in delivery, with consequent disappointment to the customer—is always present.

There is but one insurance against this hazard—the provision of matrices for setting job and display composition. This method, pioneered by the Ludlow, has banished

the bugaboo of type shortage for thousands of printers, substituting in its stead a sense of comfort and a confidence that any job may be undertaken, without risk of compositors reaching for letters that are not there.

The Ludlow system of setting matrices by hand and casting lines in slugs also brings to printers complete freedom to hold forms profitably for reprint. It makes it possible to set jobs in multiple, cutting down the press run and utilizing the full capacity of press beds.

And, in addition, it provides the most economical—and therefore the most profitable—method of setting run of the hook job and display composition.

Write us today for information of other advantages of the Ludlow system of hand-set, slug-cast composition.

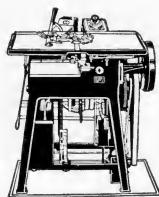
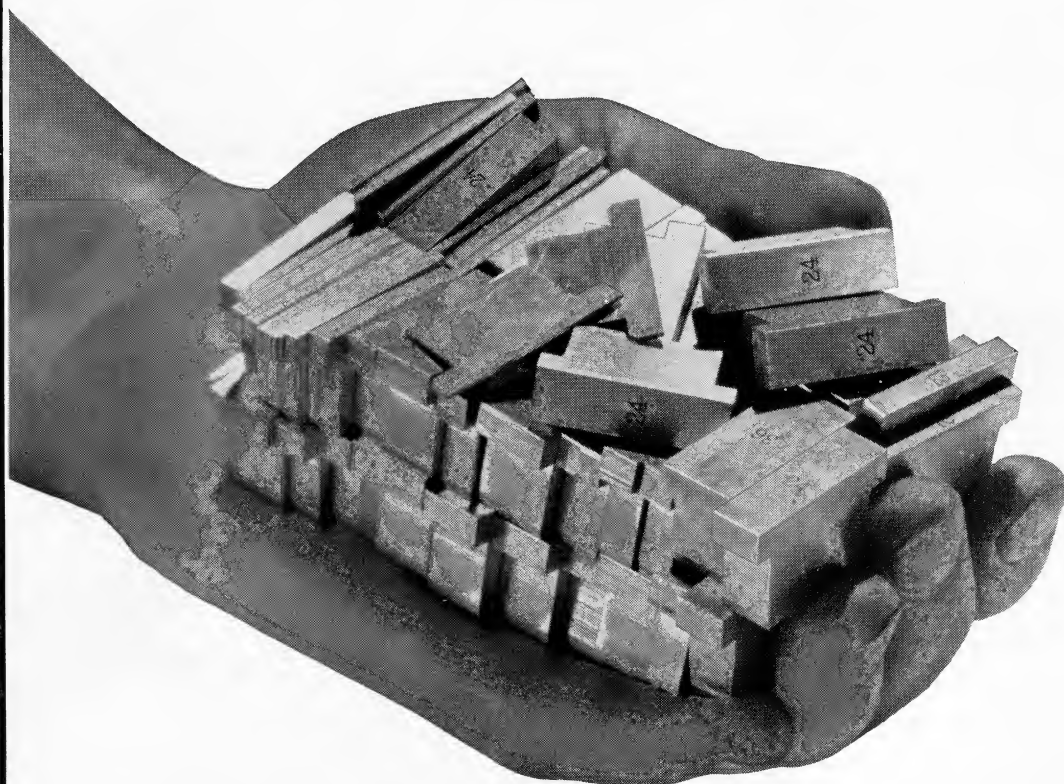
LUDLOW TYPOGRAPH COMPANY

Set in members of the Ludlow Tempo family

2032 Clybourn Avenue + + + Chicago, Illinois

The Ludlow Way

A handful of Ludlow spaces—or tons of spaces and quads



The Ludlow provides a logical, economical method for meeting present-day composition needs. Let us tell you about the Ludlow

A major problem in single type composition is maintaining an adequate supply of spaces and quads for each pointsize in use. This calls for large outside purchases, or extensive plant manufacture and storage. Even then, depleted cases or storage units may compel distribution to keep things moving . . . The Ludlow compositor knows that no matter how large the job, spaces and quads are always at hand. The set of Ludlow spaces and quads illustrated above provides an unlimited supply for all roman sizes up to and including 48-point, with other sets for italic faces and pointsizes above 48-point . . . A small drawer of Ludlow spacing units is equivalent to tons of spaces and quads in cases or in reserve. As Ludlow spaces and quads are returned to the case when typeface matrices are returned, compositors never run out of material. Plenty of spacing material is only one of many Ludlow advantages.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



*Showing Ludlow matrices "gathered"
in single operation ready to
place in matrix stick*

Ludlow "Gathering"

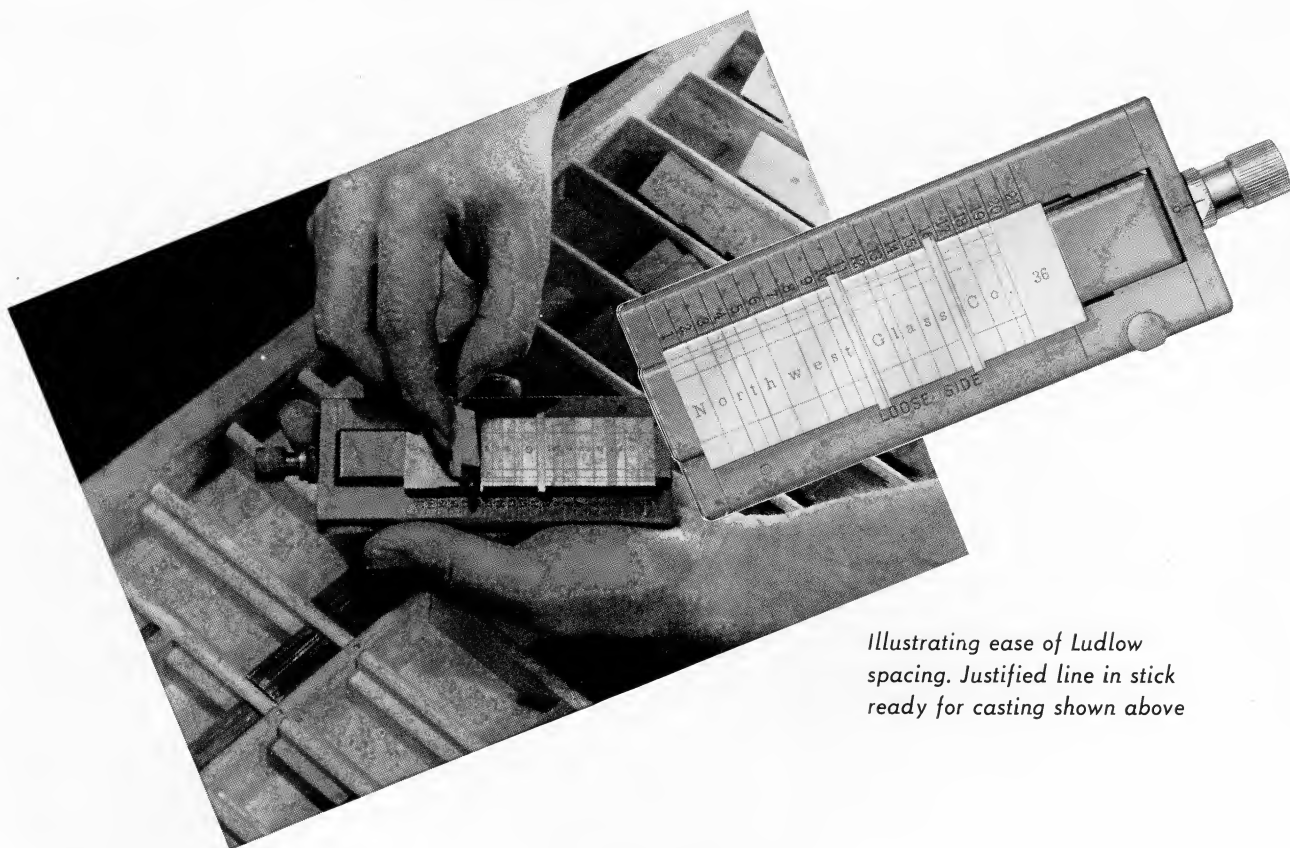
helps reduce composition costs

The above illustration shows one reason why Ludlow composition goes up so easily and so quickly. The compositor does not have to pick up single types or spaces one-at-a-time and insert each character in the composing stick. Instead he "gathers" broad, flat, easily-handled Ludlow matrices in word or syllable groups, and inserts them as a unit in the Ludlow matrix stick.

Spacing out the line is likewise an easy operation. A turn of the matrix stick thumbscrew holds the line firmly for casting. These and other Ludlow advantages help you to reduce composition costs, and make for greater composing room production.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



Illustrating ease of Ludlow spacing. Justified line in stick ready for casting shown above

Ludlow Spacing

is easily and readily accomplished

With the Ludlow, the printer obtains all the values of hand spacing that go to make a good job of composition. Ludlow spaces are the easiest units to get at and to handle, as the "ears" of the flat, ample-sized space matrices extend beyond those of letter matrices. The line is quickly and easily spaced out, and the compositor can readily determine visually if the spacing is correct between words and letters. Even thin spaces are quickly inserted or removed, and letterspacing is an easy operation. There is also no "spacing tight to lift," as a turn of the screw tightens the line for casting. Efficiency in spacing is one of the reasons why Ludlow composition goes up so readily, without lost motion.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



*Ludlow sluglines are easy
to handle in make-up*

Ludlow Make-up

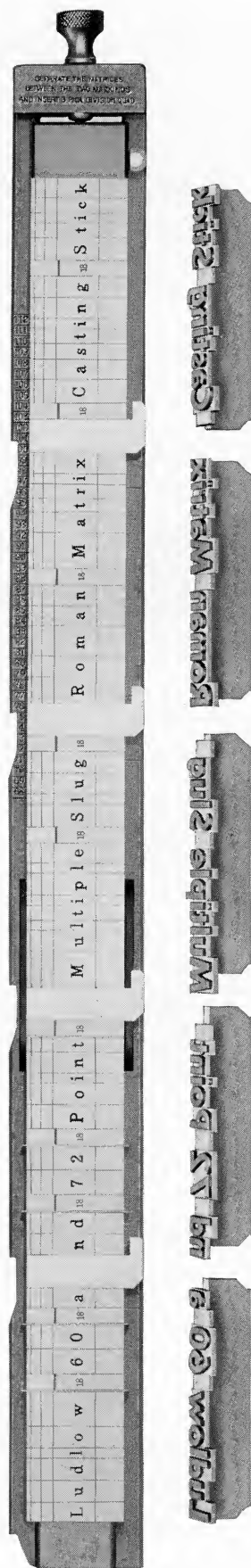
Is Efficient and Easy with Sluglines

Ludlow all-slug composition expedites make-up operations, in that the solid sluglines are readily assembled in the form. The uniform thickness of the Ludlow slug, whether on a 6-point or a 12-point body, also greatly facilitates the handling of display or miscellaneous composition. Furthermore, with a Ludlow-set form the printer is sure of a solid, square lockup that minimizes pressroom troubles. Ease of make-up is only one of many advantages of Ludlow composition.

Ludlow Typograph Company • 2032 Clybourn Avenue, Chicago 14, Illinois

Set in members of the Ludlow Karnak family

Long Lines LUDLOW-SET with a single justification



Showing a Ludlow stick with a line of matrices ready for casting the sluglines directly below. Notice the ready spacing of the line, the division quads, and the "overhangs" which fit perfectly into adjoining recesses.

Here is another economy feature of Ludlow operation which not only cuts costs but improves the quality of the composition. Long lines up to 112½ picas are readily assembled and spaced out in one stick, with only a single justification, even though the resultant line is cast in several sections.

The line of Ludlow matrices is assembled in the long stick, and the entire line is then spaced out as usual without regard to the length of the individual slug. Division quads are then inserted at the marks on the stick which indicate slug lengths. All that is then necessary is to tighten the stick knob before making a cast.

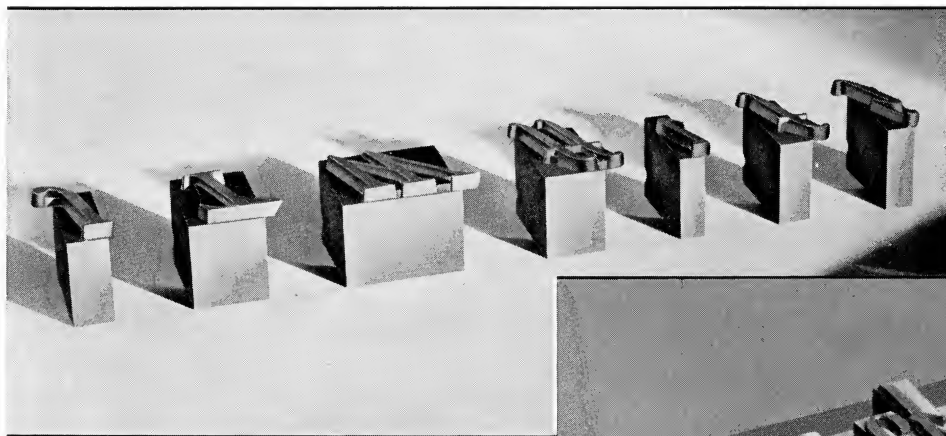
When the slugline is cast, it is delivered in unit slug sections. If a character happens to overhang the end of one slug, it fits into a recess automatically cast on the next slug to support that overhang.

This is just one of many Ludlow features which eliminate unnecessary delays and expense in the composing room. The Ludlow provides a system of composition of utmost flexibility. Literature telling the Ludlow story will be gladly sent on request.

LUDLOW TYPOGRAPH COMPANY

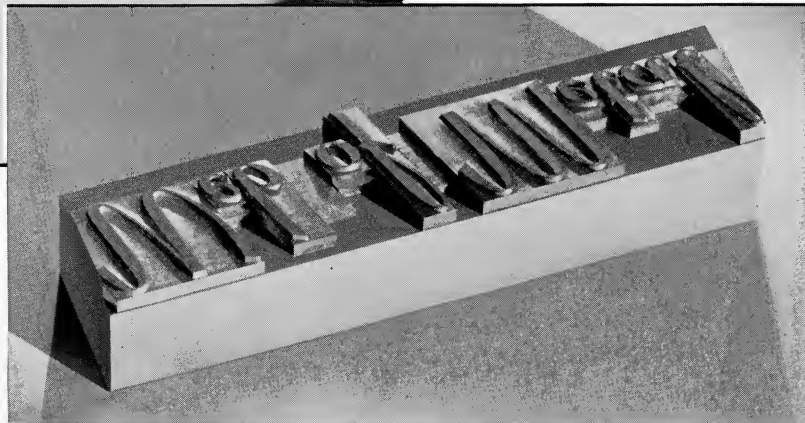
2032 Clybourn Avenue
Set in members of the Ludlow Radiant family

Chicago 14, Illinois



*Fragile kerns in single types
are troublesome*

*Ludlow italics, cast on a solid slug,
may be used as freely as any
roman letter*



LUDLOW Unbreakable Italics

—a new slant on an old problem

Spirited italics and attractive scripts are universal in their appeal. When specified in layouts, everyone is pleased except perhaps the printer who attempts to set and print with them from single types.

Broken kerns are inevitable in all italic and script composition from single types. If they do not happen to break off in the first proofing, they may do so in planing down—or worse yet—during the press run.

This is not surprising, for all overhanging kerns are fragile at best. And as every printer knows, seldom can more than a few words be set from a case of single types because usually there are more letters with broken than with unbroken kerns. No wonder more robust typefaces are substituted whenever possible, and italics and scripts regarded as impractical.

With the Ludlow system of slug composition, scripts and italics are just as practical to use

as any typeface in the plant. Ludlow provides the ideal method of setting script and italic faces of full-kerning design, and no parts can break off in setting or during long press runs. Cast on a solid slug from slanting matrices, all parts of the letters have full support, and will stand up under severe dry mat pressure.

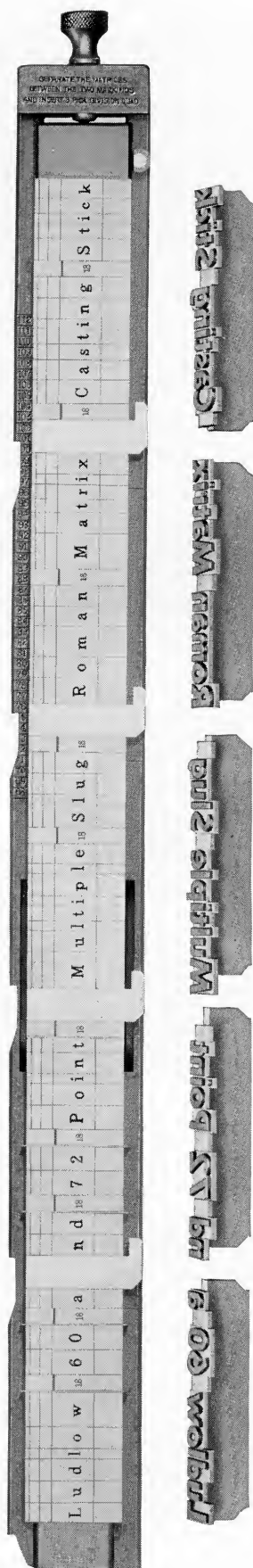
Contrast the sturdy, one-piece web of metal in the line of script on the Ludlow slug with the delicate overhanging kerns of the single types illustrated above, and you will see how Ludlow has solved the age-old problems involved in italic and script composition. Worry, expense and limitation of use occasioned by the fragile kerns on single types can be eliminated by the Ludlow system of job and display composition. And with this advantage are many others equally important in cutting operating costs in your plant. Full information will be gladly sent you upon request and without obligation.

LUDLOW TYPOGRAPH COMPANY

Set in members of the Ludlow Bodoni family

2032 Clybourn Avenue • Chicago 14, Illinois

Long Lines LUDLOW-SET with a single justification



Showing a Ludlow stick with a line of matrices ready for casting the sluglines directly below. Notice the ready spacing of the line, the division quads, and the "overhangs" which fit perfectly into adjoining recesses.

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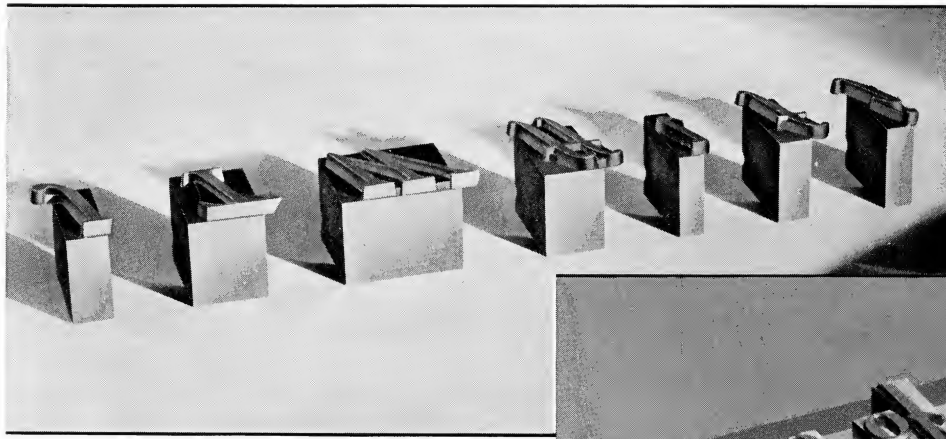
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LUDLOW TYPOGRAPH COMPANY

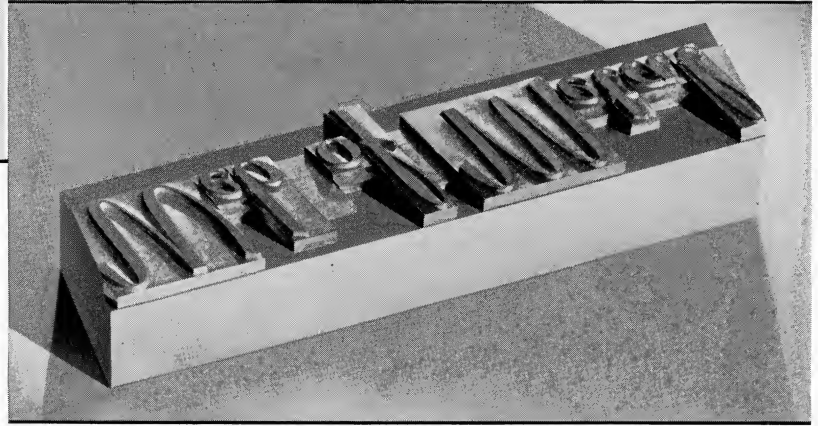
2032 Clybourn Avenue
Set in members of the Ludlow Radiant family

Chicago 14, Illinois



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LUDLOW TYPOGRAPH COMPANY

Set in members of the Ludlow Bodoni family

2032 Clybourn Avenue • Chicago 14, Illinois



Top-aligning superior-figure matrices are assembled directly in the line of Ludlow matrices, from which is cast a single one-piece slug.

Set Superior Figures the simple LUDLOW way...

The Ludlow-equipped composing room can produce price composition with superior figures as easily and rapidly as ordinary display by using Ludlow Superior-Figure matrices.

- These supplementary matrices are stored in convenient box-compartments of the regular Ludlow matrix cases, and they are readily accessible to be positioned in the line while it is being set.
- As these superior-figure matrices are driven to align at the top with the particular face and point size for which they are made, alignment is fully automatic. Casting an assembly of figures and superior figures in a single line prevents any mis-alignment—or transposition of price figures.
- Figures for italics or scripts are handled in the same simple way, the superior figures themselves also being driven in Ludlow slanting matrices.
- This simple method of handling superior figures efficiently and economically is typical of how the use of Ludlow helps to solve many other composing room problems. Consult us regarding your display production.

LUDLOW TYPOGRAPH CO.

2032 Clybourn Avenue • • • Chicago 14, Illinois

A FEW LUDLOW SUPERIOR FIGURE COMBINATIONS

Superior-figure matrices are available for any Ludlow typeface in sets of 26 matrices, consisting of two each for figures, dollar sign, period and lower-case "c," or as sorts.

\$11⁶⁵

96 Point Tempo Bold Condensed

\$7¹⁵

72 Point Karnak Black Italic

\$18³⁹

60 Point Tempo Heavy

\$12⁹⁸

48 Point Tempo Bold (as illustrated in stick)

\$17⁵⁴

42 Point Radiant Heavy

\$15³⁹

36 Point Bodoni Black Italic

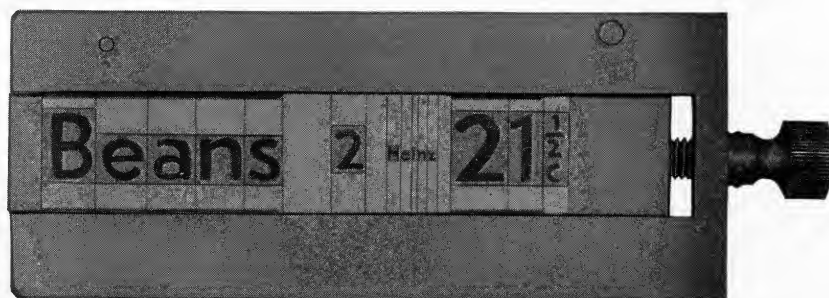
\$34⁸⁶

30 Point Tempo Heavy Condensed

\$39⁷⁵ TO \$75²⁵

24 Point Franklin Gothic Extra Condensed

Set Grocery Display the all-slug *LUDLOW* way



JELLO 3 PKGS. 21c

TIDE

Save Enclosed Valuable Coupon

Giant Size **69c**

WESSON

OIL . QUART 69c PINT 35c

EVAPORATED

MILK . . . 2 8-OZ. CANS 25c

CALIFORNIA

PEACHES . . NO. 2 CAN 27c

LEAN SLICED

BACON . . . 1/2-LB. PKG. 23c

TENDER ROLLED

RIB ROAST . . POUND 92c

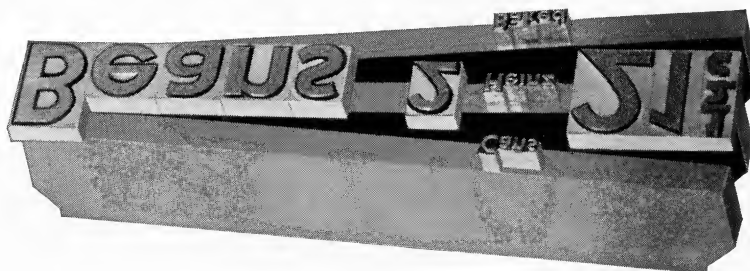
SIRLOIN OR SWISS

STEAK . . . POUND 89c

Difficult food store copy is no problem at all to a Ludlow-equipped composing room. For example, consider such copy as the following, the kind encountered in grocery display:

Beans 2 Cans Heinz Baked 21 1/2 c

The middle line is first set in the matrix stick, as shown in the above illustration, and a slug cast from it. Then the top and bottom lines in smaller type are set and cast in slugs which fit snugly with the middle slugline, thus—

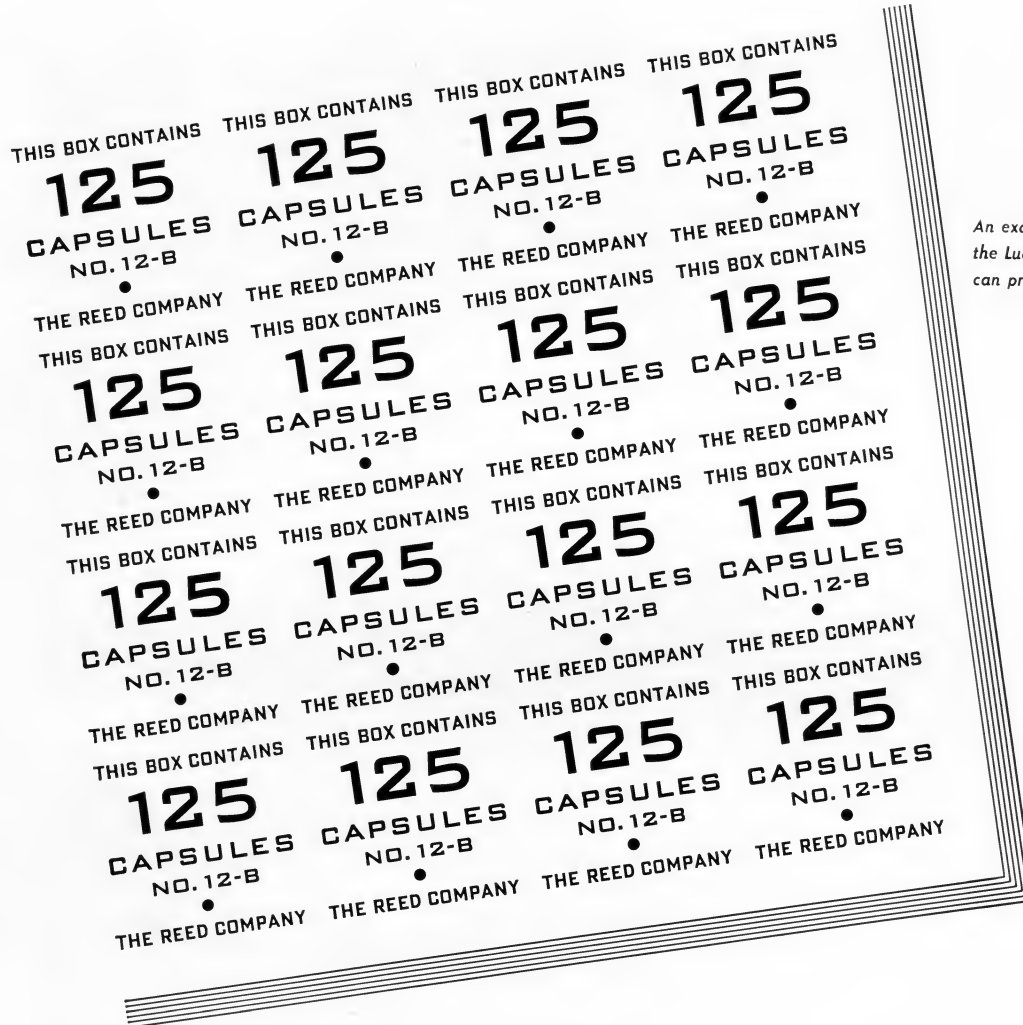


Ludlow logotypes are available for many two-line units required in food store copy. Here are some:

SMALL CAN	TALL CANS	1-LB. CAN	NO. 2 CANS	LB. PKG.	3-LB. PKGS.	1/2-LB. PKGS.	PKGS. OF 6
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In setting this copy the Ludlow way, the make-up is simplified and the cutting of slugs eliminated. Just three full-length slugs to assemble when making up the form. Effective food store display is only one of many Ludlow advantages.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14



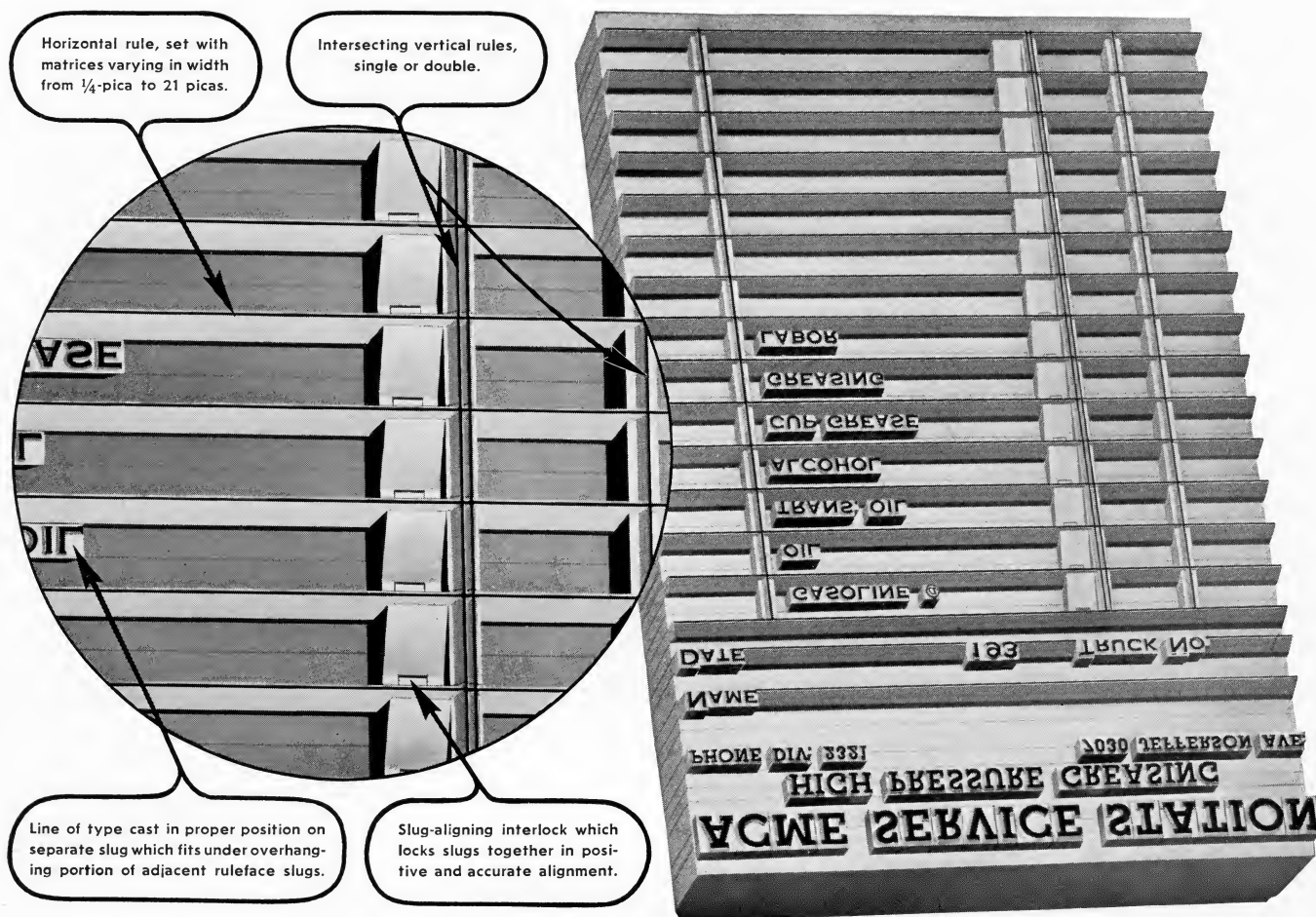
An example of a multiple form which the Ludlow-equipped composing room can produce economically.

LUDLOW

Multiple Forms Will Help You Increase Production

If you handle a job as a single unit, when identical forms could have been set 4-up, 8-up, 16-up or more, you throw away profits that are rightfully yours. A job of labels such as is shown above is repeat-cast 16-up from a single setting of six lines of Ludlow matrices, made up, locked up, and sent to press within a very short time and at a materially lower production cost. Multiple-form composition on the Ludlow enables you to utilize full press capacity and to reduce press running time, as well as to expedite composing room and bindery operations, saving time and money all along the line. Ludlow multiple forms enable you to better handle "rush" work in record time, as many a job can be printed in multiple, cut and delivered before electrotypes are obtainable, avoiding both delays and additional expense. Many other advantages which will help to reduce production expense are enjoyed by Ludlow-equipped plants. Write us today for complete details.

Ludlow Typograph Company • 2032 Clybourn Avenue, Chicago 14



Typical all-slug Ludlow ruleform with rule section produced by repeat-casting from one setting of a line of ruleform matrices.

Extra Profits with Ludlow Ruleforms

THE LUDLOW way of handling ruleform composition makes the production of such forms both practical and profitable. Without cutting or fitting rules, or setting multiple-justification composition, the problems of fitting, joining and aligning rules and of inserting type lines are solved in a radically different yet simple way.

The Ludlow operator setting ruleforms is provided with precision horizontal rule matrices and matrix blocks of different set-widths, which join to cast the continuous cross-rules without visible breaks. He also has special precision "intersector" matrices, in which a section of vertical rule of the same height as the spacing between horizontal lines intersects a short length of horizontal rule. These intersector matrices, in which rulefaces are not driven but are cut in perfectly fitted inserts, are made with watchmaking precision and are an exclusive Ludlow feature.

In each horizontal line is included one "slug-aligning" matrix in which positioning stops are formed beneath the printing surface of the horizontal ruleface. This interlock insures positive and accurate alignment of every ruleslug with the other ruleslugs in the form. This patented feature is also exclusive with the Ludlow way of producing ruleform composition.

From a single setting of a line of these ruleform matrices, the operator repeat-casts as many slugs as may be needed to make up the rule portion of the form.

Box-headings or other typelines are cast in their proper position on full-length slugs and fit snugly under the overhanging portion of adjacent ruleface slugs without interfering with the alignment or fitting of the rules. A Ludlow ruleform makes up as a solid, all-slug, interlocking unit, with a perfection of alignment and rule-joining

that will insure clean, sharp, quality printing.

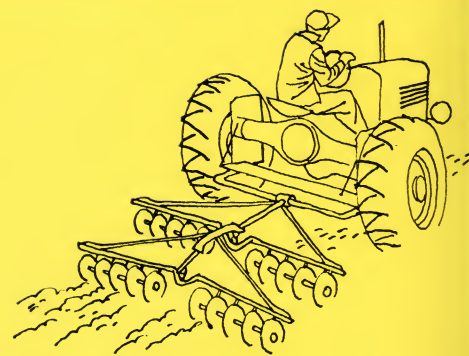
With the obvious advantages of simplicity and speed of production, Ludlow ruleforms enable printers to earn extra profits in both composing room and pressroom. Precision-cast new Ludlow slug composition reduces make-ready time to the minimum. Multiple forms, easily repeat-cast in any quantity from a single setting of matrices, further shorten press running time and eliminate need for electrotypes. Forms may be held for future runs without tying up valuable material.

The Ludlow helps to solve ruleform problems, and at the same time enables printers to earn a handsome profit on commercial work because of its many operating advantages—of which ruleform composition is only one.

Write for a copy of "Ruleform Composition the Economical Ludlow Way," and for complete information regarding other Ludlow advantages.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14
Set in members of the Ludlow Tempo family

Set in Ludlow Radiant Bold,
Bold Condensed and Italic,
Radiant Medium and
Tempo Heavy and Italic



the struggle, the romance
and the science in the growing,
cultivating and processing of fine

COFFEE

the beverage the whole world enjoys

created in the interest of
good coffee by the

BRAZILIAN COFFEE GROWERS INC.
São Paulo

Set in Ludlow Delphian,
Tempo Heavy and Garamond

ideal implements for the practice of soil conservation

the conservation of soil and water directly
affects the prosperity of both farmers and
urban dwellers. Professional men and men
in all forms of business are showing an in-
creasing interest in all farm-conservation
projects. Ideal Implements Inc. is pleased
to be able to participate actively in this
important movement

industrial design

GORDON GRAYSON
8420 WEST VERA CRUZ
MONTEREY, CALIFORNIA
TELEPHONE REDWOOD 5-6742

Set in Ludlow Bodoni Modern,
Bodoni Bold and Italic

Set in Ludlow Radiant
Medium and Italic

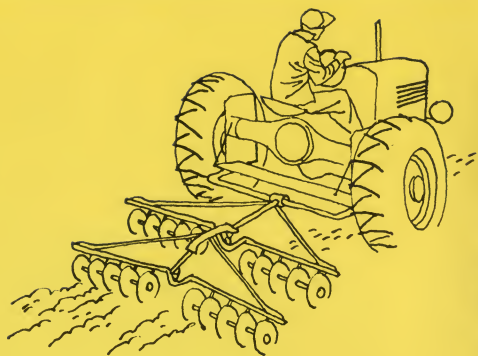
Set in Ludlow Coronet Bold,
Bodoni Bold Italic and
Bodoni Modern Italic



House of

1760 OLD MILL ROAD • VALDOSTA

NOTE: Some Ludlow Typefaces in use



ideal implements

for the practice of soil conservation

The conservation of soil and water directly affects the prosperity of both farmers and urban dwellers. Professional men and men in all forms of business are showing an increasing interest in all farm-conservation projects. Ideal Implements Inc. is pleased to be able to participate actively in this important movement.

industrial design
GORDON GRAYSON
8120 WEST VERA CRUZ
MONTEREY, CALIFORNIA
TELEPHONE REDWOOD 5-6712

Set in Ludlow Bodoni Modern,
Bodoni Bold and Italic

Set in Ludlow Radiant
Medium and Italic

the ideal

superpower Disc Harrow

Soil conservation begins with correct plowing and harrowing. The Ideal Superpower Disc Harrow possesses all of the features necessary to follow up the plowing with a superior secondary operation. With the Ideal Superpower, in many cases double-discing will be all that is required.

specifications for discs

type	size	no. of units	no. of discs	depth control (inches)
The Hampshire	16"	2	20	2-7
The Badger	18"	4	24	2-9
The Kansan	16"	2	20	2-7
The Pioneer	18"	4	24	2-9

Western's answer
to luxury travel

... JOIN US IN DEDICATING THE

Golden Gate
beginning a completely new era in railroad experience, Western and Southern Railroad present their new multi-million dollar triumph, the Golden Gate

UNION STATION • OCTOBER 6 to 20
10:00 A.M. to 10:00 P.M.

of fine silver

House of Sterling

1760 OLD MILL ROAD • VALDOSTA, GEORGIA • SEABOARD 2-1864

Set in Ludlow Tempo Black,
Tempo Heavy, Radiant
Medium and Bold

the ideal

superpower Disc Harrow

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terling

GEORGIA • SEABOARD 2-1864

Set in Ludlow Tempo Black,
Tempo Heavy, Radiant
Medium and Bold

draperies
custom-crafted



featuring . . . an inspired collection of fabrics creates a wonderful atmosphere throughout your entire home with Jericho handprints.

Jericho

1127 North Michigan, Chicago, Illinois

A



enchantment

weave a web of magic with these sheerest of all nylons—66 gauge—15 denier in 42 different enchanting hues.

Chic Shop

72 W. BELVUE • BANGOR, MAINE

B

king's men

after-shave lotion . . .

irresistibly masculine . . . exquisitely refreshing . . . King's Men after-shave gives the face that wake-up tingle and leaves it with a real he-man aroma.



JARDON INC. . . PARK AVENUE, NEW YORK

C



K-M

ROYAL HAWAIIAN AIRLINES

speed . . . comfort . . . safety

fast over-night service to the mainland

K-M AIRLINES

HONOLULU

A Set in Ludlow Tempo Heavy Italic and Bodoni Modern

B Set in Ludlow Coronet, Coronet Bold and Radiant Medium

C Set in Ludlow Radiant Bold Condensed Italic, Tempo Heavy and Bodoni Modern

LARGER Display

96 Point

FINER Education 4

72 Point

LINES for advertising

60 Point

PRESTIGE desired by all

48 Point

BOUGHT by print dealer

42 Point

MODERN designs in type

36 Point

STRIKING New display ad

30 Point

EXHIBITION of rare prints

24 Point

DEMANDS far more production

18 Point

LUDLOW slugs are easy to make up

14 Point

NEW EQUIPMENT for the modern plant

12 Point

AUTO CRASH kills state representative

10 Point

KOREAN POLICY taken up by our senate

8 Point

SUPERINTENDENT praises the Ludlow system

6 Point

MULTIPLE forms speed production

4 Point

***Flexibility
In Typeface Sizes***

Think of it! All the type sizes shown on this page—4 point to 96 point inclusive—are obtainable from a single Ludlow equipment, and this without preliminary typeface manufacture or purchase. This is just another excellent example of the unusual flexibility of Ludlow operation, as all sizes 4 point and larger were produced without machine or mold changes. If desired, for close-fitting lines smaller than 12 point there is an easy mold change. With the Ludlow, the compositor handles "takes" of a variety of type sizes and styles, or all of one size with equal facility.

Ludlow Typograph Company 2032 Clybourn Ave., Chicago 14

LUDLOW Advertising Figures

\$75⁹⁰

96 Point Ludlow Karnak Black Condensed Advertising Figures
with 72 Point (Regular) Ludlow Karnak Black Condensed

\$145

144 Point Ludlow Karnak Black Condensed Advertising Figures
with 84 Point Ludlow Karnak Black Condensed

\$73

84 Point Ludlow Bodoni Black Advertising Figures
with 48 Point (Regular) Ludlow Bodoni Black

\$98⁹⁸

84 Point Ludlow Tempo Heavy Advertising Figures
with 48 Point (Regular) Ludlow Tempo Heavy

\$24

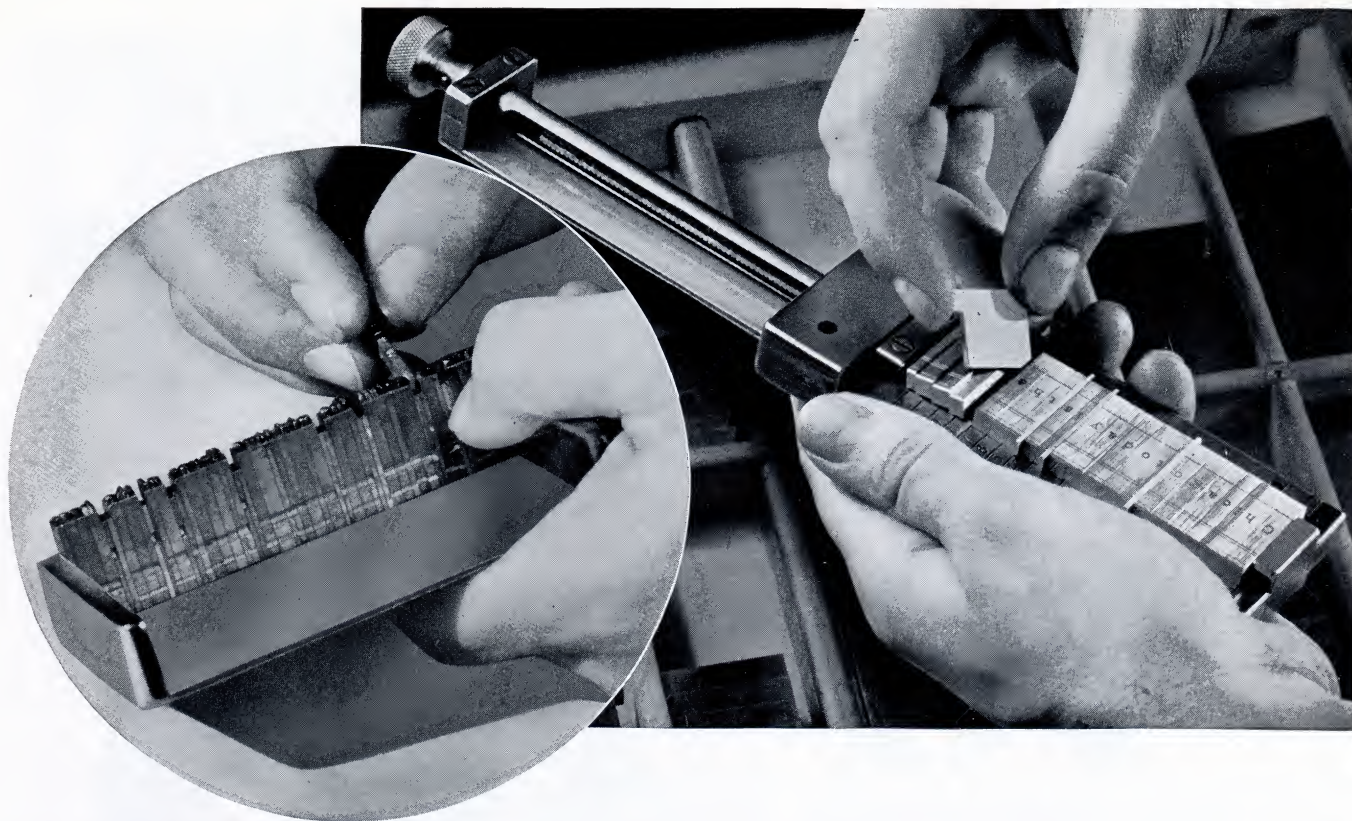
144 Point Ludlow Bodoni Black Advertising Figures
with 72 Point (Regular) Ludlow Bodoni Black

\$9850

144 Point Ludlow Tempo Heavy Advertising Figures
with 84 Point Ludlow Tempo Heavy Advertising Figures

The above is a partial showing of the larger advertising figures available in matrices for casting on the Ludlow. Cast individually, lengthwise on the slug, they provide an inexhaustible supply of large price figures for use in local display advertising. We shall be glad to send specimen sheets and quote prices.

LUDLOW TYPOGRAPH COMPANY 2032 Clybourn Avenue, Chicago 14, Illinois



Why do it the hard way?

Spacing a line of single types and justifying it "tight-to-lift" in a workmanlike manner is a difficult and painstaking job. The method is one of "trial and error," and the spaces—those units which are most frequently used in composition—are the most difficult to get at and to handle. Many of them are mere slivers of metal with their tops far below the level of the letter characters. The difficulty of handling these spaces is graphically shown by the illustration above. See how easily the Ludlow space is inserted in a line of matrices.

It's no wonder that spacing consumes so much of the time and effort put into the composition of single types.

Ludlow solves the spacing problem simply. With the Ludlow system of job and display composition, the spaces logically have been made the easiest units in the line to get at and to handle. The "ears" on Ludlow spaces extend beyond the ears of letter matrices, making it exceedingly easy to pick them out

or remove them. A Ludlow compositor can insert a handful of spaces one at a time between words or characters, and can remove several from a line in a single operation.

In addition, Ludlow spaces require far less handling, because of the ease of spacing and justification. "Tight-to-lift" becomes an obsolete phrase, for every line is cast as a solid slug of accurate length. And spacing is further simplified by the use of one set of uniform space matrices for all sizes from 4 to 48 point.

Ease of spacing is only one of the many reasons why Ludlow hand-set, slug-cast composition can be produced so rapidly. The "gathering" system of Ludlow matrix assembly, and all-slug make-up and handling also reduce the time required to get a form to press.

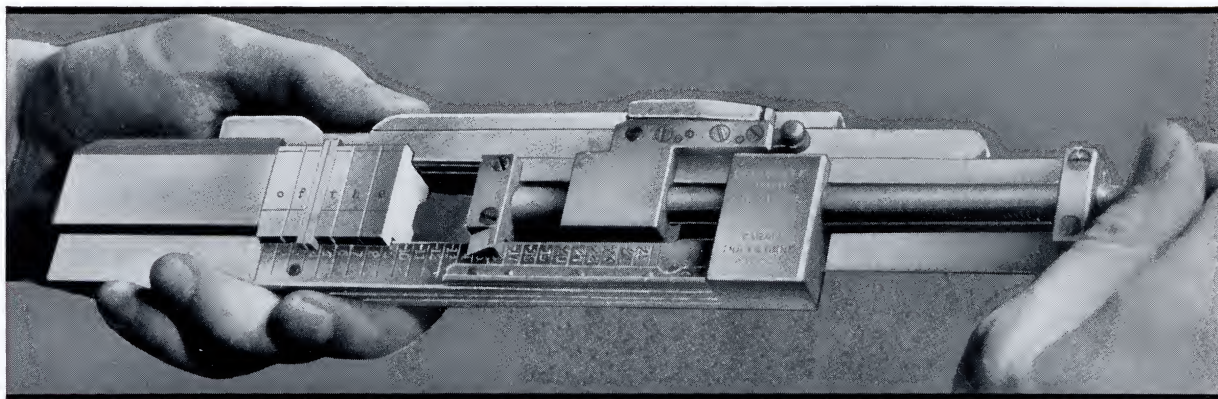
These and other time-saving, profit-earning features help the Ludlow-equipped plant out-strip competition. You will find it worthwhile to investigate fully the many advantages of Ludlow operation.

LUDLOW TYPOGRAPH COMPANY

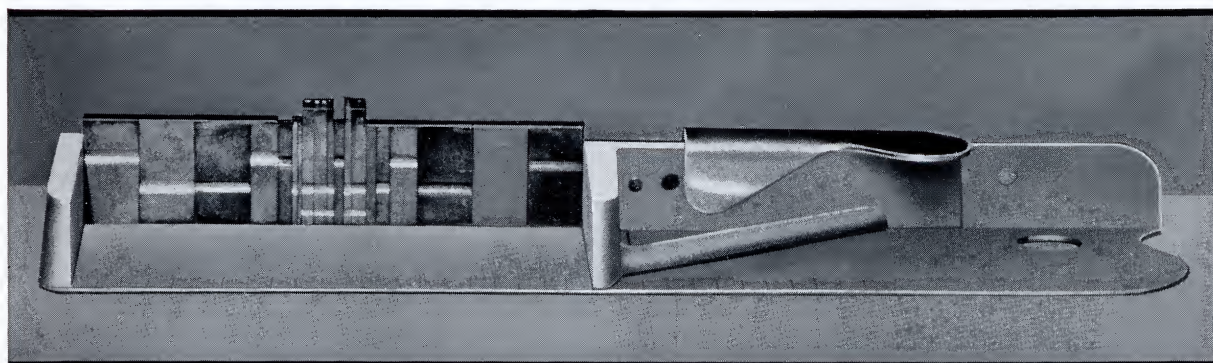
Set in members of the Ludlow Tempo family

2032 Clybourn Avenue, Chicago 14, Illinois

For setting centered lines— which way is easier?



The Ludlow Self-Centering Matrix Stick, with the slide being pushed up against the matrices



A composing stick, with a typical centered line set in single types

WITH single types the stick is set to measure and the compositor picks up the individual letters and puts them in the composing stick one at a time. He then makes successive additions of spaces or quads, first on one side and then on the other, until the line is completely filled out. Finally he inserts hair spaces to justify the line "tight to lift."

WITH the Ludlow Self-Centering Matrix Stick, set to any desired measure, the compositor gathers the typeface matrices and drops them into the stick, adding only the spaces between words. He then merely pushes up and locks the slide against the matrices. The typeface matrices automatically center accurately on the measure.

The Ludlow Self-Centering Matrix Stick provides automatic centering and automatic quadding out of flush-left or flush-right lines. This is one of the many profit-earning features of the Ludlow system of hand-set, slug-cast composition. Write us today for complete information.

Ludlow Typograph Co. 2032 Clybourn Ave.
Chicago 14, Illinois

Set in members of the Ludlow Karnak family



Pi!

Fear of pied type hangs heavy over composing room and pressroom alike in plants dependent on single-type composition. Miles of twine, locking galleys, slanting banks, and locked-up forms—all to no avail when the inevitable "accident" happens. When time is at a premium, the rush job is all too frequently scattered over the stone, because printers are not always fast and careful at the same time.

You can't pi a line of Ludlow. Lines are cast in solid slugs—nothing to drop out or fall over. Once OK'd, the forms stay that way without a chance of transposed letters or spaces. And composition produced in slugs is far easier to make up and to handle on the stone.

Sharp, new sluglines, requiring little make-ready and simple handling, are a joy to the pressroom. After a form is on the press, there need be no fear of work-ups or pull-outs.

Storage is simple with Ludlow composition.



.... It could not happen
with Ludlow composition

No elaborate precautions need be taken. The form will be ready for the next printing, complete, without missing letters or pied lines. And best of all, only metal poundage is tied up in storage, the resources of the composing room remaining unimpaired.

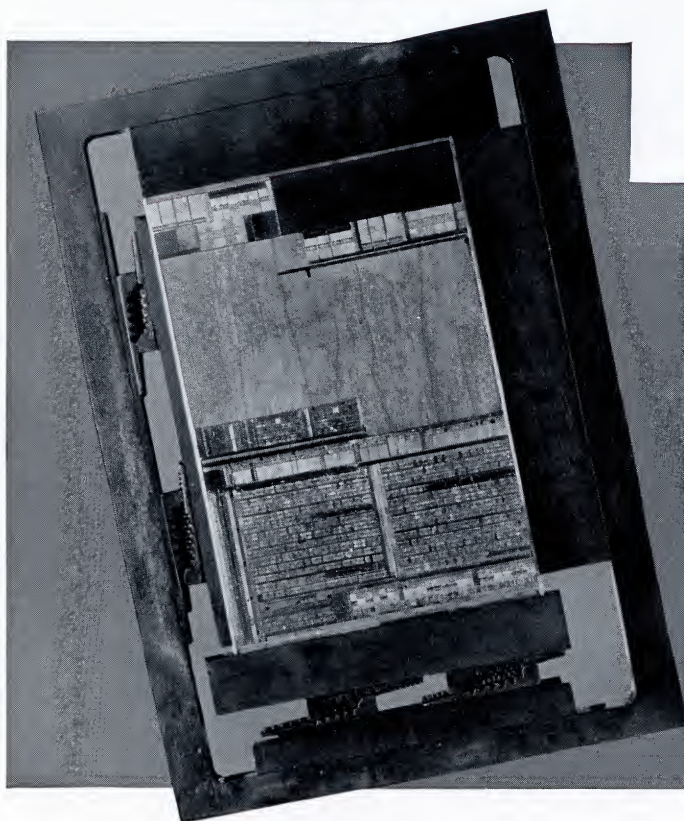
These are only a few of the many reasons why job and display composition produced with the Ludlow is more economical and satisfactory. The whole story is yours for the asking.

Ludlow Typograph Company

2032 Clybourn Avenue
Chicago 14 + + Illinois

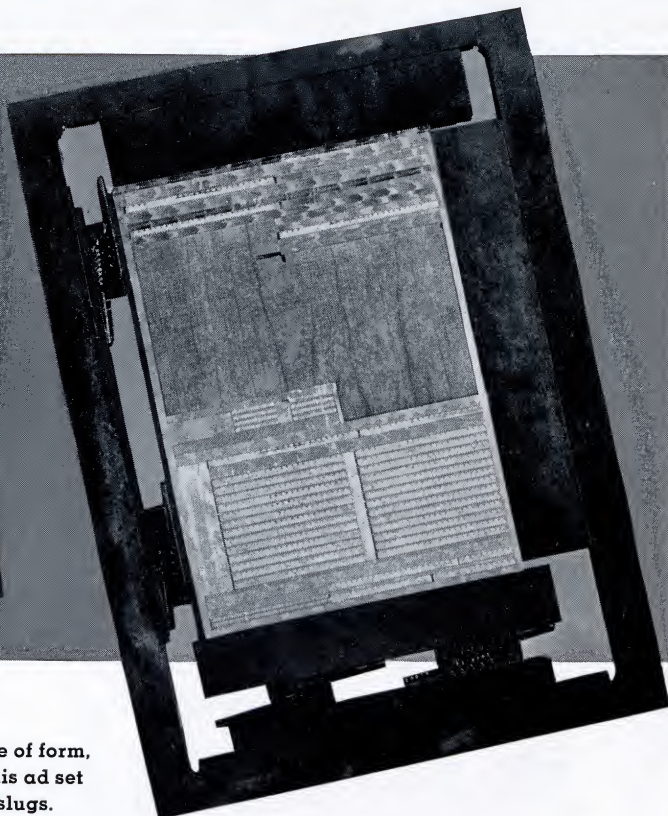
Set in members of the Ludlow Karnak family

1715 PIECES HERE



ABOVE—
Bottom side of form,
showing this ad set
in single types.

ONLY 121 HERE



RIGHT—
Bottom side of form,
showing this ad set
in Ludlow slugs.

No work-ups with LUDLOW composition

Every printer knows the bugaboo of work-ups, the confounded nuisance of spaces and quads that show their smudgy faces in the finished job. Too often they make it necessary to re-print the entire job at a total loss.

It is not surprising that work-ups and pull-outs occur, when a form is made up of a multitude of tiny pieces requiring an almost impossible perfection of justification for lock-up to hold them in place.

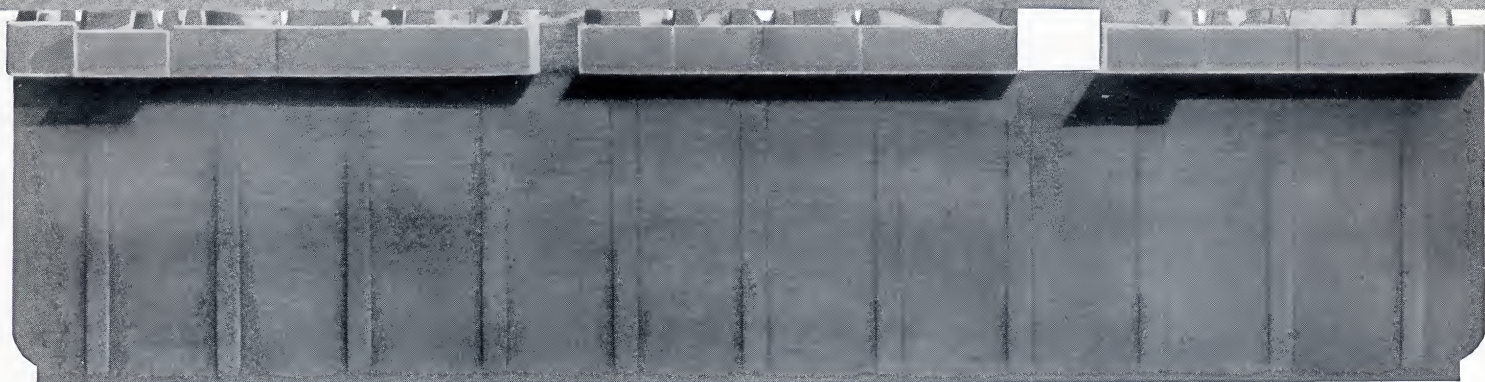
With Ludlow hand-set, slug-cast composition, you have none of this. There are no separate single spaces and quads to work up,

because all spaces in a line are cast with the type on a slug. It is thus possible to run presses faster and to eliminate electrotyping ordered only as a precaution against work-ups.

But insurance against work-ups is only one of many advantages of the Ludlow system of composition, which cuts costs all over the job ticket. Its convenience and simplicity make the compositor's time more productive; accuracy of the slugs in height-to-paper enables the pressman to make-ready a job faster and easier. Investigate the far-reaching economies of the Ludlow system. Write to us for details.

LUDLOW TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE + CHICAGO 14, ILLINOIS



Enlarged photograph of the side view of a Ludlow slugline. Notice the even height of the letters at the printing line



Enlarged photograph of the same line set in single types. Notice the varying height of the letters, due to uneven wear

Why Make-ready?

Notable savings in the expense of press make-ready are made possible by the use of the Ludlow system of hand-set, slug-cast composition.

The face of Ludlow slugs is newly cast for each job. Each slug is trimmed at the foot while the face of the slug is still in the matrices, making for accurate height-to-paper of every line.

Accuracy in the height of each letter is assured by the high degree of precision insisted upon in the manufacture and inspection of all Ludlow matrices. Each character therefore touches accurately the impression cylinder or platen, requiring minimum make-ready.

In the average printing plant single types in the case vary in height from letter to letter, according

to the amount of wear which each has undergone. One letter may have had 400,000 impressions on a dozen different jobs on stock from the softest to the hardest, while the next letter in the line may be virtually new.

The printer well knows that these differences in height-to-paper of the pieces of type in a line will require extra spotting-up in make-ready—which costs time and money, causing profits to dwindle if not to disappear.

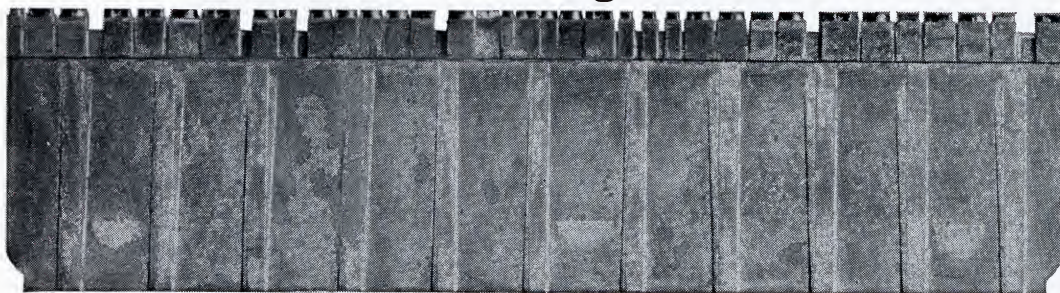
It is common sense to start with a type-high form, and Ludlow offers the ideal way to produce it in job and display composition.

Full information regarding this and many other Ludlow advantages will be sent on request.

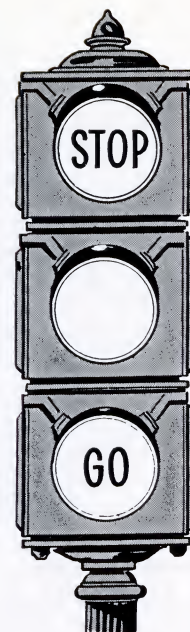
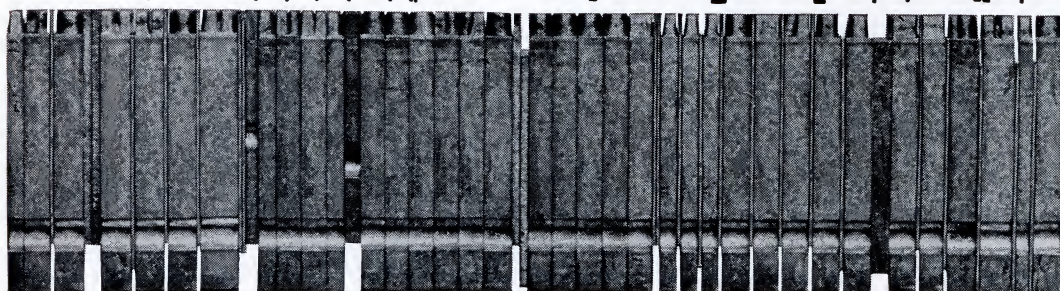
LUDLOW TYPOGRAPH COMPANY
 2032 CLYBOURN AVENUE . . . CHICAGO 14, ILLINOIS

Set in members of the Ludlow Bodoni family

A LUDLOW SLUG... Nothing Loose to WORK UP!



SINGLE TYPES... Loose Spaces that WORK UP!



Stop and Go Presswork...

Do work-ups haunt your pressroom? Every printer knows that if there is even one line of single types in a form, there is danger of spaces and quads riding up at any time during the press run. And this in spite of the care and time spent on proper justification of the form by compositors and stonemen.

Work-ups exact their toll in the need for constant watchfulness, in lost impressions, in "Stop and Go" presswork while forms repeatedly are unlocked and spaces and quads pushed down, and in spoiled work which has to be reprinted.

In every pressroom running from forms set wholly or partly in single types, it is a constant problem to

keep spaces down below the printing surface.

Replacement of all lines of single types by Ludlow-set sluglines solves this problem successfully. With letters and spaces cast in a solid slug there simply are no loose spaces to work up and mar the appearance of an otherwise well-printed job.

Here is a definite time-saving, cost-cutting feature which every Ludlow user enjoys—a feature which exerts an advantageous influence on profits. There are many other ways in which the Ludlow turns lost time into production. Full information regarding the economy and efficiency of the Ludlow will be gladly sent upon request.

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue

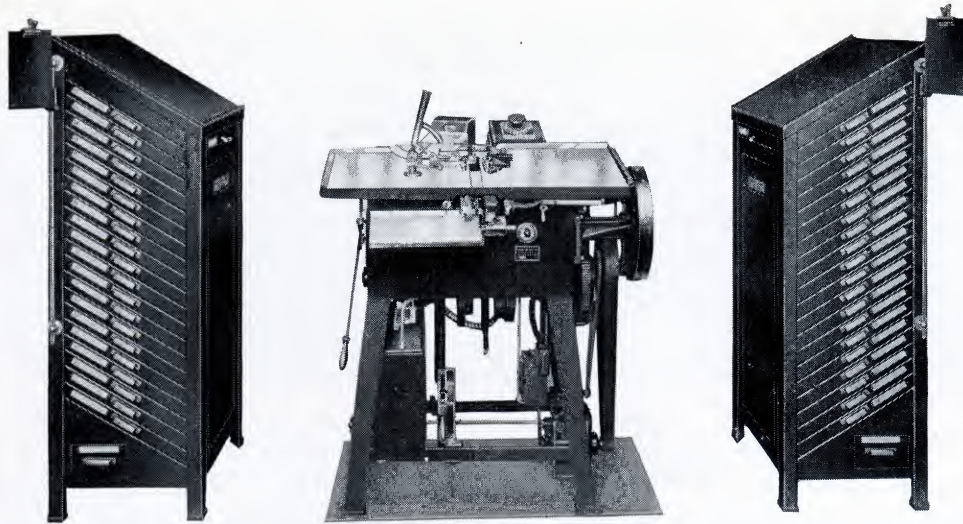
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+

+

Chicago 14, Illinois

Set in members of the Ludlow Tempo family and Ludlow Condensed Gothic



Ludlow Simplicity

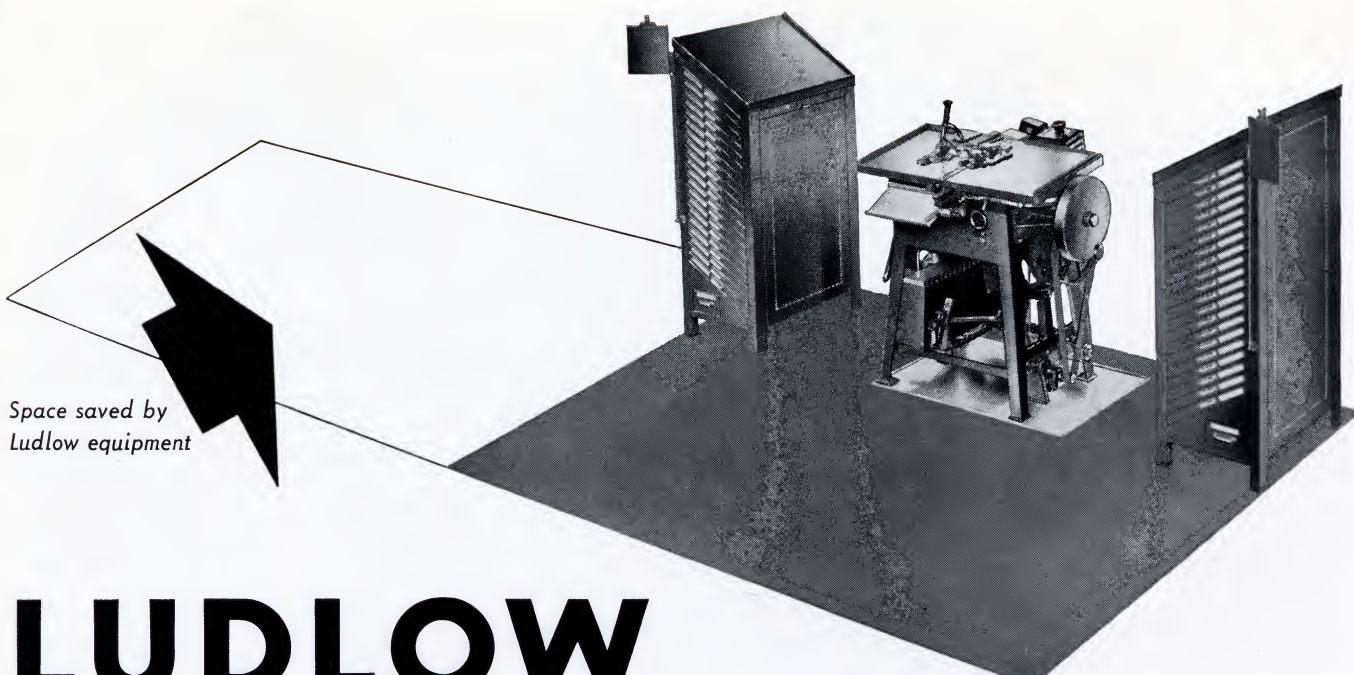
Simplicity in relation to Ludlow operation is not just a descriptive term, but a most important factor in the production program . . . First of all, the machine itself is simply designed for a single purpose—quick, accurate production of quality slug composition—without “gadgets” that often only hinder efficient operation. This simplicity makes for moderate operating and upkeep expense. Furthermore, the simplicity of Ludlow matrix assembly and casting enables capable compositors without any previous experience soon to produce job and display composition satisfactory for every requirement . . . Simplicity is only one of many reasons for the utmost satisfaction that hundreds and hundreds of users have found with the Ludlow System of all-slug composition.

The Elrod

for strip material from 1-point to 36-points in thickness that meets today's exacting printing requirements.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



Space saved by
Ludlow equipment

LUDLOW

saves you much valuable **FLOOR SPACE**

Printing or publishing firms which have been compelled to move, or to operate within a greatly reduced floor area, have found the space-saving feature of Ludlow an important factor in helping them to work out many problems in these days when adequate floor space is at a premium.

Ludlow equipment is compact, as the above illustration shows. This equipment, consisting of a Ludlow slug-casting machine, two matrix cabinets and 40 fonts of typeface matrices, with working space for the compositor, requires an unusually small amount of floor space in the composing room. It may be arranged to conform to any floor plan. Additional matrix cabinets can be so grouped as to require but little more floor space.

The compactness of Ludlow equipment also expedites production, as composition and other necessary operations are all concentrated within a small area, avoiding time-wasting "travel" and other disadvantages. Everything that is needed for rapid, efficient composition is within easy reach of the operator, who works with no waste motion.

Besides savings in floor area, the use of Ludlow further provides an unfailing supply of new, clean type in slug form, and makes possible many economies in composing room operation that spell profit for the user.

Got a floor space problem? If so, ask for the facts about the Ludlow and what it could mean in your own plant.

ELROD . . .

equipment in your plant assures your compositors of an unlimited supply of high-quality leads, slugs, rule and material for base

Ludlow Typograph Company • 2032 Clybourn Avenue, Chicago 14, Illinois

Set in members of the Ludlow Tempo family

*Who is
paying
for
this?*



Somebody Loses—Nobody Wins in this game of "Picking for Sorts"

This compositor was right in the midst of setting a big broadside when his type supply ran short. Now the hunt is on. Where will he find the letters he needs? Try this form . . . No, not there . . . Try that form . . . Guess again . . . Try another!

So it goes. It's "time-out" for looking for type. And somebody is paying for it! Either you take less profit, or you penalize the customer. No matter which course you choose, it's all going to come out of your pocket sooner or later. Allow for it in the estimate, and you may lose the job. Buy more type, and it costs you money. Add it on the bill somewhere, and the customer will complain.

Even if the compositor is lucky enough to find letters that he can pick right away,

what have you got? A lot of picked forms, hard to distribute, partly pied, or some that will have to be rejustified or reset before they can be used again for printing. And that means still more time lost.

Of course this can't happen if you are using the Ludlow system. Your compositor has an unlimited type supply at his command. No need to "favor" certain fonts because letters are short, or used in other work. No lost time—no wasted effort. Any job or advertisement, or any number of them can be set in the widest selection of typefaces and sizes without the slightest risk of type shortage.

Consider the advantages to your plant of having a type supply that can never run out. Write today for full information.

LUDLOW TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE + + + CHICAGO 14, ILLINOIS

Set in the Ludlow Tempo family



Showing half a dozen Ludlow matrices
"gathered" in one operation

Single types must be handled and placed
in position one at a time



Lost Motion is Lost Profit

A detailed study of the operations required in the setting of single types as compared with Ludlow all-slug composition brings out facts which are often surprising.

In setting single types, the compositor must pick up each character separately from a jumbled pile, turn the nick and face of each into position, and carry it to the stick. A seven-letter word, for example, requires that seven individual pieces be picked up one by one and turned into position, and that seven different trips be made back and forth between case and stick.

The Ludlow line-composing operation is quite different. The broad, flat matrices are "gathered"—six or seven in a group—in continuous travel di-

rectly from one compartment to another, and then transferred to the stick at one time. The operation can best be described as that of single type distribution in reverse; in fact, Ludlow matrices can generally be gathered as rapidly as single types can be distributed. The time-savings in this and in spacing and justifying lines, coupled with the recognized economies of all-slug make-up and the many other Ludlow operating features, all add up to dollars-and-cents savings in production cost.

Ludlow offers both economy and a definite improvement in typographic quality—both important factors in profitable production results. Let us send you complete details regarding these economical and quality-producing features.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Ludlow Typefaces

Help to meet the discriminating typographer's daily needs

Garamond Light * *Tempo Light Italic* * Eusebius Open

Bodoni Modern Italic * *Coronet Bold* * Stellar Light * *Mayfair*

Eden Bold * **UMBRA** * **Tempo Heavy** * *Mandate*

Tempo Medium Italic * Karnak Light * **Tempo Bold**

Garamond Bold * DELPHIAN * *Garamond Bold Italic*

Karnak Black * Stellar Bold * Karnak Obelisk * Eusebius

Bodoni Modern * **TEMPO INLINE** * Bodoni Campanile

Coronet Light * Eden Light * Radiant Medium * Cameo

Radiant Bold * **Tempo Bold Condensed** * **Radiant Heavy**

Garamond Light Italic * Record Gothic Extended

Tempo Bold Extended * *Society Text*

Bodoni Black * ***Tempo Heavy Condensed Italic***

Record Gothic Bold Extended Italic

Tempo Light * Record Gothic Medium Extended

Record Gothic Condensed * *Hauser Script* * Bookman

Formal Script * **Record Gothic Bold** * *Eusebius Italic*

True-Cut Caslon * **Century Bold** * Record Gothic

Record Gothic Bold Extended * **Samson**

Florentine Cursive * Bodoni Bold Condensed * Eusebius Bold

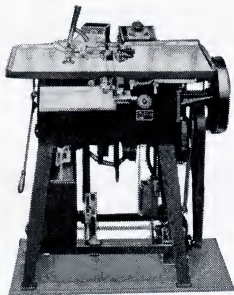
Tempo Black Ex * Century Expanded

Record Gothic Condensed Italic * *Caslon Light Italic*

Admiral Script * Record Gothic Extra Condensed * Tempo Medium

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14, Illinois

LUDLOW BRIGHTYPE ELROD



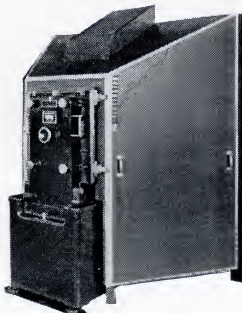
The Ludlow (at the extreme left) produces slugline composition from 4 point to 96 point, also ruleforms. Advertising figures and alphabets up to 240 point are cast as individual characters lengthwise of the slug.



The Ludlow Universal Matrix Cabinet (shown in center above) accommodates all sizes of matrices, particularly large sizes, in normal case arrangement. Supplied either left or right-hand pull.



The Ludlow Standard Matrix Cabinet (shown at the left) meets most composing room requirements. Holds 20 cases; available in left or right-hand pull.



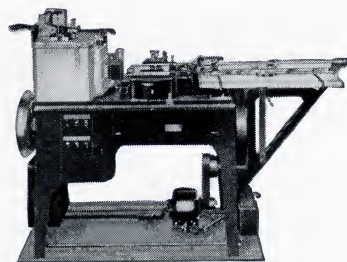
The Brightype (shown at left) method converts letterpress material into photographic images for offset, letterpress, rotogravure or other printing. Uses present typesetting facilities and gives excellent reproduction.



The Ludlow Supersurfacers (shown at the left) facilitates high-quality printing on any paper stock, reducing press make-ready. It trims a micrometric skin-cut from the face as it is fed through.



The Ludlow Shell-Hi Slug Shear (shown at the left) shears the Ludlow shank from the slug-head converting it to a one-line plate for use with shell-cast stereotypes, and for corrections and additions.



The Elrod (shown at the bottom left) produces leads, slugs, rule and base material ranging in size from 1 point to 36 points. Elrod material is of uniformly high quality. Available with electric or gas crucible.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family

*Some Reasons WHY
Printers Prefer*

LUDLOW

Dependable type supply—never runs out
Typeface designs up to the minute
Full range of type sizes—wide selection
Always-new, unbroken letters
Instant change of typeface or point size
Faster setting with matrix "gathering"
Easy alignment of different type sizes
Rapid and easy spacing of lines
Economical all-slug make-up
Easy, accurate and square lockup
Multiple forms by repeat-casting
Used effectively by competent compositors
Long lines with a single justification
Unbreakable italic and script typefaces
Slugs withstand severe molding pressure
No press work-ups—low quadding
Accurate slug-height reduces make-ready
Surfaced slugs for quality printing
Forms once O.K.'d stay correct
Simple in mechanism and operation
Economical composition of ruleforms
All operating time chargeable
Minimum floor space requirements
Self-quadding and self-centering matrix sticks

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue • Chicago 14, Illinois

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue, Chicago 14, Illinois