

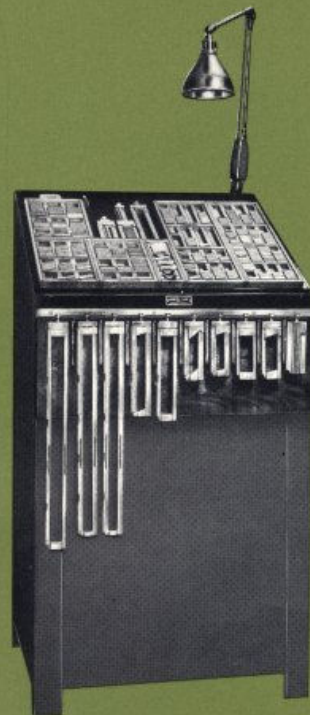
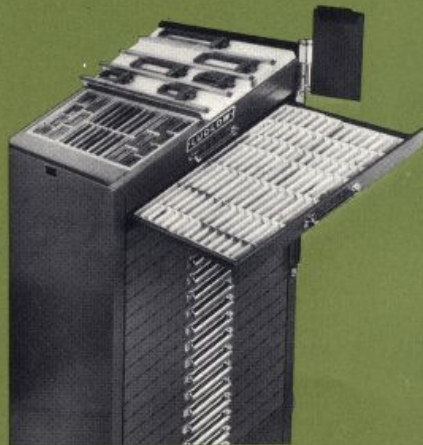
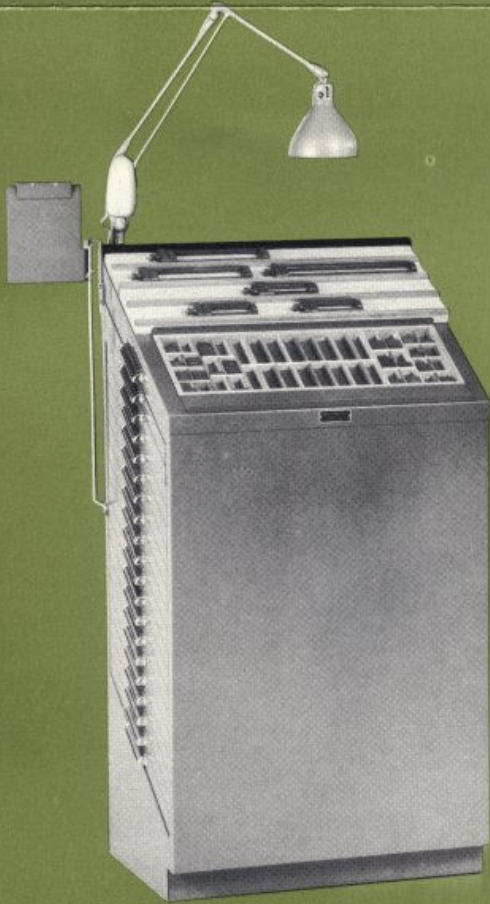
time . . . with a larger percentage of chargeable time to every typesetting job.

# LUDLOW

## *NEW . . .*

The new Ludlow "Convertible 20" matrix cabinet contains 20 cases into which fit interchangeable polyethylene insert trays to accommodate  $\frac{7}{8}$ " and  $1\frac{1}{4}$ " Ludlow matrices. Trays fit any case.  $1\frac{1}{2}$ " matrices fit into special wooden trays. Available with either right or left hand case drawers that roll out easily on all-nylon rollers. (See illustrations). This new all-steel cabinet offers a recessed space and quad tray on the convenient slanted top and the positive-control sliding copy holder. Multi-position light and stick rack are optional.

The 20 case "Universal" all-steel matrix cabinet (shown below) provides a greater capacity and better arrangement of the larger matrices for continuous production. Space trays and division quad trays, stick rack, adjustable copy holder and overhead lamp are optional.





## *Why Ludlow is so widely used*

Today's Ludlow is designed to do the large volume of display, job and miscellaneous type composition which is best set by hand. Its simple design enables any capable compositor to learn its operation quickly and to produce satisfactory work for every requirement.

Each Ludlow line of type is cast as one slug from individual matrices locked into a composing stick. The stick is placed in the machine . . . a touch of a lever starts the casting operation which is an automatic function. Seconds later, the stick is released and the slug is delivered in the slug tray.

Each font of Ludlow matrices provides an inexhaustible supply of new type—always ready for the setting of one or many lines—all without additional type purchases or casting and storage of single type.

Ludlow type sizes ranging from 4 to 96 point meet almost every composing room need. Special engraved matrices are available for alphabets and price figures up to 144 point sizes and larger. Over 1900 different fonts in the Ludlow library offer popular standard type styles as well as distinctive Ludlow typefaces designed to fit in with today's modern trends.

Sloping matrices, originated by Ludlow, make it possible to produce italic, script and cursive typefaces on slugs without the risk of broken characters during the press run. And Ludlow composition retains all the niceties of special hand spacing that makes for fine typography.

Ludlow all-slug composition is easier to handle and lock up—and affords a solid form that is free from work-ups or pull-outs. Ludlow offers a unique method for the economical production of quality ruleform composition which is not possible with any other system. Always-new sluglines reduce press makeready and running time . . . with a larger percentage of chargeable time to every typesetting job.

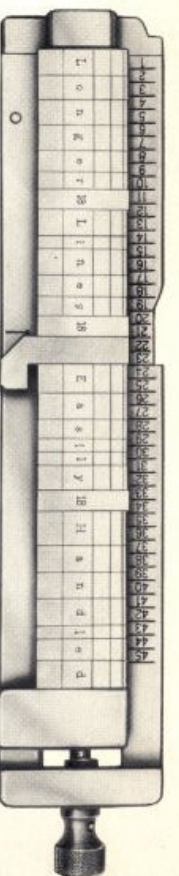
# LUDLOW

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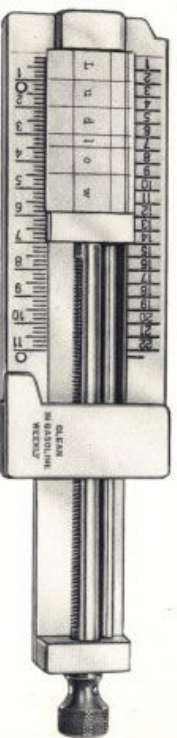
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Long lines up to 112½ picas are set on the Ludlow as a unit in special long sticks and with only a single justification, which makes for uniform spacing throughout. The line of matrices is first set and spaced without regard to length of the full line. Division quads are then inserted near the stick marks indicating slug lengths and the line is cast in single sections.



The self-quadding stick is a most important Ludlow contribution to efficient operation and composing room economy. With this stick, lines set flush left require no justification. The operator simply gathers the matrices, inserts them in the stick, pushes in the slide and turns the thumb screw. For lines set flush right, the line of matrices may be reversed in the stick. This stick may also be used to set centered lines.



With this self-centering stick, centered lines of job and display composition are Ludlow-set with surprising speed. It is quickly set to any desired measure. The operator then has only to assemble the matrices, push in the quadding slide and turn the knob locking the latter in place. The line is then ready to cast, automatically justified and quadded-out on both sides.

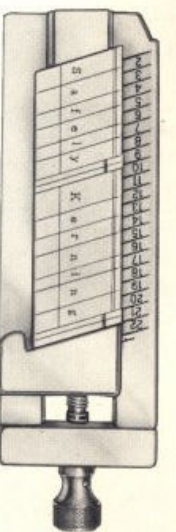


Whether 6 or 48 point, the convenient shape and uniform size of Ludlow matrices (except as to width) permit easier handling and the greater speed of the "gathering" system. Matrices for 60, 72, 84 and 96 point are made in a larger size. The recess in the matrix face determines the slughead's point size. All Ludlow matrices are held within close limits of precision.





Italic matrices for the Ludlow are made on a slant, enabling the casting of kerns. All parts of Ludlow italic sluglines are as sturdy as any roman letter, because the characters of a line form a complete web which will not break off on the press or in planing down a form.



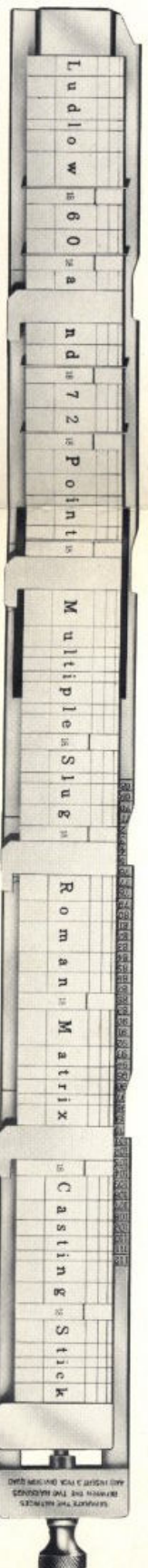
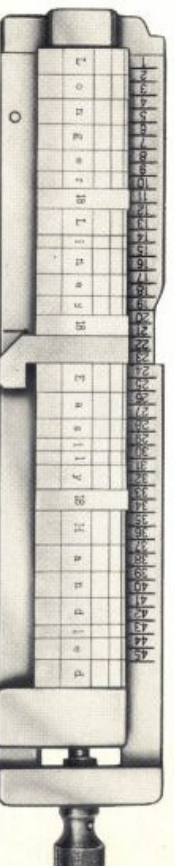
All type sizes up to and including 48 point may be set and cast in the same stick, using the same set of spaces. All Ludlow matrices are "center-line," except lining typefaces. Other desired alignments may be obtained with the Ludlow offset stick.



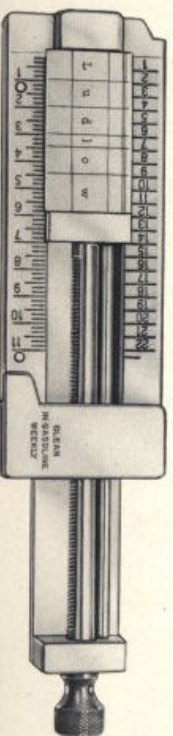
The adjustable offset matrix stick offers a range of 6 points for bringing two groups of matrices into any desired alignment. When adjusted for a given alignment, lines of similar style are set easily and rapidly. For example, with this stick cap-and-small-cap arrangements are handled efficiently and there are other like savings.



Long lines up to 112½ picas are set on the Ludlow as a unit in special long sticks and with only a single justification, which makes for uniform spacing throughout. The line of matrices is first set and spaced without regard to length of the full line. Division quads are then inserted near the stick marks indicating slug lengths and the line is cast in single sections.

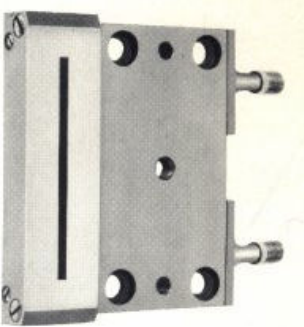


The self-quadding stick is a most important Ludlow contribution to efficient operation and composing room economy. With this stick, lines set flush left require no justification. The operator simply gathers the matrices, inserts them in the stick, pushes in the slide and turns the thumb screw. For lines set flush right, the line of matrices may be reversed in the stick. This stick may also be used to set centered lines.

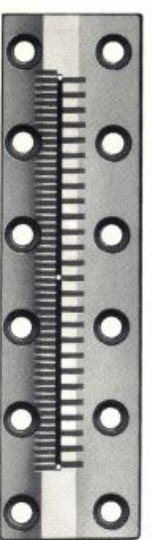




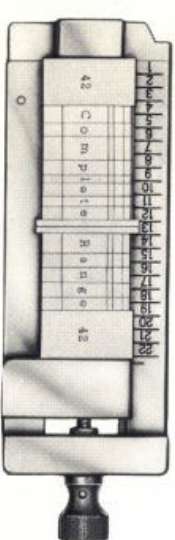
The double water cooled mold is designed for operation with the slotted mouthpiece and with the metal at a higher temperature than heretofore. The temperature of the water circulating around both sides of the casting slot is maintained by a refrigerated cooling unit.



The new Ludlow slotted mouthpiece was developed as a result of extensive research to improve the printing surface of the type slug. Metal enters the mold from the mouthpiece slot under plunger pressure. Three round holes in the mouthpiece slot direct an even flow of metal throughout the length of the mold.



The Ludlow loose side roman matrix stick is durably designed, well balanced and accurately machined. Typeface matrices are "gathered" in words or syllables and assembled in this stick. Note the longer ears of the spaces, which make them easier to handle.



Italic matrices for the Ludlow are made on a slant, enabling the casting of kerns. All parts of Ludlow italic sluglines are as sturdy as any roman letter, because the characters of a line form a complete web which will not break off on the press or in planing down a form.

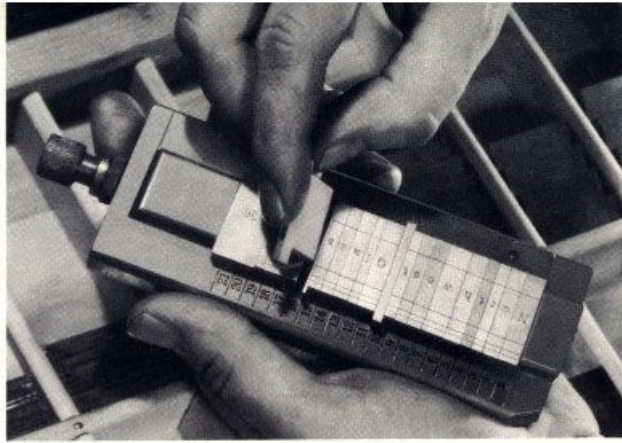


All type sizes up to and including 48 point may be set and cast in the same stick, using the same set of spaces. All Ludlow matrices are "center-line," except lining typefaces. Other desired alignments may be obtained with the Ludlow offset stick.



The adjustable offset matrix stick offers a range of 6 points for bringing two groups of matrices into any desired alignment. When adjusted for a given

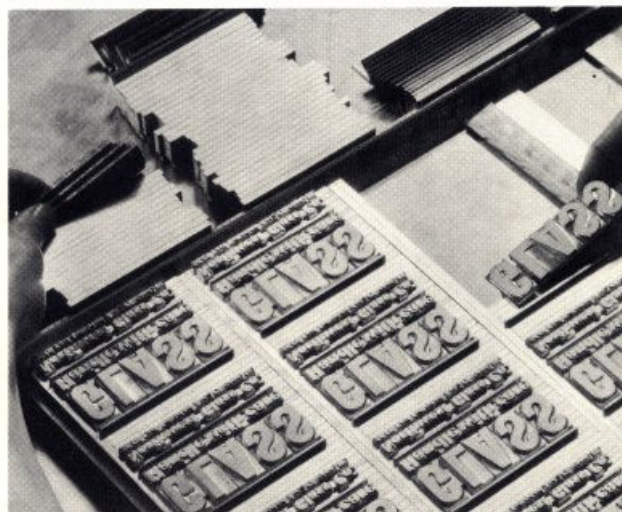




Word and letter spacing is quick and easy for the Ludlow operator. He works with uniform spacing units that have "ears" extending beyond those of the letter characters. No hard-to-get-at spaces below the line level.



No delays "spacing tight to lift" as a turn of the composing stick thumbscrew will hold each line firmly for the Ludlow casting operation. With the use of self-quadding or self-centering matrix sticks, lines can be cast flush left or right . . . as well as centered lines set to any desired measure.



Ludlow all-slug make-up is simple and easy. No type to pi, no extra care for certain lines, no characters to drop off or get transposed. Ludlow forms are faster to make up, the corrections easier and more quickly made . . . and once the form is correct, it stays that way.

Sho

24 Point

Pla

24 Point

Spac

24 Point

Pr

24 Point

Lud

30 Point

Visit

24 Point

Mar

24 Point

Lud

24 Point

Bac

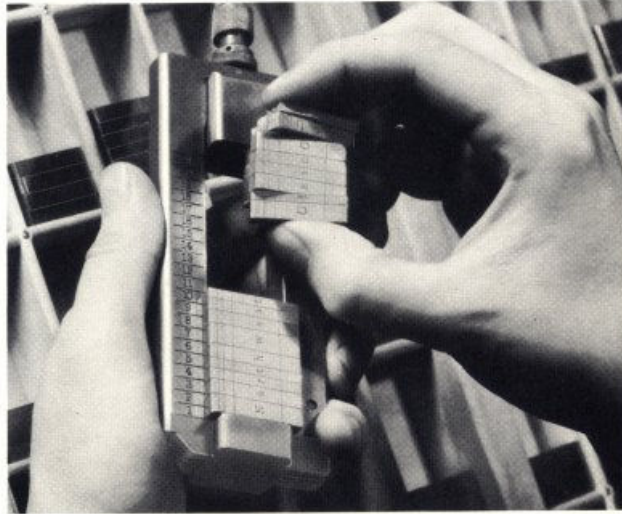
24 Point

MC

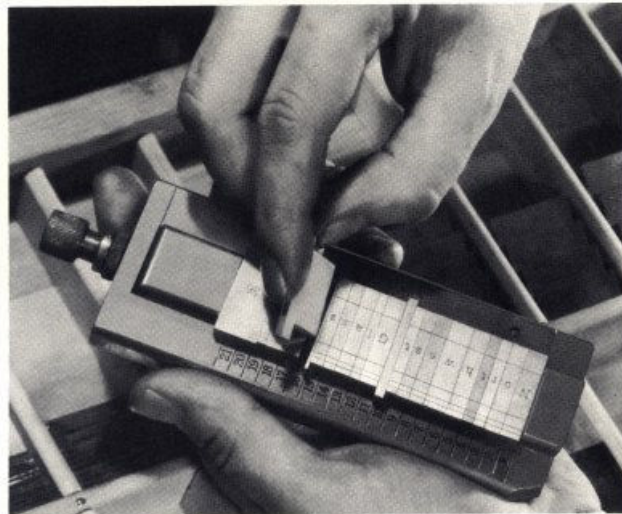
24 Point



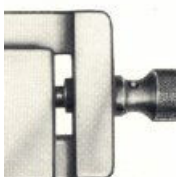
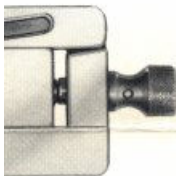
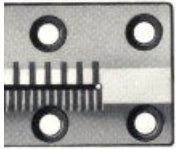
# 4 easy steps to composition



The Ludlow operator never has to place one letter at a time in the composing stick, positioning it as to nick and face. Instead he "gathers" a group of flat matrices quickly from the case, and then easily assembles these in the Ludlow stick.



Word and letter spacing is quick and easy for the Ludlow operator. He works with uniform spacing units that have "ears" extending beyond those of the letter characters. No hard-to-get-at spaces below the line level.



**M**

**Co**

24 Poi

**Ty**

24 Poi

**Ru**

24 Poi

**In**

30 Poi

**Sh**

24 Poi

**Pl**

24 Poi

**Sp**

24 Poi

**P**

24 Poi

**L**

30 Poi

**Vi**

30 Point Ludlow Coronet Bold.

---

## **Shops Using Ludlow Faces For Better Jobs**

24 Point Ludlow Tempo Alternate Bold.

---

## **Plants Are Seeking More Equipment**

24 Point Ludlow Tempo Alternate Heavy.

---

## **Spacing Is Simple and Accurate with This System**

24 Point Ludlow Tempo Heavy Condensed.

---

## **Printers need big type**

24 Point Ludlow Tempo Black Extended.

---

## *Ludlow is Winning Much Praise*

30 Point Ludlow Wave.

---

## Visiting International Exhibition of Fine Printing

24 Point Ludlow Garamond.

---

## **Manley High School Offers Printing Course**

24 Point Ludlow Garamond Bold.

---

## **Ludlow Equipped Plants Surge Ahead**

24 Point Ludlow Times New Roman.

---

## **Backed by the Graphic Arts Industry**

24 Point Ludlow Times New Roman Bold.

---

## **MODERN AND ALSO LEGIBLE**

24 Point Ludlow Zephyr.



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## *Modern and Traditional Faces...*

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### **Compositors Like Setting with Matrices**

24 Point Ludlow Record Gothic Bold.

---

### *Typefaces Designed for All Advertising*

24 Point Ludlow Record Gothic Bold Italic.

---

### **Rubber Stamp Industry Endorses Ludlow System**

24 Point Ludlow Record Gothic Condensed.

---

### *Interesting Effects Obtained with This Series*

30 Point Ludlow Coronet Bold.

---

### **Shops Using Ludlow Faces For Better Jobs**

24 Point Ludlow Tempo Alternate Bold.

---

### **Plants Are Seeking More Equipment**

24 Point Ludlow Tempo Alternate Heavy.

---

### **Spacing Is Simple and Accurate with This System**



---

*Printers to Honor Memory of Ben Franklin*

24 Point Ludlow Bodoni Trueface Italic.

---

**Reproductions of New Designs**

24 Point Ludlow Bodoni Black.

---

**Advertisers Are Quick to Recognize its Value**

24 Point Ludlow Bodoni Black Condensed.

---

**Condensed Design for Displays and Newspaper Headlines**

24 Point Ludlow Bodoni Campanile.

---

*Modern Methods Increase Composing Room Production*

24 Point Ludlow Bodoni Campanile Italic.

---

*New Script is Fine for the Occasional Line*

30 Point Ludlow Parkway Script.

---

**Men Seeking Money for Our Hospital**

24 Point Ludlow Record Gothic Medium-Extended.

---

**Ludlow System Endorsed by Many**

24 Point Ludlow Record Gothic Bold Medium-Extended.

---

**Improve Service to Advertisers**

24 Point Ludlow Record Gothic Heavy Medium-Extended.



**LUDLOW**

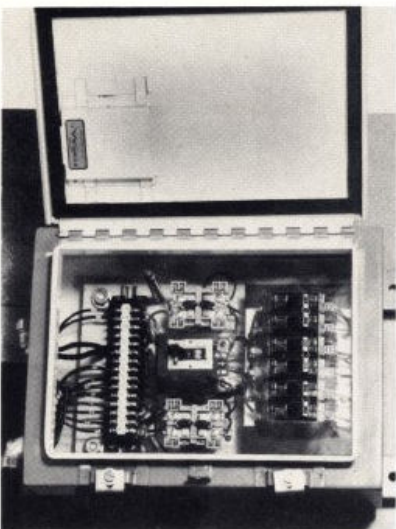
LUDLOW TYPOGRAPH COMPANY, 2032 Clybourn Ave., Chicago 60614



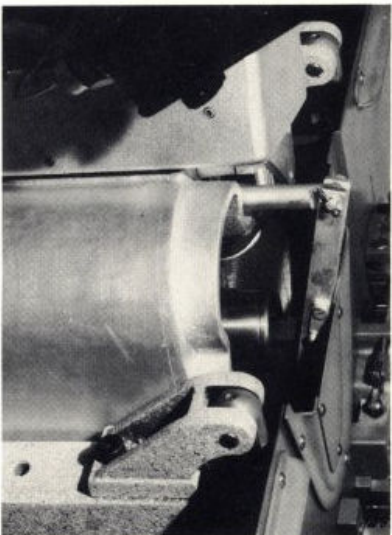
# MODEL M



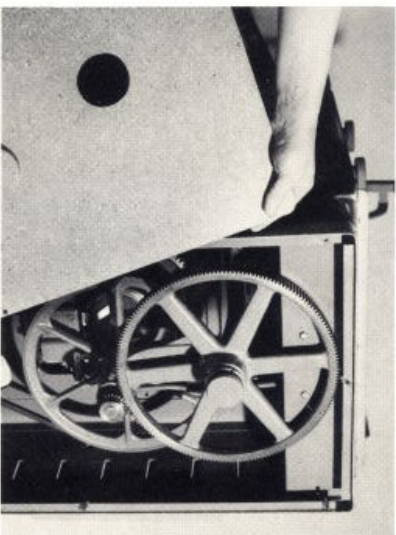
*A more perfectly formed type slug results from the increased pressure and thermostatically controlled heat in the Ludlow Model "M" mouthpiece and throat which bring about more perfect filling of the serifs and fine line rules.*



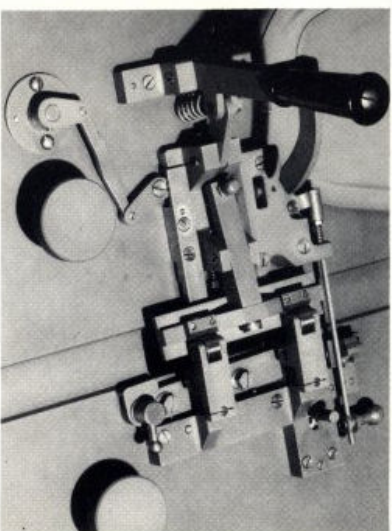
*A 50% faster casting speed is another outstanding feature of the Model "M" . . . of particular importance in repeat casting . . . and when more than one man is operating the Ludlow. A redesigned electrical system with circuit breakers affords even greater trouble-free operation.*



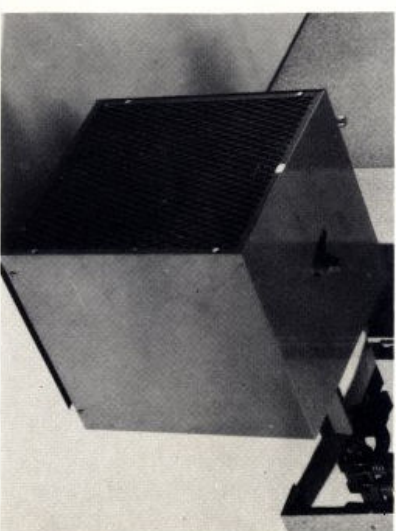
*A more solid type slug as well as a printing surface of improved quality is assured by a higher metal level in the deeper crucible which shortens the distance the molten metal has to travel before reaching the matrices in the matrix stick.*



*Greater safety is provided by the new all-enclosed driving mechanism which also is equipped with "V" belt drive for the first time. There's a new motor position . . . 12 inches off the floor . . . and a hinged side panel permits easy access for maintenance.*



*A more efficient casting operation is brought about with the new Model "M" flat table top with provision for a more positive lock-down of the composing stick. All composing sticks and typeface matrices made by Ludlow can be used on the new Model "M".*



*New refrigerated cooling system with a compressor type refrigeration unit maintains the water temperature at a uniform 70 degrees to assure faster, more uniform solidification of metal in the mold . . . resulting in a better, more solid type slug with sharper, more perfectly formed individual characters.*

*The new Model "M" is available in both gas and electric heated models . . . occupying approximately the same floor space as before at practically no increase in weight*





**R. Hunter Middleton**  
Director of Typeface Design  
Ludlow Typograph Company

## Ludlow Typefaces

"A valuable asset to the Ludlow user is the continuous, progressive program of new typefaces made available in Ludlow matrices. Many of these are distinctively modern in design; others are indispensable traditional faces in universal use.

Below is a visual analysis of the basic Ludlow typeface library, which has been developed broadly to cover all the useful typeface styles needed today and in depth to provide a complete range of point sizes in each style."

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### Planning is the Key to Larger Sales

24 Point Ludlow Century Modern.

---

### *This Plant Has the Newest Typefaces*

24 Point Ludlow Century Modern Italic.

---

### Big Profits with the New Ludlow

24 Point Ludlow Century Modern Bold.

---

### *Our Formal Script Useful for Bank Printing*

30 Point Ludlow Formal Script.

---

### Hundreds Hurt in Big Transportation Wreck

24 Point Ludlow Bodoni Trueface.

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### *Printers to Honor Memory of Ben Franklin*

24 Point Ludlow Bodoni Trueface Italic.

---

### Reproductions of New Designs

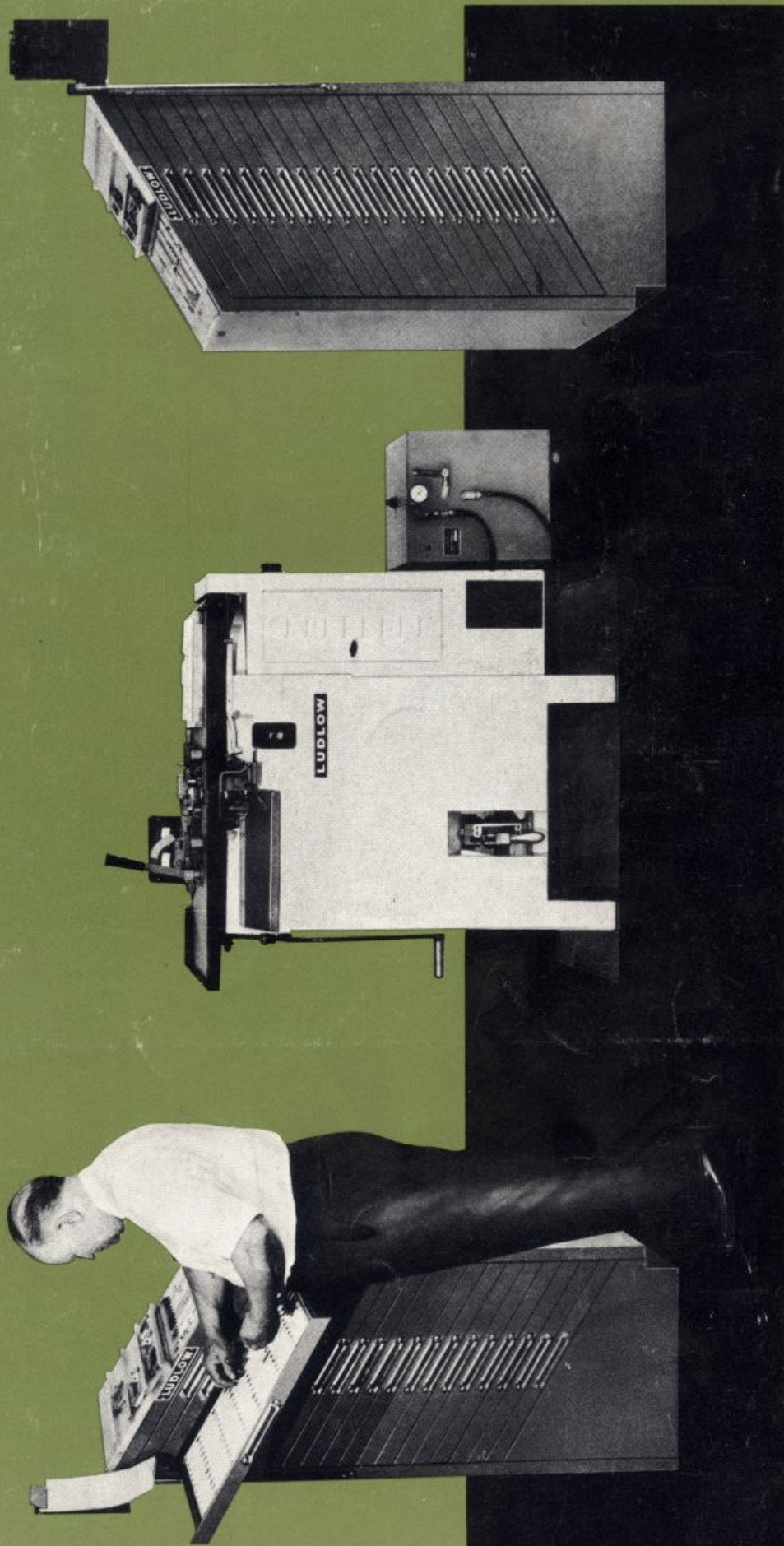
24 Point Ludlow Bodoni Black.



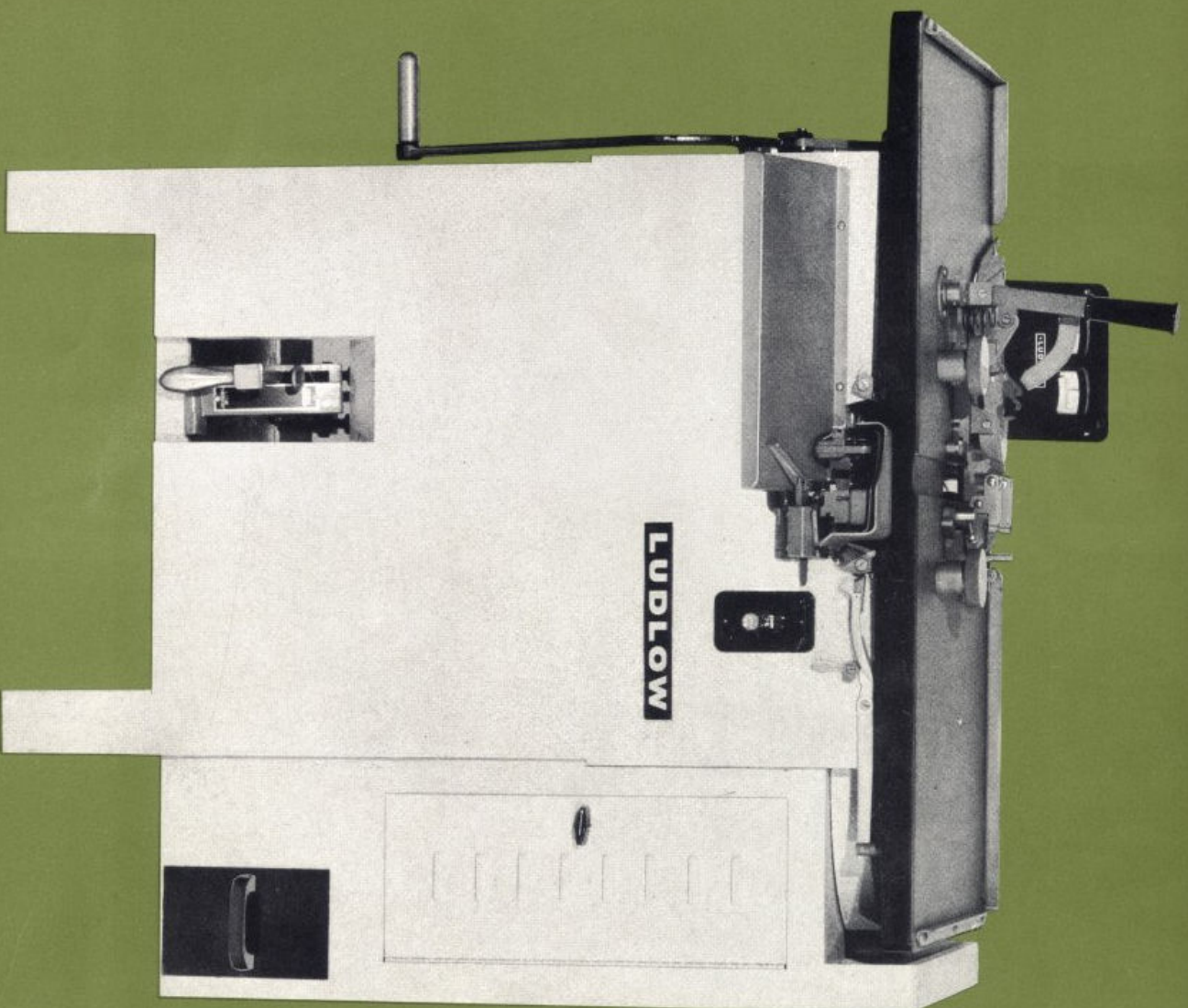
# LUDLOW

## LUDLOW Model M

*a new step forward  
in hand-set slug-cast  
composition*







## *The New Standard of Quality*

The Model "M" Ludlow machine was designed to establish a new standard of quality for the system of hand-set, slug-cast display composition originated in 1914 by the Ludlow Typograph Company.

Over the years—printers, typographers, newspapers and publications have installed the Ludlow system to lower production time and costs . . . while retaining the precision and flexibility of hand-set composition.

These new mechanical improvements contribute to the production of a more solid slug with an improved printing surface . . . and linked with the higher quality slug is a 50% increase in casting speed, an important advantage when repeat casting multiple forms.

Ludlow's constantly expanding typeface library and the improved features of the Model "M" Ludlow provide you with the most economical means of producing quality job and display composition using the best of traditional and modern typeface designs.

# LUDLOW









### Ludlow Typefaces

A dedicated staff of Ludlow men is the backbone of the extensive program of new typefaces, new settings in Ludlow typefaces. Many of these are distinctive modern, a complete set of 24-point typefaces, including a complete set of 24-point typefaces. There is a total of 100 different typefaces in the Ludlow system, which has been developed through the years of the Ludlow system. These include 100 different typefaces, including 100 different typefaces of every size from 10 to 24 points.

Planning is the Key to Larger Sales

This Plant Has the Newest Typefaces

Big Profits with the New Ludlow

The Secret Single Method for Good Printing

Hundreds Hurt in Big Transportation Week

Printers to Honor Memory of Ben Franklin

Reproductions of New Designs

Advertisers Are Quick to Recognize Its Value

Advanced Design for Displays and Newspaper Headlines

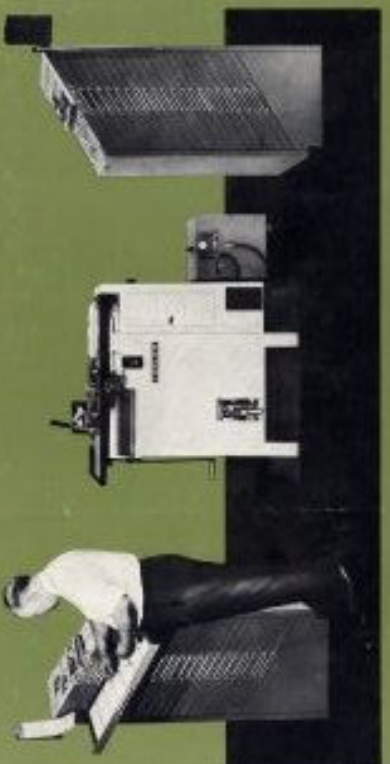
Modern Methods Increase Earnings of News Printers

New Script is True for the Occasional Line

Men Seeking Money for Our Hospital

Ludlow System Endorsed by Many

Improve Service to Advertisers



# LUDLOW Model M

new forward  
in hand  
this  
best  
of  
comparisons



LUDLOW TYPEFORM COMPANY, 2022 CYNOUR AVENUE, CHICAGO 90814



# LUDLOW Model M

## The New Standard of Quality

The Model "M" Ludlow machine was designed to supply a new standard of quality for the system of hand set and cast display composition as used in 1938 by the Ludlow (Chicago) Company. Over the years—1939-1940, 1941-1942, 1943-1944—improvements were made in the Ludlow system to improve production, time and cost... also increasing the freedom and flexibility of hand set composition. These new equipment improvements contribute to the production of a more solid, long lasting impression and better quality... and finally the Model "M" has a 200% increase in setting speed. In 1945-1946, additional new equipment was developed. Ludlow's standard of quality is the new and improved quality of the Model "M" Ludlow machine with the most advanced means of producing quality set and display composition using the best of mechanical and modern systems design.



A major equipment feature of the Model "M" is the automatic production and distribution of type cases. The Model "M" produces 2000 cases per hour. This is a major improvement over the Model "M" which produces 1000 cases per hour.



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The new Model "M" is available in both gas and electric powered models... containing approximately the same floor space as either of previously mentioned models.