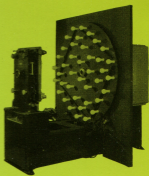
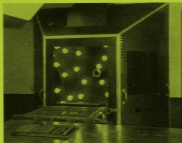


**Brightype<sup>®</sup>**

new conversion process  
manufactured by LUDLOW

Front view with disc cover in place. Copyboard is shown in loading position. Forms can be slid or lifted onto copyboard.



Disc cover removed to show lighting system. The movable frontal lighting means is a part of the dark room wall. Has no connection to the camera.



The entire form is sprayed with an opaque solution which dries upon contact with form.

## 1

### The Brightype® Method

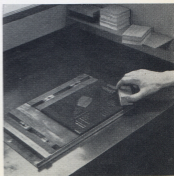
The Brightype Method converts any combination of letterpress printing material directly into photographic images for use by any printing process. The Brightype camera is a special same-size camera with a movable frontal lighting means, placed at the plane of the lens, and is supplied with the necessary auxiliary equipment required for the preparation of forms and the processing of film or paper prints. Four heights of forms can be processed: Type-high forms; Type-high forms on galleys; 11-point electros on  $\frac{3}{4}$ " boards; .065" photo engravings on  $\frac{3}{4}$ " boards.

## 2

### Preparation of Forms

Any resist or oxidation on printing surfaces is removed chemically or by means of large rubber erasers. The printing surfaces are then rubbed with a rubber eraser and the form sprayed with a liquid lampblack coating which dries immediately. This coating is removed by means of a rubber eraser from the printing surfaces only. After this treatment, the form is essentially a negative—the printing surface is reflective and the background is light absorbent. Due to depth of field of the lens, a considerable variation in height (plus or minus .025") is photographed successfully—thereby eliminating conventional make-ready.

The printing areas are wiped with a rubber pad to remove the opaque coating.





Form is locked to copyboard, background is masked, and copyboard is raised to vertical position by hydraulic control.

### 3

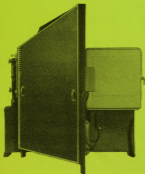
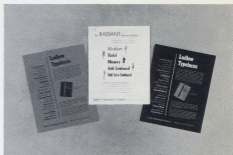
#### Loading the Camera

The form is centered on the copyboard and clamped in position. The copyboard is adjusted to one of the four heights mentioned in section 1. Velour strips are used to mask out gutters and non-printing areas. Magnets are used for holding these strips in place. The form is then swung to a vertical position. The camera is loaded with sensitized material before or after this operation, and a button is pressed which actuates the constantly rotating lighting units and controls the exposure time. The maximum image size is a 30" circle. The maximum rectangle is 18" x 24".

#### Brightype products are used directly for all graphic arts processes

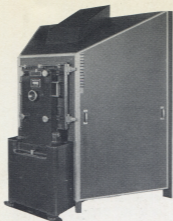
Sensitized material is placed on either a vertical or horizontal stay-flat plate, according to whether right or wrong reading film or paper prints are desired. Usually the vertical position is used for paper prints and material for offset surface plates, and the horizontal position for deep-etch offset, letterpress and rotogravure processes. A large plane mirror is used to reflect the image to a horizontal position, and is swung out of the way when the vertical position is used. Lighting and exposure is a constant for sensitized material used, and development is by time and temperature to insure uniform results. The end result is always a positive, but a negative can be made by contact or chemical reversal.

Brightype products are right or wrong reading film positives, paper positives or film negatives.



Rear wall of dark room. Shows safe lights, wet contact controls, temperature controlled sink, viewing table, clock, bottles, paper dryer, and glimpse of corner of camera.

Side view showing disc cover attached to front of dark room wall and electrical relay attached to rear of wall. The camera box is entirely in the dark room.



## The Brightype<sup>®</sup> brings economies to your composition, plate making and presswork

### The Brightype and your composing room

Publication work can be made up and locked up on galleys and be directly converted to film, eliminating many operations. Listing work converted by means of the Brightype will reduce resetting on account of worn type. Bunching of jobs for black and white reproduction can be done instead of handling singly. Pasteup work is done with sharp smearproof Brightype reproductions.

### The Brightype and plate making

Deep-etch offset plates, direct positive offset plates, and rotogravure plates are made directly from Brightype positives in one step. Four color reproductions from photoengravings are made by offset. Duplication of letterpress halftones are now possible for web offset reproduction and for recent developments in making letterpress plates in magnesium, zinc, copper, nylon (and other materials). All these methods depend on accurate reproduction.

### The Brightype and the pressroom

For the first time it is now possible to do a better job of printing type by offset than by printing directly from the type by letterpress. Publication work with the variety of advertising plates in common use is now a simple operation on sheet or web fed offset. Letterpress work by means of the new etched plates made either in multiple, or in curved form, require the highest quality of reproduction—this is easy with Brightype.

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Ludlow Typograph Company, 2032 Clybourn Avenue, Chicago 14, Ill.