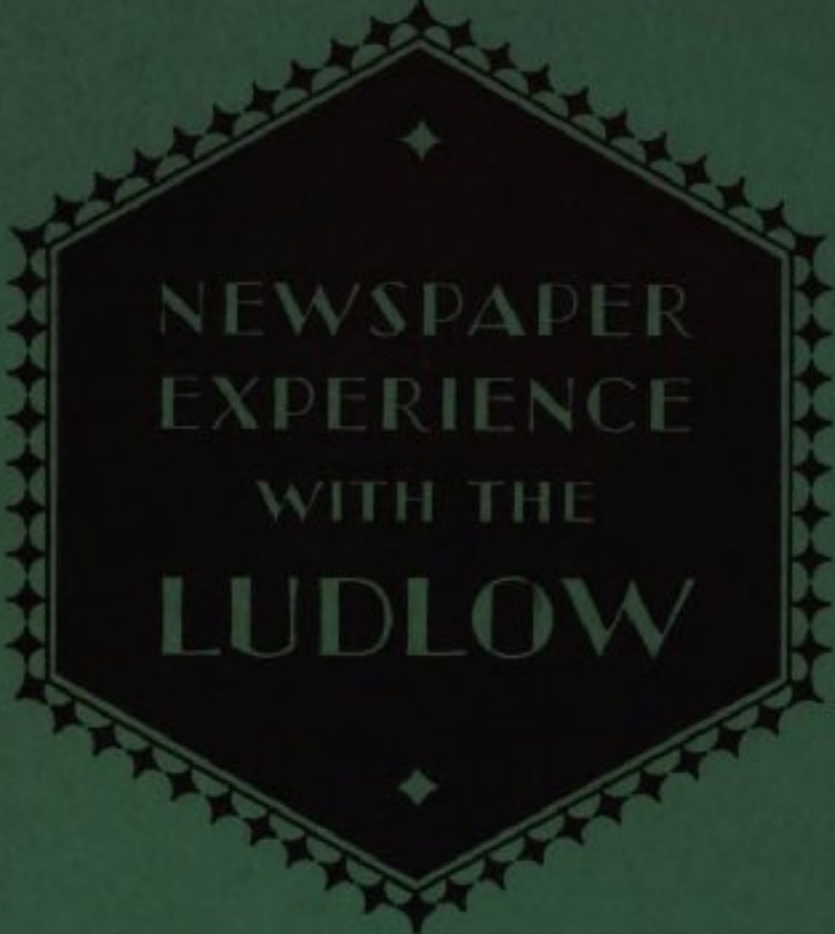


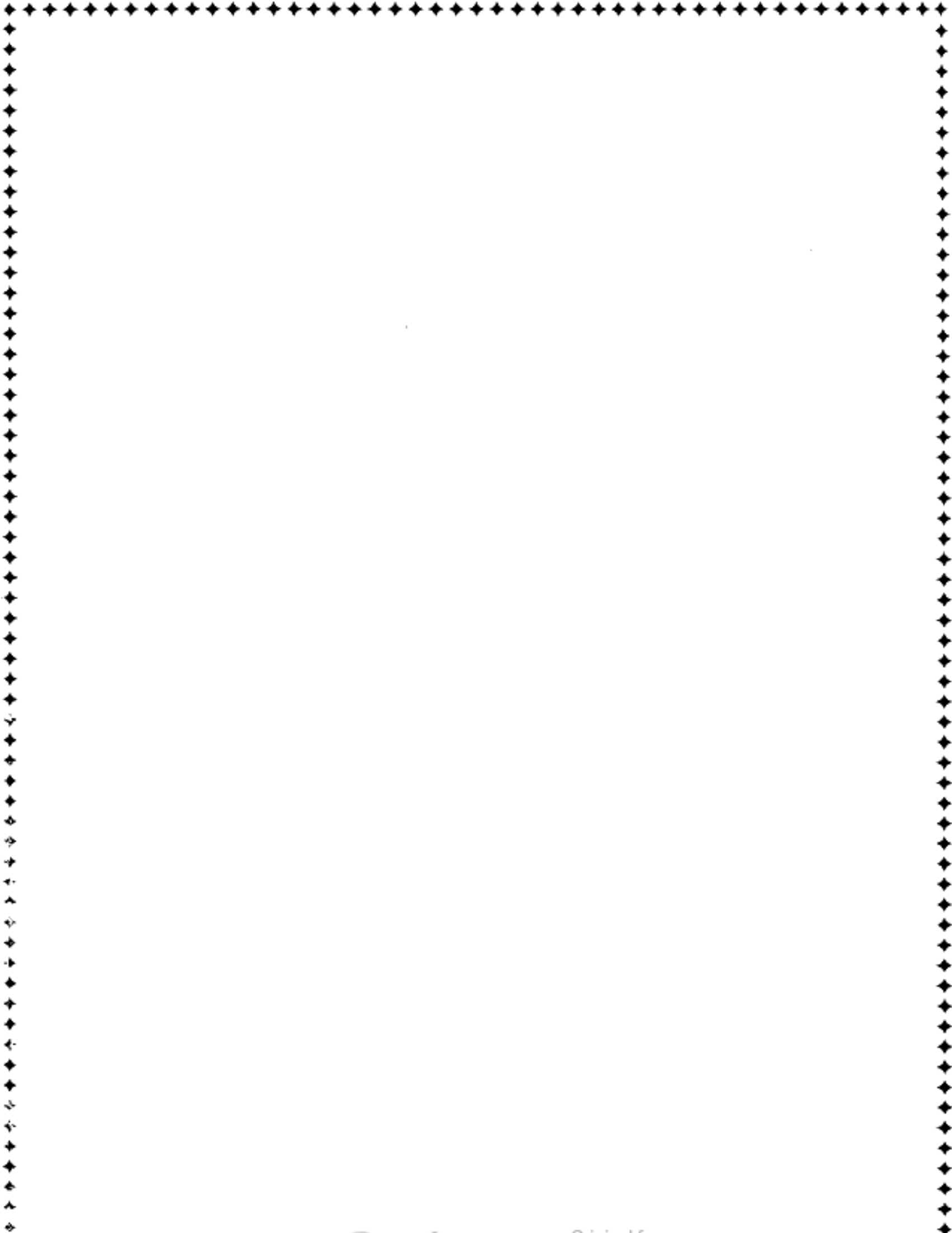
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NEWSPAPER
EXPERIENCE
WITH THE
LUDLOW

NEWSPAPER EXPERIENCE
WITH THE
LUDLOW

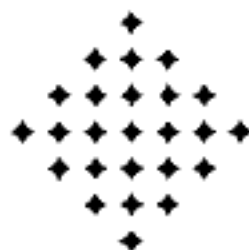


NEWSPAPER EXPERIENCE

WITH THE

LUDLOW

A Record of Achievement



CHICAGO

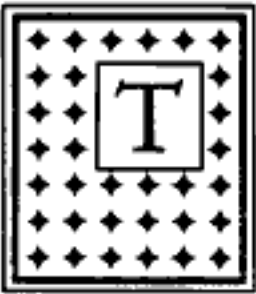
LUDLOW TYPOGRAPH COMPANY

MCMXXX

*This booklet is entirely Ludlow-
set, the headings being in unbreakable
Ludlow italic. The cover design is made
up with Ludlow ornament and type and
reproduced by photo-engraving*

Editor
12-19

Newspaper Experience with the Ludlow

 THE LUDLOW is now the most important factor in newspaper display composition. This is proved by the fact that it is used to set advertising display by eighteen out of the first twenty leaders in local display lineage in the six-day field and by fourteen out of the first twenty of those in the seven-day field—in other words, by the great majority of the papers which have the most advertising composition day by day.

These papers—according to the records for 1929 compiled by the *Editor & Publisher*—are: in the six-day field, the Chicago Daily News, the New York Sun, the Philadelphia Bulletin, the Akron Beacon-Journal, the New York Journal, the Hartford Times, the Toronto Telegram, the Grand Rapids Press, the Newark Evening News, the Montreal Star, the Pontiac (Mich.) Press, the Wilkes-Barre Record, the Indianapolis News, the Wilkes-Barre Times-Leader, the Los Angeles Herald, the McKeesport (Pa.) News, the Cleveland Press, and the Rochester Times-Union.

The papers that use the Ludlow for display composition among the twenty leaders in local lineage display in the seven-day field are: the Detroit News, the New York Sun, the Chicago Tribune, the Washington Star, the Pittsburgh Press, the Akron Times-

Press, the Allentown (Pa.) Call, the Toronto Star, the Brooklyn Eagle, the New Orleans Times-Picayune, the Pittsburgh Sun-Telegraph, the New Haven Register, the Saginaw News, and the Kalamazoo Gazette.

Truly a notable list of users! And in addition the Ludlow is likewise in successful use by many other metropolitan newspapers as well as by hundreds of smaller dailies and weeklies throughout the world.

In Great Britain, for example, the Ludlow holds a similarly commanding position in the newspaper world. A few among the numerous Ludlow newspaper users in that country are: the London Daily Mail, in point of circulation the greatest daily newspaper in the world, printing in its various editions almost 2,000,000 copies a day; the London Daily Express, the London Daily Herald, the London Daily Mirror, the London Daily Sketch, the London Evening News, and the London Evening Standard. Other of the foremost newspapers that are Ludlow-equipped are: the Manchester Guardian, the Liverpool Post, the Yorkshire Post of Leeds, the Glasgow Herald, the Edinburgh Scotsman, the Sheffield Telegram, and Cardiff Western Mail.

What is it about the Ludlow that has occasioned this sweeping endorsement by the most progressive and successful of newspaper publishers? It sets their advertising more speedily and at less cost than by any other system, it is true. It provides the great convenience of unlimited supply of always-new typefaces in sizes large and small in their composing rooms, as well.

But the compelling reason for Ludlow adoption lies in this fact, attested by users: *It increases advertising revenue.*

It does this by providing better printed and more attractive advertisements, which sell more merchandise for advertisers and in turn make available greater expenditure for space. For what the merchant is buying is, beyond doubt, not *space* but *results*.

Ludlow-set advertisements have in them no worn or low types, even in the larger sizes. They have no letters broken by stereotyping, for Ludlow material with its laminated base has been proved to stand up better under dry mat pressure than any other form of type material.

The Ludlow makes possible the free use of the more delicate types and particularly of italics which are so much appreciated by the better type of advertisers for effective display. It offers the *only* method of composition which will deliver spirited italics on the printed page in unbroken form.

The unique feature of unlimited type supply in all sizes up to 72 point, without recourse to typefounder, storage cabinets, or caster room, gives the advertiser—the last to come in with copy on a busy day as well as the first—the benefit of the best types in the house.

By the system of setting simultaneously, Ludlow for display and keyboarded slug material for body matter, it delivers completed advertisements in the pages in shorter time than any other method. To this promptness the well-known ease and simplicity of all-slug make-up greatly contributes. This permits later closing and accepting advertising which otherwise must be declined. It also effects, of course, better service to the advertiser.

These advantages to advertisers give your salesmen one other feature to sell besides circulation: an effective appearance of ad-

vertisements in printed form. To members of your sales staff this additional talking point will be of real assistance.

That the Ludlow effects economies in composing room operation is universally admitted. This and many other features, the facts regarding which will be gladly supplied, have contributed toward making it today the fastest growing system of display composition.

But the point which no newspaper publisher can afford to overlook is that the Ludlow offers a new business-building force.



PLANT OF THE HOUSTON PRESS

Ludlow Display in Twenty-three Scripps-Howard Newspapers

THE Scripps-Howard newspapers number twenty-five, covering the United States from coast to coast. It is significant that in twenty-three of these newspapers the Ludlow system is used to set the display composition.

Such organizations do not guess as to the most efficient method of producing effective display composition. So great a group cannot risk the reputation of its member papers by

using a system that will not maintain a high standard of attractiveness in the advertising columns.

There can be no doubt of the economy of the Ludlow system when such an important organization as Scripps-Howard specifies the Ludlow in newspaper after newspaper until almost the entire group is operating on a basis of all-slug composition.

The most careful cost and produc-

tion records form the basis upon which the equipment is selected for the mechanical departments of the Scripps-Howard newspapers. It is upon results that the Ludlow has obtained and maintained such a dominant position in Scripps-Howard composing rooms.

An unlimited supply of new type for every issue, and superior stereotyping qualities are features inherent in Ludlow composition which have won it a place in this group of leading newspapers, recognized as one of the soundest organizations in the newspaper world.

Beginning with the first installation in the Cleveland Press in 1914, all the following Scripps-Howard newspapers have adopted the Lud-

low system for display composition: New York Telegram, Pittsburgh Press, Cincinnati Post, San Francisco News, Washington News, Indianapolis Times, Oklahoma City News, Toledo News-Bee, Knoxville News-Sentinel, Covington Post, Akron Times-Press, Birmingham Post, Memphis Press-Scimitar, Houston Press, Youngstown Telegram, Fort Worth Press, Denver Rocky Mountain News, Columbus Citizen, Baltimore Post, Buffalo Times, San Diego Sun, and El Paso Post.

Is not such widespread use of the Ludlow, in this single organization, sufficient evidence to prove to the most skeptical that the Ludlow system cannot be approached for speed, economy, and efficient production?



BUILDING OF THE LOS ANGELES EXAMINER

Eighteen Hearst Newspapers Use the Ludlow System

PERHAPS no newspaper organization has so consistently searched for speedy production methods as the Hearst group. It is among these newspapers that speed is king, yet economical production cannot be overlooked if a newspaper is to exist and succeed in a highly competitive field.

Therefore, when one system of display composition is in use in the great majority of Hearst newspaper composing rooms, there can be only

one conclusion: that that system is the fastest and most economical for producing display lines.

The San Francisco Examiner, San Francisco Call-Bulletin, Los Angeles Herald, Los Angeles Examiner, New York Evening Journal, Seattle Post-Intelligencer, Boston American, Boston Sunday Advertiser, San Antonio Light, Oakland Post-Inquirer, Baltimore News and American, Rochester Journal, Rochester Sunday American,

Atlanta Georgian, Atlanta Sunday American, Syracuse Journal, Syracuse American, and Pittsburgh Sun-Telegraph are all produced in Ludlow-equipped plants.

These papers are all leaders in the metropolitan field. They are recognized for the speed with which they convey a message from the typewritten copy to the printed page—and this promptness has been a vital factor in the success of the Hearst group of newspapers.

It follows that the Ludlow system

—which offers the most direct method of producing display from copy to slugline, cast as needed—finds an important place in the composing rooms of the leading Hearst newspapers, for the Ludlow produces new type for every display line, and a plentiful supply is always available, set with a minimum of errors. Ludlow sluglines also give assurance that, even under the enormous pressure of the dry-mat stereotype roller, re-makes can be practically eliminated, and the sharp faces make better presswork possible.



SAN FRANCISCO NEWS
SAN FRANCISCO CALL-BULLETIN

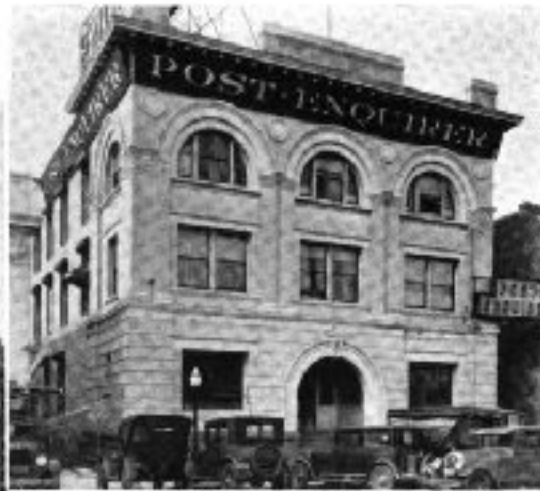
SAN FRANCISCO EXAMINER
SAN FRANCISCO CHRONICLE

San Francisco Region 100%

AN UNUSUAL situation exists in San Francisco and the other cities of the Bay section, which constitutes one of the strongest possible endorsements of the Ludlow.

In the city of San Francisco proper

there are four daily newspapers of general circulation and two going to a special class of readers. In Oakland there are two large newspapers. In Berkeley there is one newspaper, in Richmond two, in Alameda one, in



OAKLAND POST-ENQUIRER

SAN FRANCISCO
COMMERCIAL NEWS

OAKLAND TRIBUNE
SAN FRANCISCO RECORDER

San Mateo one, in Vallejo one. In all, there are fourteen in the Bay region.

The important fact is that every one of these fourteen newspapers is Ludlow-equipped, making San Francisco and the Bay section 100% Ludlow territory, so far as newspaper offices are concerned.

The newspapers referred to are—in addition to those whose plants are illustrated on this and the preceding

page—the Richmond Independent, the Richmond Record-Herald, the Berkeley Gazette, the Vallejo Times-Herald, the San Mateo Times, and the Alameda Times-Star.

The unanimous selection of the Ludlow for display composition by these newspapers speaks volumes for the satisfaction that the Ludlow system has given in the important daily newspaper field.



Dispatch & Pioneer Press Again Installs the Ludlow

THE St. Paul Dispatch and Pioneer-Press was purchased in the month of October, 1927, by Leo F. Owens, Bernard H. Ridder, Victor F. Ridder, and Joseph E. Ridder. Mr. Owens had had experience with Ludlow-equipped newspapers in New York and Louisville, and the Ridder brothers were owners of the New York Journal of Commerce, the New Yorker Staats-Zeitung, and the

Grand Forks Herald, all Ludlow users. On the basis of past experiences, Ludlows were installed by the Dispatch and Pioneer Press.

In the early days, Ludlow equipment had been installed by the Pioneer Press but was later replaced by single types. Its reinstatement by the same paper offers significant testimony of its present standard of reliability and performance.



LUDLOWS IN THE COMPOSING ROOM OF THE TULSA TRIBUNE

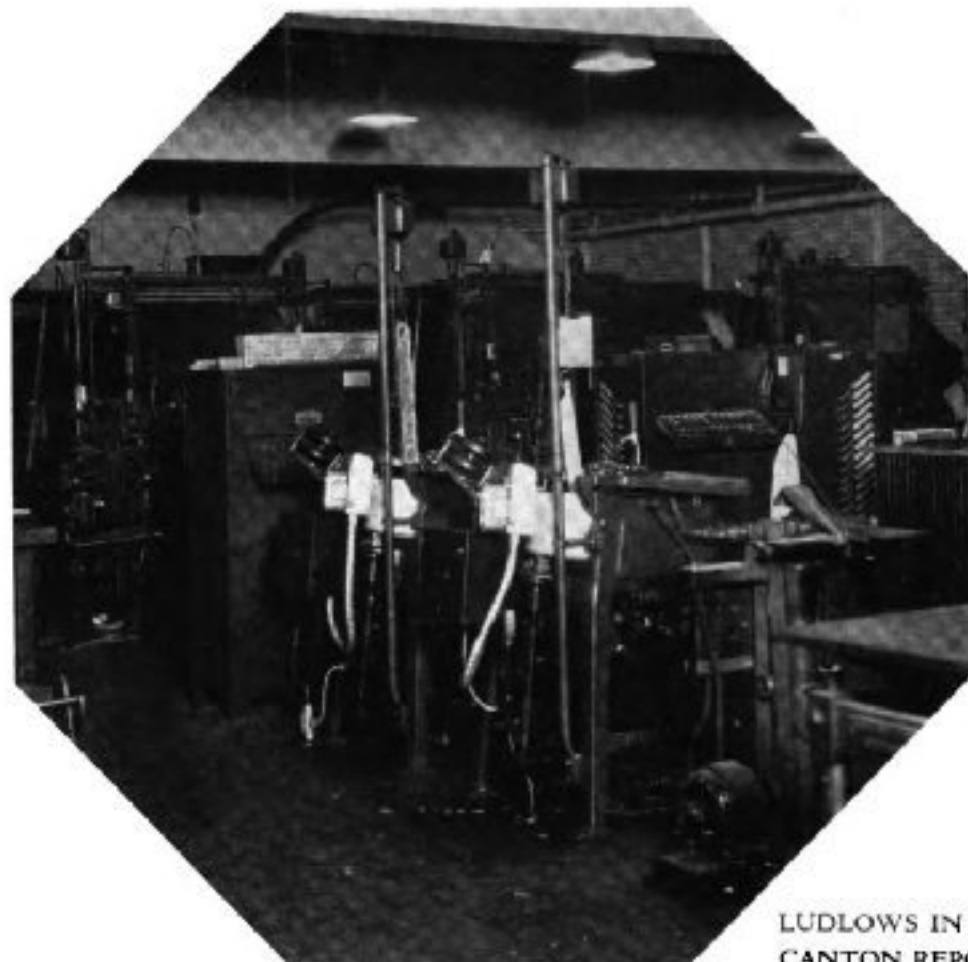
Tulsa Tribune Returns to the Ludlow Fold

THE Tulsa Tribune is a paper which in the early days of the Ludlow tried the equipment and found it at that time unsatisfactory. But with this experience a matter of history, the management yielded to the evidence of its performance in hundreds of large newspaper offices and for the second time installed Ludlow for display.

During the interval the Tulsa Tribune cast and hand-set single types. After actual experience with both systems, the composing room records showed that the cost per page with the Ludlow was noticeably

lower than that obtained with sorts caster types, so an entire Ludlow equipment was once more installed.

Mr. A. R. MacDiarmid, mechanical superintendent of the Tribune writes us as follows: "I will say that our Ludlow equipment, consisting of two casting machines and six type-matrix cabinets, is very satisfactory. Its utility, simplicity, and economic upkeep convinces me more and more that this equipment, if intelligently used, is a valuable asset in any composing room. We have passed the experimental period long ago."

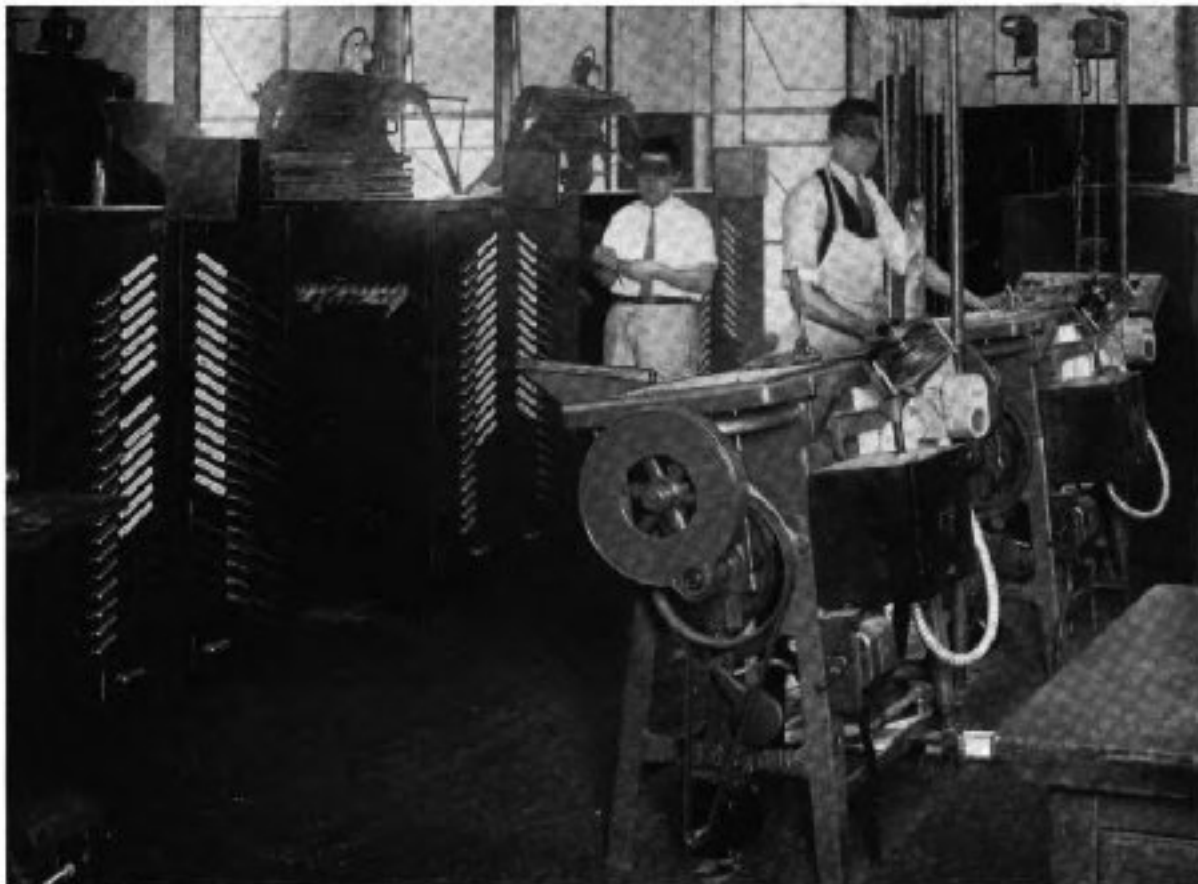


LUDLOWS IN THE
CANTON REPOSITORY

Canton Repository Resumes Use of the Ludlow

IN 1917 the Canton Repository installed the Ludlow, but for reasons which at the time seemed valid—principally a very limited selection of matrices—later replaced it with other equipment. But in 1927, when that newspaper moved into its splendid new building, its executives investigated what the Ludlow was doing for other newspapers with similar re-

quirements. As a result of this inquiry two Ludlows were purchased for the new plant and, in moving, no display type was taken to the new location. The Canton Repository is now operating satisfactorily on an all-slug basis using the Ludlow for heads and display, with a resulting better looking paper than ever before. An Elrod supplies all needed strip material.



LUDLOW DEPARTMENT OF THE BIRMINGHAM NEWS

Quality and Speed for the Birmingham News

THE Birmingham News, one of the leading newspapers in the South, installed the Ludlow system of composition in December, 1925.

Primarily, the deciding factor in the specification of Ludlow equipment was its ability to produce an unlimited quantity of new type for every issue—sharp and unbroken.

The inevitable result of a better appearing paper, which follows where there is ample type supply, was anticipated, and executives of the Birmingham News reasoned that an attractive paper typographically would bring better results to News advertisers and the sale of a greater volume of advertising lineage.



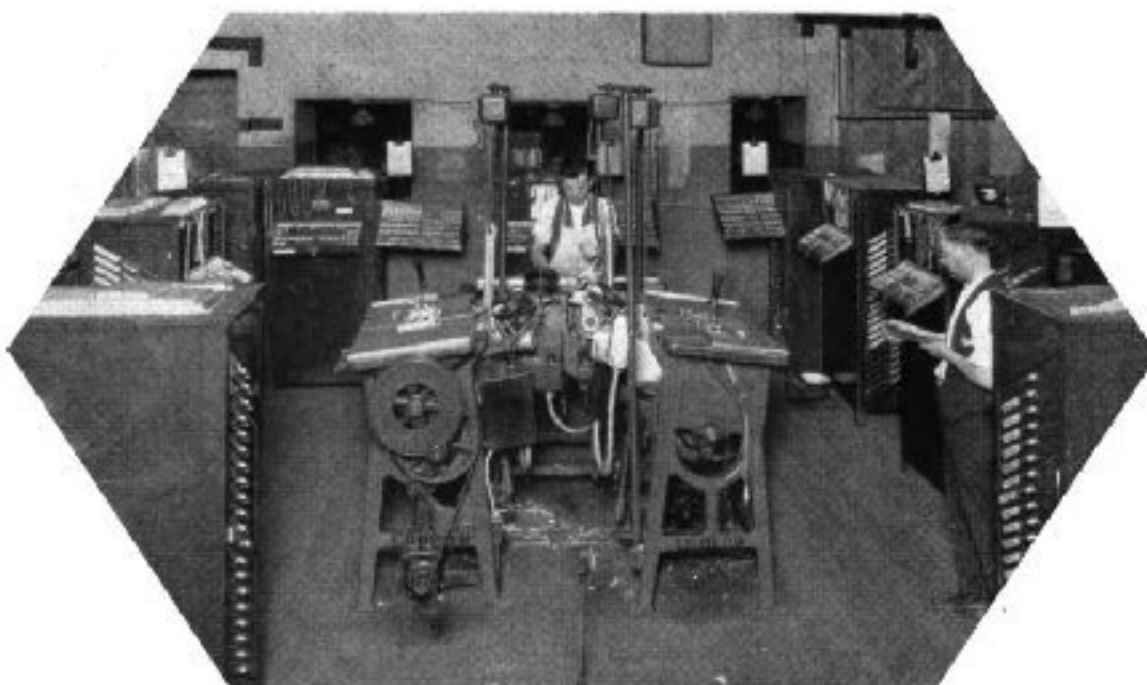
NEW BUILDING OF
THE NEW YORK
DAILY NEWS

Many New York Daily Newspapers Ludlow Users

IN AMERICA'S largest city the great majority of the important daily newspapers use the Ludlow system for display composition.

The New York Times uses the Ludlow for setting feature heads and display lines in advertisements. This

paper is noted throughout the newspaper world as an example of typographic excellence and its endorsement of the Ludlow system can well be accepted as an indication that the Ludlow does supply type-lines of the highest quality.



LUDLOWS IN THE PLANT OF THE NEW YORK SUN

The New York Daily News has an equipment consisting of two Ludlows and five cabinets containing almost a hundred fonts of matrices. This tabloid, which has the largest newspaper circulation in America, finds that the Ludlow equipment can satisfactorily take care of all peak load problems in the setting of display.

The New York Sun has an extensive equipment consisting of three Ludlows and twelve cabinets containing about two hundred fonts of matrices. This equipment is daily meeting every requirement for display composition. Previous to the installation of the Ludlow system, the New York Sun used single types for display. It was an investigation by

John E. Martin, manager of production, that resulted in the specification of Ludlow equipment, which put this paper on a practically all-slug basis.

In January, 1926, four Ludlows and complete equipment were installed in the composing room of the New York World.

Executives of the World said, previous to acceptance of the Ludlow installation, that it must prove itself by saving floor space, reducing operating costs, improving the appearance of the paper, speeding up ad composition, and making possible re-arrangement of the ad room so that travel would be reduced to the minimum.

All the foremen of the World composing room were to decide re-

garding effectiveness of the equipment in meeting these requirements.

Twelve hundred feet of floor space was gained by a re-arrangement of equipment, reports from the foremen were favorable, and now the Ludlow daily proves a valuable factor in meeting all composing room demands.

Other distinguished newspapers in New York using the Ludlow system of composition are: The New York Journal, New York Telegram, Brooklyn Eagle, New York Daily

Mirror, Brooklyn Standard-Union, New York Telegraph, Journal of Commerce, Brooklyn Daily Times, New York Evening Graphic, Wall Street Journal, Bronx Home News, Staten Island Advance, Jamaica Evening News, La Prensa, El Progreso, Courier d'America, Staats-Zeitung, and the Long Island Star.

The value of the Ludlow system cannot be questioned when so many publishers with enormous resources are profiting through its efficiency.



The Ludlow in the Plant of the Philadelphia Record

THE way in which the Ludlow has met the problems of the composing room of the Philadelphia Record is best told by quoting from a letter of the mechanical superintendent of that paper, Mr. Elmer C. Pratt.

"My introduction to the Ludlow

system came several years ago when I was with Mr. Stern on the News-Record in Springfield, Illinois. I saw the machine at work, first in Chicago, with what I thought was the fastest man in the world setting the mats, and later at St. Louis, when another

"swift" was at work. I could'nt seem to sell myself on this plan.

"This fast man in Chicago bothered me. I figured that about one man in a hundred could be trained to be half as good as he was and that if the slugline plan was good it would take months to train an operator.

"In a matter of a year or two Mr. Stern sold out his interests in Springfield and I left for the East. I had time on my hands so I took a job in the make-up department on a small newspaper where the Ludlow was installed, just to get a chance at the machine myself.

"Step by step the machine sold itself to me and inside of a month I determined, to my own satisfaction at least, that this machine was the greatest step forward in newspaper production since the invention of the linotype.

"With all the Ludlow advantages held in mental reserve, I had my first chance to demonstrate the money-saving features of this wonderful machine when Mr. J. D. Stern purchased the Evening Courier of Camden, New Jersey, and I became mechanical superintendent.

"The first equipment order I placed was for two Ludlows and about sixty fonts of mats. From the moment these machines started, the use of cast type,

other than the large sizes, was stopped, and from a large number of type cases we dropped to only thirty cases.

"As time went on, we added other Ludlow faces as needed until, at the present time, we have most of the standard faces and set almost all the display type in both the Courier and the Post, including most of the display headings, on the Ludlow. I have seen several days go by without one single piece of individual type in the makeup of our papers.

"These papers have had a tremendous growth in advertising patronage and run over 1,000,000 agate lines of advertising a month. One month, the high spot, the lineage went to 1,750,000 agate lines and all the display lines, as well as a large amount of display headings, were handled by not over four men with only two men most of the time on the Ludlow. No four men in the world could set anywhere near this amount of type out of a case.

"When Mr. Stern took over the Philadelphia Record, I placed an early order for Ludlow equipment so that when we moved into our new building, three casters and an ample layout of mats were waiting in the advertising and head departments, for the men to come over from the old building.

"We moved over to our new plant over eight hundred cases of type and inside of a month discarded five hundred of these cases by the use of the Ludlow. Those remaining are either large sizes or very old and unusual faces which we are holding to fit the requirements of individual advertisers.

"An interesting experiment was the placing of one caster and two sets of faces of mats in the head alley. We have a Century Bold and 12 point Century Bold with Century Bold Italic. The other has the same layout but in the 30 point and 14 point sizes.

"The two men on the linotypes set all the heads on the machine, on the Ludlow, and by hand and seldom need any help. When they get behind, a man from the ad alley helps them out but this help is only needed occasionally.

"After working with these machines for about eight years I cannot see how any newspaper, however large or however small, can produce good looking papers, with economy and at high speed, without the Ludlow—this latest and greatest piece of composing room equipment since the invention of the linotype."



BROOKLYN EAGLE BUILDING

Great Majority of Gannett Group Ludlow-Equipped

THE success and rapid growth of the Gannett newspapers may be traced, to a great extent, to the economical production of attractive, entertaining, and instructive papers.

In 1919, Ludlow equipment was installed in the composing room of

the Ithaca Journal-News. Success with the system in this plant led to its adoption by other newspapers of the Gannett Group, until today thirteen of the seventeen Gannett papers use the Ludlow to varying degrees for setting heads and display composi-

tion. It has been estimated that 80 per cent of all display in these papers is produced on the Ludlow.

Mr. Frank E. Gannett has this to say regarding the Ludlow system:

"I never hesitate to recommend the Ludlow to any publisher. Thirteen of our papers are now Ludlow-equipped, with the Rochester papers maintaining five machines, the Brooklyn Eagle four, the three papers in Elmira three Ludlows, the Utica Observer-Dispatch three, Newburgh three, two

each in Hartford and Plainfield, one machine in Ithaca, and one in Olean; a total of twenty-four machines.

"I do not believe that we could get along without them."

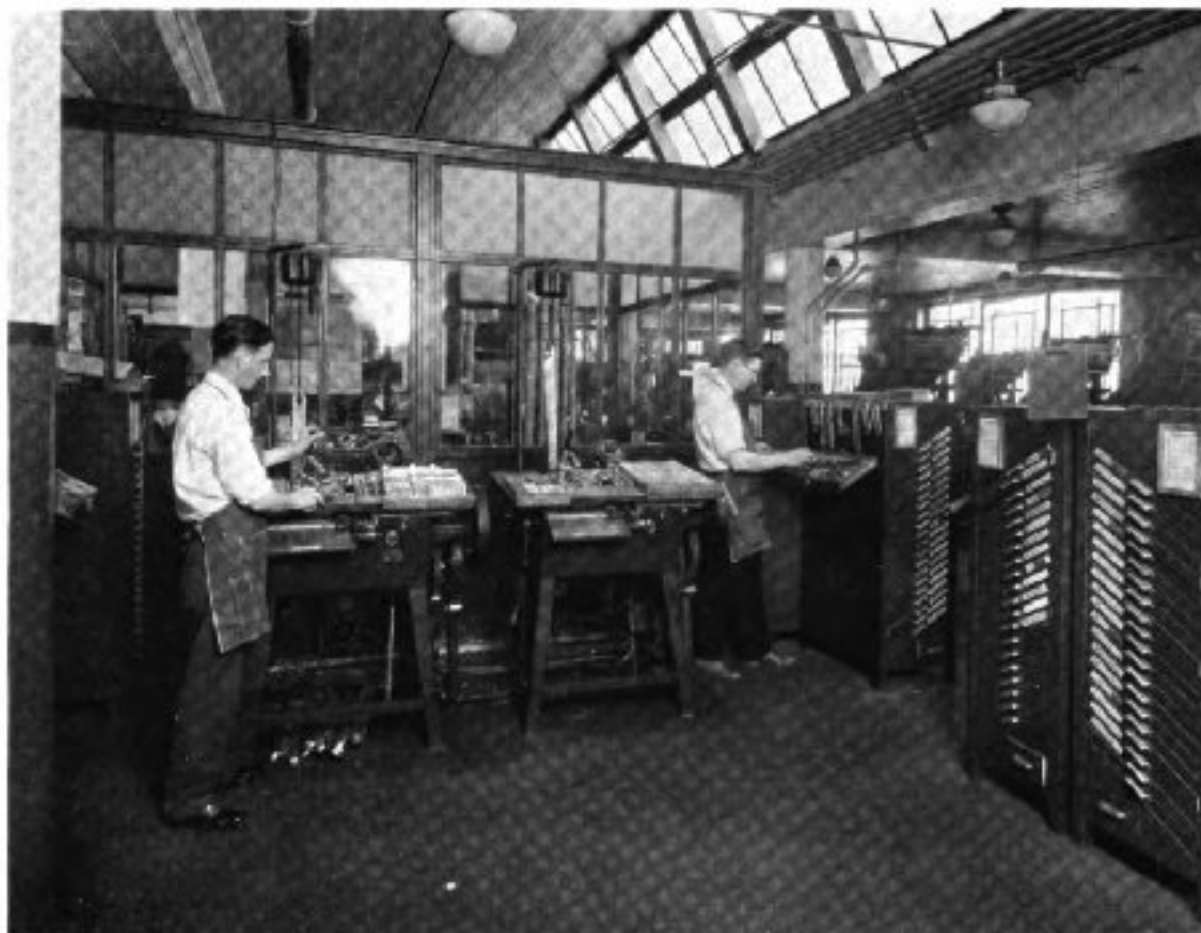
Shown in the illustration on the preceding page are the seventeen Gannett newspapers and the new three million dollar addition to the building occupied by the Brooklyn Daily Eagle, which was completed during Mr. Gannett's first year of ownership of the paper.

Ludlow-Equipped Gannett Papers

Utica Observer-Dispatch
The Hartford Times
Rochester Times-Union
Democrat and Chronicle
Brooklyn Daily Eagle
The Beacon News

The Olean Herald
Ithaca Journal-News
Elmira Advertiser
Plainfield Courier-News
The Newburgh News
Elmira Star-Gazette

The Sunday Telegram (Elmira)



LUDLOW EQUIPMENT OF THE CLEVELAND NEWS

All-Slug Composition by the Cleveland News

IT WAS a revolutionary move when the system of display in the Cleveland News composing room was changed from the single type basis to the all-slug method.

The Cleveland News has long been considered an outstanding example of efficient newspaper production in the metropolitan field. It seemed almost impossible that added capacity

and speed could be expected from any change in its methods. Yet increased speed and capacity resulted from the installation of the Ludlow.

The Cleveland News offers an example of the most intelligent and effective use of the Ludlow in newspaper advertising composition. The copy is laid out for Ludlow composition of display and linotype compo-

sition of body. Slugs for both, together with the cuts, then go to the saw, and the completed material is delivered to the make-up man, who has no composition to do and who can put the advertisement together with great ease and rapidity.

The display equipment adequate to meet the needs of a great newspaper requires a surprisingly small amount of floor space, as is convincingly demonstrated by the view of the Ludlow department of the Cleveland News shown on the preceding page. Here is the equivalent of alley after alley of type cases, not to speak of a separate casting room and tiers of storage cabinets.

The interesting reaction to the Ludlow by Peter S. Grant, superintendent of the composing room, is offered in the following statement:

"It was easy to make good with the Ludlow, although at first some

of the men did not like it, did not want to change to a new way of doing things, but after they saw the convenience and the cleanliness of the Ludlow system, they realized that the printer must know the Ludlow.

"In most plants, I think I could increase production even more than twenty-five per cent with the Ludlow and the proper systematizing of the work. In the Cleveland News, the Ludlow system allowed us to dump twenty-five tons of metal in a period of less than three weeks, and we have dumped many tons since — evident advantages which come from an inexhaustible supply of type as needed.

"The Ludlow slug-cast line has proved a boon to the stereotype department. Here broken letters and damaged kerns are a thing of the past. Italic or roman, all characters come up clear and sharp, with a consequent better appearing paper for each issue."



BUILDING OF THE DAVENPORT TIMES

Lee Syndicate Newspapers Install the Ludlow

THE Lee Syndicate of newspapers, of which Mr. E. P. Adler is president, is one of the foremost chains in the middle west, comprising five newspapers in Iowa, two in Wisconsin, and one each in Nebraska, Missouri, and Illinois.

Of these ten papers the following nine are Ludlow-equipped: Davenport Times, Davenport Democrat,

Hannibal Courier-Post, Kewanee Star, Mason City Globe-Gazette, Lincoln Star, La Crosse Tribune, Muscatine Journal, and Ottumwa Daily Courier. Mr. Adler has been able to check cost records and production reports, and each succeeding report has shown the Ludlow more firmly entrenched, because of the economies it has effected. Without exception the publishers, editors, superintendents, and foremen of all of the Lee Syndicate papers report an improved standard of typographic excellence, a record of more work turned out, and at a lower page cost.

For example, Mr. T. J. Kelley, the superintendent of the composing room of the Davenport Times, reports that since the installation of the Ludlow the overtime in a period of a little less than a year amounted to only two hours, and that was in the composition of a 52-page paper, the largest regular edition ever issued by the Times. From day to day, every

head and display line in the Times is Ludlow set.

The Muscatine Journal, one of the smaller Lee Syndicate papers, is typographically the equal of any in the group. The heads and advertising display lines in the Journal are 100 per cent Ludlow set, and Mr. C. R. Rabedaux, the publisher, says that since the Ludlow was installed there has been 100 per cent improvement in the appearance of the paper.

For the Davenport Democrat, Mr. Charles Bleuer, superintendent, reports that there has been no overtime since the Ludlow and an Elrod were acquired. And Mr. J. B. Jeffries, publisher of the Courier-Post of Hannibal, Missouri, notes the improved general appearance of the paper and the corresponding increase in advertising revenue that resulted from the use of new, clear-cut Ludlow faces for display. Other Lee Syndicate newspapers have similar encouraging reports from their Ludlow equipment.



The Daily Oklahoman Installs Ludlow Equipment

THE Daily Oklahoman, one of the leading newspapers of the Southwest, recently completed a Ludlow installation of three machines, seven cabinets with one hundred fonts of matrices, and an electric Elrod for casting leads, slugs and rules.

The Oklahoma City Times, the Sunday Oklahoman, and the Okla-

homa Farmer-Stockman, a leading agricultural weekly, are also published in this Ludlow-equipped plant, which has throughout the finest equipment which could be procured.

The above view shows the recently completed \$350,000 mechanical unit of the Oklahoma Publishing Company, which produces the four papers.

LUDLOW-EQUIPPED OHIO DAILIES

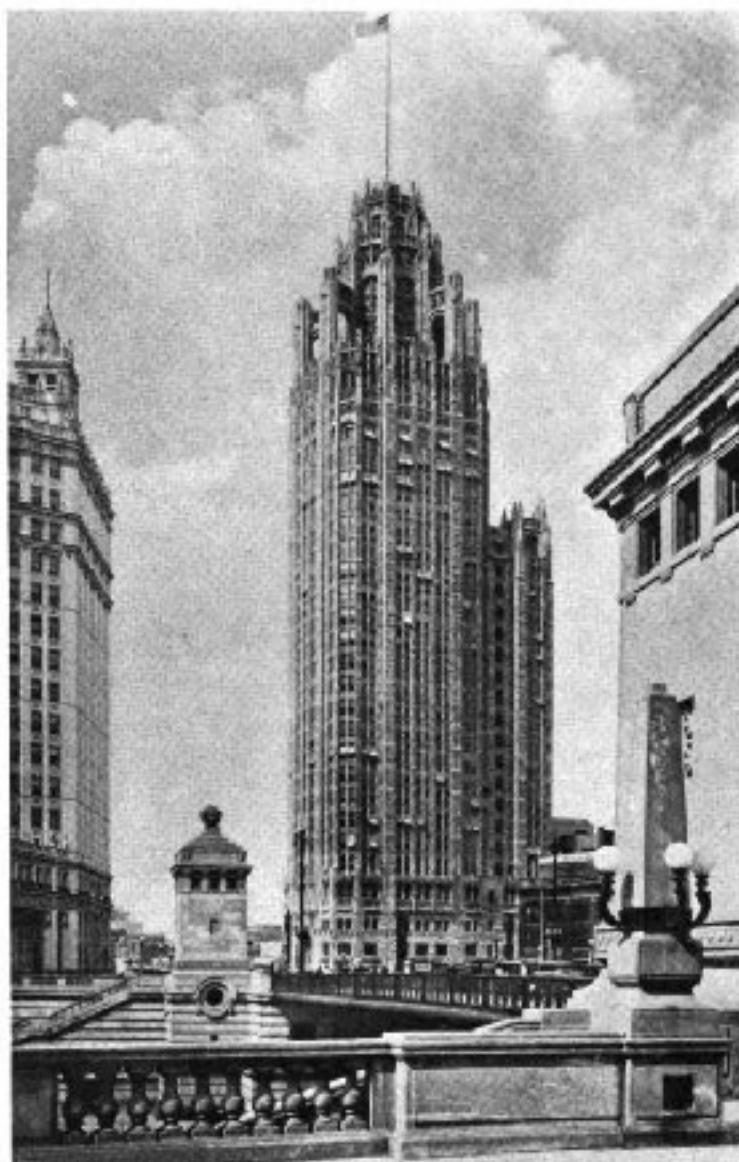
Akron Beacon-Journal	Martin's Ferry Daily Times
Akron Times-Press	Massillon Independent
Canton Repository	Mt. Vernon Republican-News
Cincinnati Post	Newark Advocate
Cleveland News	New Philadelphia Times
Cleveland Press	Ravenna Evening Record
Columbus Citizen	Sandusky Star-Journal
Dover Daily Register	Steubenville Herald-Star
Elyria Chronicle-Telegram	Toledo News-Bee
Findlay Morning Republican	Toledo Times
Hamilton Journal	Troy Daily News
Kenton News-Republican	Warren Tribune-Chronicle
Lorain Journal	Youngstown Telegram
Marion Star	Youngstown Vindicator
Zanesville Times Recorder	

The Ludlow in the Service of Ohio Newspapers

REALIZING the added selling value in a typographically effective advertisement, the leading newspapers throughout Ohio offer their advertisers the product of the Ludlow system of composition.

Publishers of many representative Ohio papers have learned that the

Ludlow system not only makes for economies in production, but also that the added attractiveness of the Ludlow-set advertisements is an important inducement to the local space buyer, who must be able to trace actual results to the advertising space for which he pays.



Chicago Tribune Uses Ludlow for Streamers and Display

LUDLOW-SET streamers and display lines are used extensively in the columns of the Chicago Tribune, whose beautiful building—one of the architectural glories of Chicago, and the entire country—is shown above.

The Chicago Tribune is justly celebrated for the care it expends in seeking mechanical perfection. Its extensive use of Ludlow composition constitutes, therefore, an indorsement of no slight importance.



Ludlow Plays Part in New Plant of Daily News

FOR THE past eleven years, the Chicago Daily News has made use of the Ludlow for display composition. This great newspaper is now published in one of the finest buildings in the world, shown above.

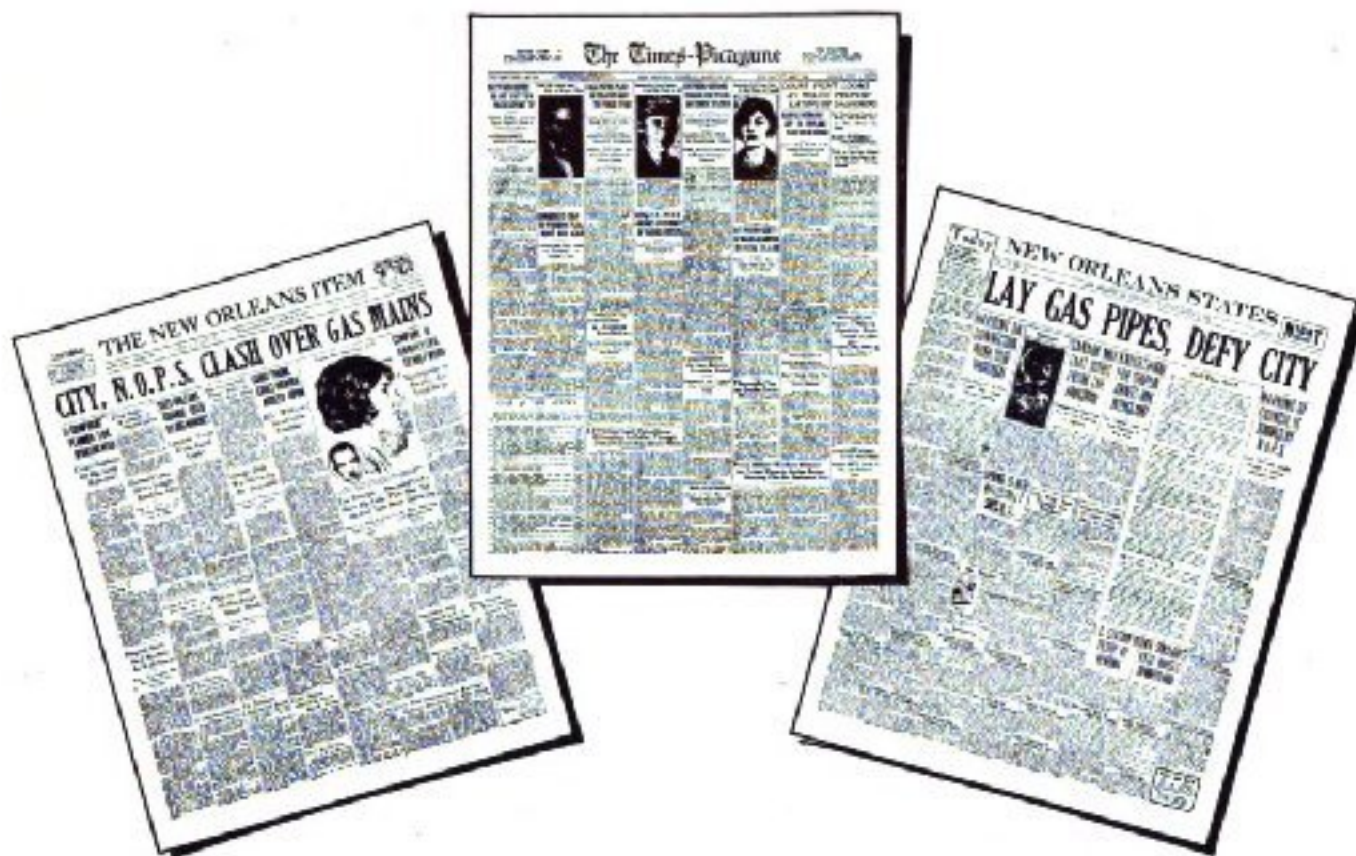
In this building, according to Mr. Walter Strong, the publisher, one of the ablest newspaper men in the country, the Ludlow is continuing to play an indispensable role in setting the display advertising of the News.



New Ludlow Equipment for Chicago Evening Post

THE Chicago Evening Post ranks as a veteran among Ludlow users, having installed the first machine fourteen years ago. Since that time a second unit and additional matrices have been added to its equipment. In perfecting the plans for the new

building erected for that newspaper, the old machines, which had served the composing room so well, were traded in for two entirely new equipments, which are being used for practically all display composition, and for many of the heads.



New Orleans Newspapers 100% Ludlow Equipped

IT IS significant that the adoption of the Ludlow system by one newspaper in a city is followed in many instances by the installation of equipment in all the plants of that city.

In New Orleans the Times-Picayune was the first paper to place Ludlow equipment in the composing room. The New Orleans Item and the New Orleans Tribune installed the Ludlow within a few months and

the New Orleans States in less than a year. They now all enjoy the advantages of all-slug composition.

According to Frederick Forstall, the mechanical superintendent of the Times-Picayune: "The clean, sharp faces produced on the Ludlow have 'made a hit' with the discriminating ad writer. Our paper has increased in looks 100 per cent. Broken and disfigured type is now unknown."



PORTLAND OREGONIAN
PORTLAND NEWS



PORTLAND JOURNAL
PORTLAND TELEGRAM

Portland, Oregon, Newspapers 100% Ludlow-Equipped

PORTLAND, OREGON, supports four daily newspapers, all of which are, from a standpoint of circulation and typographic excellence, worthy of

being listed among the country's foremost metropolitan dailies.

It is a significant fact that all four of these papers have installed the

Ludlow for all display requirements.

The Oregonian, one of the oldest newspapers on the Pacific Coast, and one of the foremost in the northwest, was the first to install Ludlow equipment over fourteen years ago.

Since that time the other three Portland dailies have all installed the Ludlow system. The Oregon Journal purchased two machines in 1917, the

Portland Telegram two in 1920, and the Portland News two in 1923.

The typographic excellence of all these papers must be credited in a large degree to the comprehensive selection of Ludlow typefaces which were originally installed, to which have been added the most popular modern typefaces recently produced by the Ludlow Typograph Company.

*Statement of W. V. Cowgill, Mechanical Superintendent
of the Cleveland News*

After having used Ludlow equipment in our ad room for the past four years, we must write you a few words of appreciation for the satisfactory results that it has given. The two casters and matrix equipment placed with us were installed in a somewhat skeptical department. Today due entirely to proven economy of operation, beauty of face, strength of body of product, and general intrinsic worth we unhesitatingly unanimously recommend and endorse the Ludlow. It has saved us much time and money.



Indianapolis Another 100% Ludlow Equipped City

WHEN the Ludlow system was yet young, in 1916 it was made a part of the Indianapolis News composing room as an initial move toward all-slug composition.

Even with only a few matrix fonts, compared with the more than seven hundred available at the present day, it proved its worth as an important contributor to composing room efficiency. Additional matrix fonts were added during the period of three years before the installation of three new machines purchased in 1919.

The Indianapolis Star also installed Ludlow equipment in 1916, and proof of its creditable performance is found

in the addition of new machines in 1919 and 1926.

The publisher of the Indianapolis Times saw the advantages of this modern system of display composition and made the first installation of a Ludlow in 1922. Increased business demanded more display composition and the second Ludlow was installed by the Indianapolis Times in 1927.

Such is the experience with the Ludlow in many cities. One installation follows another as advertisers become familiar with the effectiveness of Ludlow composition and as publishers learn of the opportunities it creates for increased revenue.

100% Ludlow Cities

THERE are at the present time, in the United States and Canada, seventy-three cities supporting two or more daily newspapers published from two or more plants, that are 100 per cent Ludlow-equipped; each paper in each town uses the Ludlow system for display advertising and newspaper heads. These cities are:

Birmingham, Ala.	Davenport, Iowa	Akron, Ohio
Mobile, Ala.	New Orleans, La.	Youngstown, Ohio
Hollywood, Cal.	Cumberland, Md.	Oklahoma City, Okla.
Long Beach, Cal.	Hagerstown, Md.	Portland, Oregon
Oakland, Cal.	Lawrence, Mass.	Harrisburg, Pa.
Richmond, Cal.	Lynn, Mass.	Johnstown, Pa.
Sacramento, Cal.	New Bedford, Mass.	Mt. Carmel, Pa.
San Diego, Cal.	Quincy, Mass.	Norristown, Pa.
San Francisco, Cal.	Worcester, Mass.	Pottsville, Pa.
Stockton, Cal.	Lansing, Michigan	Reading, Pa.
Woodland, Cal.	St. Paul, Minn.	Scranton, Pa.
Danbury, Conn.	Jackson, Miss.	Sharon, Pa.
Meriden, Conn.	Lincoln, Neb.	Wilkes-Barre, Pa.
Woodbury, Conn.	Morristown, N. J.	El Paso, Texas
Wilmington, Del.	Buffalo, N. Y.	Walla Walla, Wash.
Jacksonville, Fla.	Hudson, N. Y.	Charleston, W. Va.
Orlando, Fla.	Jamestown, N. Y.	Calgary, Alta.
St. Petersburg, Fla.	Olean, N. Y.	Edmonton, Alta.
West Palm Beach, Fla.	Peekskill, N. Y.	Winnipeg, Man.
Honolulu, Hawaii	Rochester, N. Y.	Hamilton, Ont.
Belleville, Ill.	Syracuse, N. Y.	Halifax, N. S.
Kankakee, Ill.	Troy, N. Y.	Sherbrooke, Que.
Fort Wayne, Ind.	Yonkers, N. Y.	Regina, Sask.
Indianapolis, Ind.	Charlotte, N. C.	St. Johns, Newf'land
	Raleigh, N. C.	



The Ludlow in Canadian Daily Newspaper Offices

THROUGHOUT Canada there have been noteworthy changes from the use of single types to the Ludlow system of display composition and all-slug make-up.

The Montreal Daily Star, Montreal Gazette, La Presse, La Patrie, and the Montreal Herald are all Ludlow-equipped. With these five daily newspapers in Montreal using the Ludlow, advertisers in that city are assured of new, clear-cut typefaces for the

display of all their advertisements.

It is worthy of note that each of these papers installed Ludlow equipment only after a careful consideration of all other systems.

The Toronto Daily Star has one of the finest and most extensive Ludlow equipments in Canada. This includes four Ludlows with a large assortment of matrices, and two El rods for supplying strip material.

All advertising display composi-



LUDLOWS IN THE PLANT OF THE TORONTO STAR

tion of the Toronto Daily Star is Ludlow-set on three of their four casters. The fourth is used exclusively for setting the heads and streamers. Adoption of the Ludlow for the head alley resulted in the disposal of approximately four thousand pounds of headletter type.

The Winnipeg Tribune is now using two Ludlows, and single types in the larger sizes have practically been discarded. Vincent Walsh, mechanical superintendent, tells of the remarkable sturdiness of the Ludlow lines under the dry-mat stereotyping process in the letter which follows:

"I have experienced the same difficulties as others using the dry-mat, in having 'sinks' in our foundry type in large sizes. I say large sizes for the

reason that we use very little foundry type under 60 point. Up to this size we use Ludlow and find that it stands up very well. In over three years that we have used the Ludlow system the machines have not failed us, although they are in use sixteen hours a day the first part of the week and twenty-four hours the other days."

The Border Cities Star, of Windsor, has been a Ludlow user for almost twelve years, and their endorsement of the system usually comes in the form of orders for additional fonts of matrices. This paper has also been equipped with an Elrod caster for many years.

The Manitoba Free Press at Winnipeg installed its first Ludlow machine in May of 1929 and were so

well pleased with its performance that practically all single types were discarded. In January, 1930, a second machine was added.

The Vancouver Province was the first Southam newspaper to install the Ludlow system. Since this installation the Hamilton Spectator has installed two Ludlows and an Elrod, and the Winnipeg Tribune (already mentioned), the Ottawa Citizen, the Edmonton Journal, and the Calgary Herald have become Ludlow users.

The Saskatoon Star-Phoenix operates on an all-slug basis. Recently the first Ludlow in this plant (and incidentally the second machine shipped

into Canada), which had been in continuous operation since March, 1919, was replaced with a new and improved model, and in January of 1930 an electric-heated Elrod was installed to complete the all-slug system.

The Regina Leader-Post and the Regina Daily Star are both equipped with two Ludlows and an Elrod, which makes this city 100 per cent Ludlow in the newspaper field.

The Moose Jaw Times is another prairie paper using the Ludlow.

The composing room of the Hamilton Herald has been Ludlow-equipped for many years and also uses an Elrod to supply leads, slugs, and rules.



LA PRESSE BUILDING, MONTREAL, CANADA

French-Canadian Newspapers Are Ludlow-Equipped

THERE are now in Canada five large daily newspapers printed in French, that use Ludlow equipment for setting their heads and advertising display composition.

These five French newspapers are La Presse and La Patrie in Montreal, Le Droit, Ottawa, La Tribune, Sherbrooke, and Le Progrès du Saguenay published in Chicoutimi, Quebec.

La Patrie was the first of these important papers to install the Ludlow, two machines with a representative selection of matrices for type-faces being installed about three and one-half years ago.

Less than a year later La Tribune followed suit and installed Ludlow equipment to care for its display type-face requirements.

Just a little over a year ago the men responsible for economical production in the composing room of the La Presse were converted to the Ludlow and installed two machines and a varied range of typefaces.

Since then Le Droit and quite recently Le Progrès du Saguenay have each installed one Ludlow machine.

Ludlow equipped French-Canadian newspaper plants have the ad-

vantage of having all the necessary accents engraved or punched on the individual matrix characters which they use instead of having to waste time using piece accents.

Does not this gradual, but steady, adoption of the Ludlow system by all these prominent French-Canadian daily newspapers merit the investigation of the method that they are using so successfully?

A Letter From C. N. Hennessy, Assistant Business and Advertising Manager of La Presse

A little over a year ago we were faced with the alternative of replacing almost all of our foundry type which had become obsolete, or to adopt other methods for the composition of display lines in our advertisements.

Serious thought was given to our problem, all possible angles were taken into consideration, and we finally decided in favor of the Ludlow system.

Display lines were obtained and used the very first day your system was installed. Within a week, production had increased to such an extent that favorable comments reached us

from both our readers and advertisers on the paper's improved appearance.

The machines have been in constant daily use ever since, are giving satisfaction and we consider your system indispensable. One hardly recognizes today's La Presse compared with any issue previous to the introduction of the Ludlow. Need we say more?

May we add a word of sincere appreciation for the painstaking efforts of your representative when our Ludlows were installed. His personal attention greatly facilitated our task and his advice was invaluable.

1929 Leaders in Lineage

Proof of the wide acceptance of the Ludlow system by prominent newspapers is found in this list of users among the 1929 leaders in total advertising lineage as compiled by the Editor & Publisher.

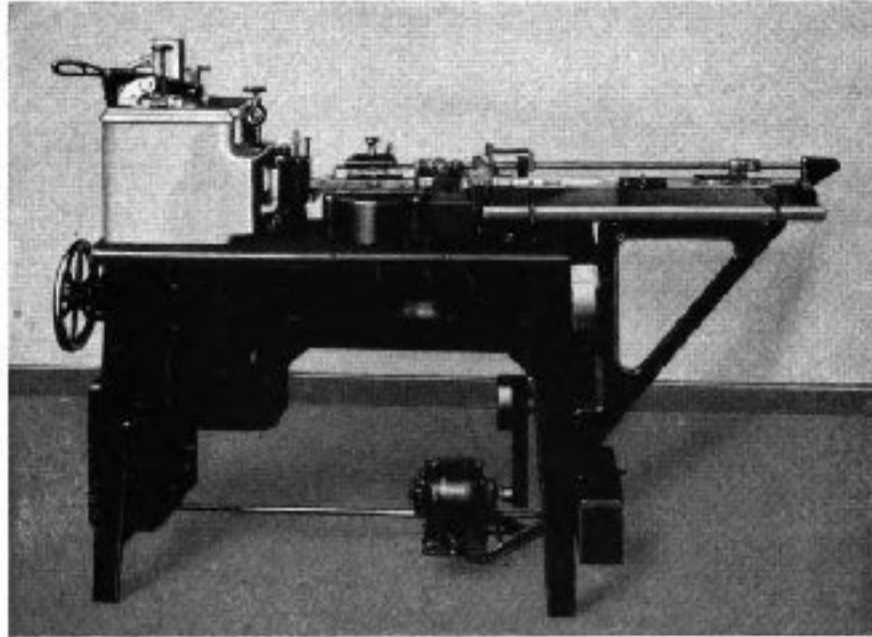
Seven-Day Papers

Detroit News	Utica Observer-Dispatch
New York Times	Indianapolis Star
Chicago Tribune	San Antonio Light
Washington Star	Kalamazoo Gazette
Pittsburgh Press	Saginaw News
Los Angeles Examiner	Portland Oregonian
New Orleans Times-Picayune	Tulsa Tribune
Philadelphia Inquirer	Syracuse Herald
San Francisco Examiner	Peoria Star
Oakland Tribune	Jackson Citizen-Patriot
Brooklyn Eagle	Buffalo Courier-Express
Seattle Times	Baltimore News & American
Akron Times-Press	Rochester Journal-American
Pittsburgh Sun-Telegraph	Jacksonville Times-Union
Toronto Star	Cleveland News
New Haven Register	Seattle Post-Intelligencer
Canton Repository	Reading Eagle
Rochester Democrat & Chronicle	Syracuse Journal-American
Vancouver Daily Province	Aurora Beacon-News
Montreal La Presse	Portland Journal
Allentown Call	Fort Wayne Journal-Gazette
Buffalo Times	Charleston Gazette
Salt Lake City Tribune	Norfolk Virginian-Pilot
Long Beach Press-Telegram	Charlotte Observer
Youngstown Vindicator	Charlotte News
San Francisco Chronicle	Syracuse Post-Standard

1929 *Leaders in Lineage*

Six-Day Papers

Chicago Daily News	Johnstown Tribune
Newark Evening News	Gary Post-Tribune
Philadelphia Bulletin	Camden Courier
Akron Beacon-Journal	Schenectady Gazette
Hartford Times	McKeesport Daily News
Indianapolis News	Oakland Post-Enquirer
New York Sun	Pasadena Star-News
Toronto Telegram	Easton Express
Montreal Star	Youngstown Telegram
Buffalo Evening News	Cincinnati Post
Cleveland Press	San Diego Sun
Los Angeles Herald	San Francisco Call-Bulletin
Grand Rapids Press	Pawtucket Times
Rochester Times-Union	Steubenville Herald-Star
New York Journal	Edmonton Journal
Pontiac Press	White Plains Reporter
Scranton Times	Pittsfield Berkshire Eagle
Winnipeg Tribune	Davenport Times
Wilkes-Barre Record	Plainfield Courier-News
Lansing State Journal	Wilmington Evening Journal
Fort Wayne News-Sentinel	Montreal Gazette
Wilkes-Barre Times-Leader	Toledo News-Bee
Calgary Herald	Muskegon Chronicle
Hamilton Spectator	Allentown Chronicle-News
Columbus Citizen	Hackensack Bergen Record



Elrod Supplies Strip Material

A COMPLETE non-distribution system is now in effect in many of the most progressive newspaper plants throughout the world. In many of the others it will be the next important step when changing composing room equipment.

The Elrod lead, slug, and rule caster, the companion machine to the Ludlow, provides an ideal method of producing all strip material.

Economy of production, without sacrificing quality and speed, is a matter vital to all newspapers. By intelligent use of the Elrod, simple in construction and operation, and automatic in action, it is possible to produce from 70 to 100 pounds of leads, slugs, and rules each hour. It is easy to

operate and requires only occasional attention for replenishing the metal supply in the pot and taking away the newly-cast strip material from the table on which it is delivered.

The Elrod has a lower initial cost and a lower operating cost than any other lead, slug, and rule casting equipment. It produces strip material free from welds or air holes, that will stand up well even under the enormous pressure of the dry-mat stereotyping process.

Low investment, simplicity of operation, and negligible upkeep cost are reasons why so many prominent newspaper executives consider the Elrod the ideal source of supply for strip material.



