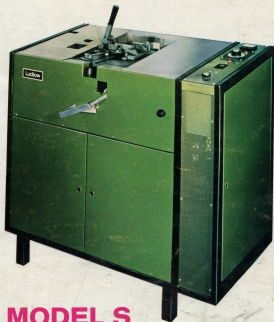


a simplified, lower-priced **LUDLOW**



MODEL S

Designed to produce traditional Ludlow quality slug-cast type composition. Now everyone can afford the flexibility and other advantages of the Ludlow System of hot metal typesetting while maintaining a quality level that compares favorably with the best.

LUDLOW TYPOGRAPH COMPANY
2032 Clybourn, Chicago, Illinois 60614 U. S. A.

Low-cost, quality typesetting

The Ludlow System of hand-set, slug-cast composition is designed to produce the display, job and miscellaneous type composition that most printers need. The basic components of the System include a special matrix stick, matrices and the Ludlow machine.

The System is fast, easy to use and economical. Each Ludlow line of type is cast as one slug from individual matrices locked into a composing stick. The matrix stick is then inserted in the machine and the lock-down lever holds it in place for casting. A simple pull of the release knob starts the automatic casting operation. Seconds later, the matrix stick is released and the finished slug is delivered in the slug tray ready to use.

Each font of Ludlow matrices becomes an inexhaustible supply of new type. It's like having your own type foundry. Ludlow matrices are available in a size range that meets most composing room needs. The Ludlow typeface library offers popular standard type styles as well as distinctive Ludlow typefaces designed to the latest contemporary trends.

Slanted matrices, originated by Ludlow make it possible to cast italic, script and cursive typefaces on slugs without the risk of broken kerns during the press run. And Ludlow composition retains all the qualities of special hand spacing found only in the finest typography. The gradation of widths and weight, according to size, visually show superiority to photaset faces of the same style which are enlarged or reduced from one or two masters.

Ludlow all-slug composition is easier to handle and make up—and affords a solid form that is free from work-ups and permits easy changes. Press makeready and running time is minimized since all the type is new. Repro proofs are always sharp and any quantity can be made quickly and economically. Investigate today how the Ludlow System can work to your advantage both in operator and customer satisfaction.

4 Simple Steps . . .



(1) The Ludlow operator gathers a group of matrices from the case and assembles them in a matrix stick proofreading the line at the same time.



(2) Words and letterspacing is quick and easy. Justification is visible before casting. The spacing units have ears that extend beyond the other matrices making them easy to handle and redistribute.



(3) A simple turn of the thumbscrew on the matrix stick holds each line firmly for the Ludlow casting operation. Self-centering and self-quidding sticks offer even greater economies in typesetting.



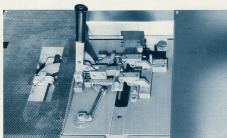
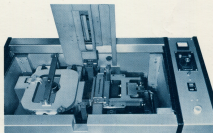
(4) Ludlow all-slug make-up is simple and easy. There is no type to pi, and corrections are quickly and easily made.

the **NEW** **LUDLOW Model S** slug-casting machine

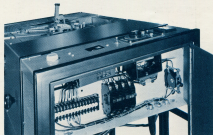


The Model S has been engineered to take care of the needs of typesetters today. This new model produces traditional Ludlow quality slug-cast composition. Simplified construction has reduced the initial investment.

The basic Ludlow System remains unchanged. The Model S was designed for the many printers and typesetters who appreciate dependability and minimal maintenance. You can still choose from the great variety of styles and sizes of Ludlow typefaces. Think also of the savings in both time and production gained by the ease and speed of training a Ludlow operator.



LOCK DOWN . . . utilizes the same time-proven mechanism that has performed so reliably for many years.



SOLID STATE CONTROL . . . maintains uniform heat without relays. This prolongs the life of the heaters and the controls.

STATIONARY CRUCIBLE . . . is positioned at the factory and normally requires no adjustment. This permits a high metal level close to the mouthpiece assuring a good, solid cast slug.

DELIVERY SLIDE . . . has fewer moving parts which minimizes maintenance and service.

Over 2000 Ludlow fonts to choose from . . .

54-L

Ludlow Equipped Plants Surge Ahead

24 Point Ludlow Times New Roman, Available 6 to 72 point

6-RB

Compositors Like Setting with Matrices

24 Point Ludlow Record Gothic Bold, Available 6 to 72 point

42-BIC

Interesting Effects Obtained with This Series

30 Point Ludlow Coronet Bold, Available 14 to 72 point

5-M

Planning is the Key to Larger Sales

24 Point Ludlow Century Modern, Available 12 to 72 point

3-BEC

Modern Methods Increase Composing Room Production

24 Point Ludlow Bodoni Campanile, Available 18 to 48 point

55-HN

MODERN AND ALSO LEGIBLE

24 Point Ludlow Zephyr, Available 24, 36 and 48 point

28-EHE

Printers need big type

24 Point Ludlow Tempo Black Extended, Available 10 to 72 point

Ludlow has the range of typeface styles you need for any job.

LUDLOW



MODEL S

**EASY TO OPERATE
EASY TO MAINTAIN
EASY TO PAY FOR**

Call or write today for prices and information to help you lower your typesetting cost.

Ludlow Typograph Company, 2032 Clybourn, Chicago, Illinois 60614 312/549-5151

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue, Chicago, Illinois 60614 312/549-5151

Good Morning!

If you can't spare the time to read this letter now, please set it aside until you can. We have something new to crow about and it may be just the thing you've been waiting for. Thank you.

H'ya! Thanks again for remembering us!

We'll not bore you with a long sales pitch; we're just asking you to look at our 4-page broadside showing Ludlow's new Model S Machine. The folder has all the information you need... excepting the bit about the Introductory Price Offer.

The "package" we're offering consists of the machine, a cabinet, several sticks, cleaning kit, and nine fonts ranging from 6 to 24 points, including several italic designs. It's a good deal because you can afford it... about \$30.00 a week after a small down payment... and it'll make money for you. We're flexible; substitutions may be made in our package offer. You're the boss!

You'll get fast action by filling out the reply card and mailing it. We'll give you attention but won't harass you.

That's all! Good hunting... good fishing... good everything! Thanks for your time.

Cordially,

THE FRIENDLY LUDLOW PEOPLE