

F.L.M.: Trade-in prices-Oct. 21, '63

Ludlow electric	\$550 - 850
Ludlow, gas	500
Model F, electric	650
Model F, gas	550
Model E, electric	600
Model E, gas	500
Model K, electric	_____
Model K, gas	_____
Ludlow electric crucibles	50
(or \$42.50 on purchase of rebuilt crucible)	
Ludlow gas crucibles	50
Model F or E electric crucible	50
Model F or E gas crucible	50
Model K electric crucible	_____
Elrod mold	12.50
Ludlow mold	none
Model K gas crucible	_____

1. The first part of the document is a list of names and addresses.

100	100	100
200	200	200
300	300	300
400	400	400
500	500	500
600	600	600
700	700	700
800	800	800
900	900	900
1000	1000	1000
1100	1100	1100
1200	1200	1200
1300	1300	1300
1400	1400	1400
1500	1500	1500
1600	1600	1600
1700	1700	1700
1800	1800	1800
1900	1900	1900
2000	2000	2000

**STANDARD LUDLOW TRADE-IN ALLOWANCES**  
(Effective Sept. 16, 1945)

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During the past twenty-five yrs., the Ludlow Typograph Company has never traded in any equipment except of its own manufacture, nor taken in on an exchange basis any equipment of others' manufacture. We have, therefore, no worn-out nor broken-down equipment of others' manufacture to throw again on the market through the agency of second-hand machinery dealers or otherwise, thus encouraging the growth of cut-price and often insufficiently financed printing offices. This feature of our policy should especially merit the approval of men with a consequential investment in the printing industry.

In trading in its own equipment, with a view to keeping the plants of Ludlow users at a high level of efficiency, all machines back of a certain serial number are broken up and sold as scrap metal. We neither "overhaul" nor "recondition" any used machines, and we have but one standard of complete factory-rebuilding. Such standards of practice cannot but result in benefit to the printing industry as a whole.

**Exchanges on Initial Machine Orders**

On initial machine orders exchanges of matrix fonts, Elrod molds, etc., may be made without charge (provided the user pays the transportation charges both ways on the exchange) within thirty days from date of shipment of the initial machine order. Only the standard trade-in allowances are to be offered for any matrix fonts, Elrod molds, etc., after the expiration of the thirty-day period from the date of shipment of the initial machine order.

**Trade-in Allowances Applicable only to Purchase of Like New Equipment**

Trade-in allowances, with the exception of machine allowances, apply on the purchase only of new equipment to replace similar goods in like quantity, such as machine for machine, font for font, etc.

**Trade-in Allowances Subject to Change or Withdrawal**

While the allowances listed on the following pages may be referred to as our standard trade-in allowances, prospective purchasers and users should understand that such allowances are all subject to change or withdrawal at any time. No promise must be made when new equipment is purchased that it can be traded in at these allowances at some future date.

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**Trade-in Allowances on Used Equipment Acquired from Others**

Unless and until authorized to do so by the Home Office, representatives are not to quote trade-in allowances on any goods not purchased directly from us.

**Trade-in Allowances on Fire-Damaged Equipment**

Representatives are to quote no allowances for fire or water-damaged equipment. The trade-in allowance for such equipment can be made only after the equipment has been inspected at the factory.

**Transportation Charges**

On trade-in orders, the equipment purchased by the customer is shipped f.o.b. Chicago. The equipment traded-in is to be shipped f.o.b. cars the user's city. In other words, the Ludlow Typograph Company pays only the freight to Chicago but does not pay for packing, boxing, cartage, etc. in the user's city.

**Trade-in Rider**

To protect the Company from the possibility of a user trading in a machine on which there may be a prior mortgage, lien, tax or other incumbrance, the trade-in rider is to be filled in and attached to every cash or deferred payment contract whenever an equipment is traded in. The amount of the allowance should be written in the settlement clause following the cash payment in the following manner: "and a \$..... allowance (see rider attached)".

**Auxiliary Ludlow Equipment**

No trade-in allowance

**Matrix Cabinets**

No trade-in allowance

**Matrix Sticks**

No trade-in allowance

**Ruleform Matrices**

No trade-in allowance

**Elred Molds**

**Allowance**

Single or twin molds applied to purchase of single molds.....	\$12.50
Twin molds applied to purchase of twin molds.....	25.00

**STANDARD LUDLOW TRADE-IN ALLOWANCES**  
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**Matrix Fonts**

For matrix fonts purchased originally from the Ludlow Typegraph Company by the present owner or acquired second-hand from others by the present owner before September 1, 1945, whether originally bought from us as new or Class R fonts, the standard trade-in allowances on the purchase of new Ludlow matrix fonts will be as follows:

List A - Full cap and lower-case fonts of the following typeface families:

Bodoni	Mayfair Cursive	Coronet
Gothic	Mandate	Radiant
Garamond	Eden	Greenwich
Tempo	Hauser Script	Samson
Karnak	Eusebius	

Other than Lining Cap Fonts	For fonts in any series of the families shown in List A above.		For fonts in any series of all families NOT shown in List A above.	
	Roman	Italic	Roman	Italic
6 pt.	17.00	18.00	8.50	9.00
8 pt.	17.50	18.50	8.75	9.25
10 pt.	18.00	19.00	9.00	9.50
12 pt.	18.50	19.50	9.25	9.75
14 pt.	19.00	20.00	9.50	10.00
16 pt.	20.00	21.00	10.00	10.50
18 pt.	21.00	22.00	10.50	11.00
22 pt.	23.50	24.50	11.75	12.25
24 pt.	24.00	25.00	12.00	12.50
30 pt.	26.00	27.00	13.00	13.50
36 pt.	28.00	29.00	14.00	14.50
42 pt.	30.00	31.00	15.00	15.50
48 pt.	33.00	34.00	16.50	17.00
60 pt.	41.00	42.00	20.50	21.00
72 pt.	47.00	48.00	23.50	24.00

Lining Cap Fonts	Roman	Italic
6 pt. sizes	6.50	7.00
12 pt. sizes	6.75	7.25
18 pt. sizes	7.00	
24 pt. sizes	7.25	

Cap fonts and sorts fonts (at one-half of full font allowances shown above) will count as full fonts when traded in on the purchase of full cap and lower-case fonts, but otherwise they may be counted as half fonts.

For matrix fonts acquired second-hand from others by the present owner on or after September 1, 1945 and in his possession less than six months, no allowance nor credit is to be offered.

F.L.M. 8-1-63

Trade-in Ehod electric pot:

\$50 on new pot

\$42.50 on rebuilt pot.