

A New Step Forward...

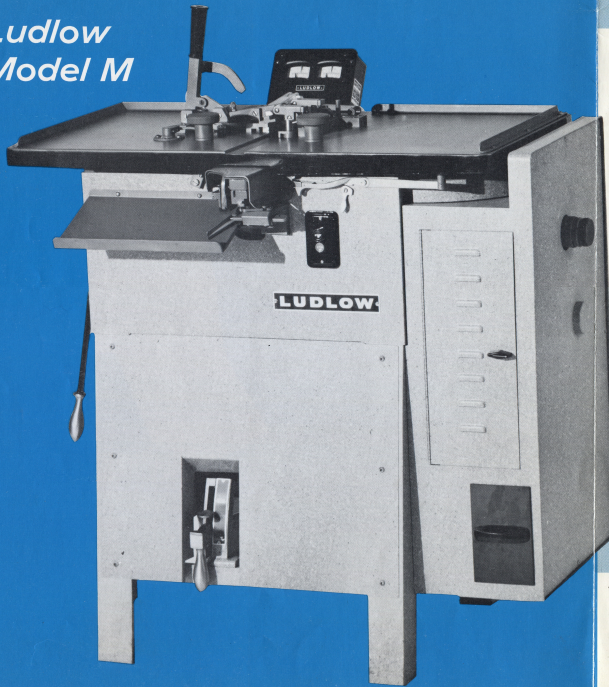
The
**LUDLOW
MODEL M**

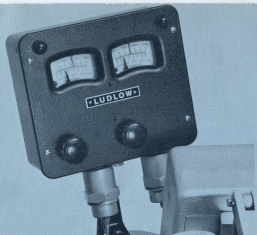


New from Ludlow...

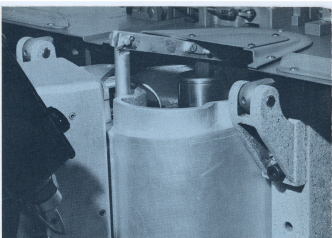
improvements that give today's printers a new standard
of quality hand-set slug-cast composition

Ludlow Model M



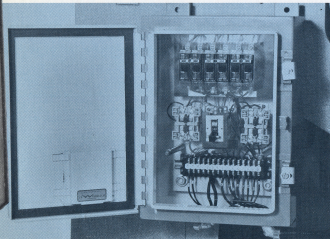


Increased pressure and thermostatically controlled heat in the Ludlow Model M mouthpiece and throat results in a more solid, perfectly formed slug...helps insure proper filling of narrow strokes, serifs and fine line rules. The mouthpiece vents are precision-milled to a new and closer tolerance within one-thousandth of an inch for maximum air escape during casting.

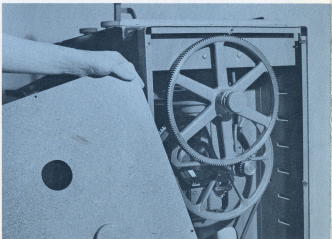


Higher metal level in the crucible of the Ludlow Model M shortens the distance the metal has to travel before reaching the matrix. The skirt of the mouthpiece is immersed in molten metal to insure more uniform heat transfer to the mouthpiece... resulting in a more solid slug as well as a sharper, cleaner printing surface of improved quality.

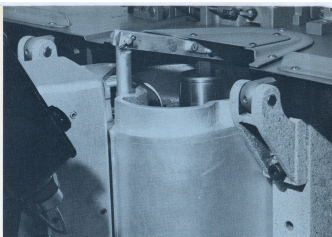
Now... a m Ludlow slug w improved pri



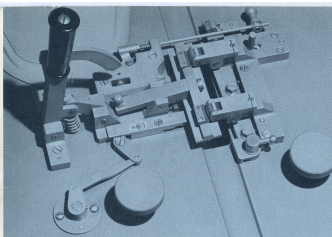
New electric system with transparent safety face guard across all connections... and new circuit breakers... assures even greater trouble-free operation from the new Ludlow Model M. **33 1/3% Faster Casting:** the Model M speeds up repeat casting to 9 casts per minute, increasing production during peak periods... especially when more than one man is working on the Model M.



New all-enclosed driving mechanism with "V" belt drive... provides greater safety. There's a new motor position—12 inches off the floor. A quickly removed side panel permits easy access for cleaning and maintenance. The new Model M is available in both gas and electric models... occupies approximately the same floor space as before at practically no increase in weight.

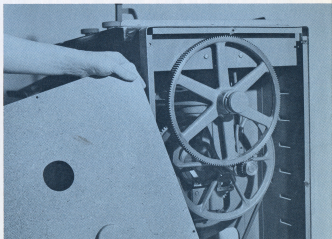


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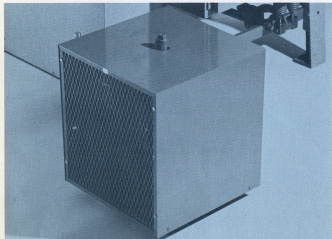


New flat table top with more positive lock-down of the composing stick in the Model M also contributes to a more efficient casting operation that results in a slug line with a sharper face... better surface. The flat top provides a more convenient surface for pre-assembly and make-up. All composing sticks and type face matrices made by Ludlow will work on the new Model M.

Now... a more solid Ludlow slug with an improved printing surface



New all-enclosed driving mechanism with "V" belt drive... provides greater safety. There's a new motor position—12 inches off the floor. A quickly removed side panel permits easy access for cleaning and maintenance. The new Model M is available in both gas and electric models... occupies approximately the same floor space as before at practically no increase in weight.



New refrigerated cooling system: a new compressor type refrigeration unit maintains the water temperature at a uniform 70 degrees. Each new Ludlow Model M is thoroughly factory-tested under severe operating conditions before it is shipped. Your new Ludlow Model M machine is protected against defects on all parts and workmanship by a one-year guarantee.

*Years of research
have resulted in the
new Ludlow Model M...
a machine capable
of delivering
type sluglines of
improved quality
... both as to
printing surface
and solidity*

LUDLOW

HAS THE RANGE OF TYPE FACE STYLES YOU NEED FOR AN

Planning is the key to success

24 Point Ludlow 5-M Century Modern

The plant having the newest

24 Point Ludlow 5-MI Century Modern Italic

This new script is helpful for an

30 Point Ludlow 57-MIC Parkway Script

Many are the uses for Formal Script

30 Point Ludlow 51-MIC Formal Script

A Ludlow all-slug system means

24 Point Ludlow 6-RB Record Gothic Bold

Big profits using new typefaces

24 Point Ludlow 6-RBI Record Gothic Bold Italic

Improve service to advanced

24 Point Ludlow 6-RHME Record Gothic Heavy Medium-Extended

Bolden High School to offer

24 Point Ludlow 54-B Times New Roman Bold

Advertisers are quick to recognize

24 Point Ludlow 3-HC Bodoni Black Condensed

Compositors like our modern

24 Point Ludlow 6-FI Franklin Gothic Italic

MODERN AND LEGIBLE

24 Point Ludlow 55-HN Zephyr

“ Through repeated
has demonstrated
of remarkably superior
Ludlow library of over
today's printers and
they need to satisfy
modern typography.

LUDLOW TYPOGRAPH

2032 CLYBOURN AVENUE / CHICAGO, ILLINOIS 60614

LUDLOW

HAS THE RANGE OF TYPE FACE STYLES YOU NEED FOR ANY JOB

Planning is the key to successful day-by-day sales

24 Point Ludlow 5-M Century Modern

The plant having the newest typefaces has a big asset

24 Point Ludlow 5-MI Century Modern Italic

This new script is helpful for an occasional line or word in this job

30 Point Ludlow 57-MIC Parkway Script

Many are the uses for Formal Script in banking and the financial firm

30 Point Ludlow 51-MIC Formal Script

A Ludlow all-slug system means new type for all forms

24 Point Ludlow 6-RB Record Gothic Bold

Big profits using new typefaces designed for advertising

24 Point Ludlow 6-RBI Record Gothic Bold Italic

Improve service to advertisers with a Ludlow

24 Point Ludlow 6-RHME Record Gothic Heavy Medium-Extended

Bolden High School to offer free night printing course

24 Point Ludlow 54-B Times New Roman Bold

Advertisers are quick to recognize this face as useful in display

24 Point Ludlow 3-HC Bodoni Black Condensed

Compositors like our method of setting all ads

24 Point Ludlow 6-FI Franklin Gothic Italic

MODERN AND LEGIBLE FOR THAT HEAD

24 Point Ludlow 55-HN Zephyr

“ Through repeated tests, the Ludlow Model M has demonstrated its ability to cast type slugs of remarkably superior quality. The rapidly expanding Ludlow library of over 1900 fonts is providing today's printers and publishers with the new styles they need to satisfy the changing tastes in modern typography. ”



R. Hunter Middleton
Director of Typeface Design
Ludlow Typograph Company

LUDLOW TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE / CHICAGO, ILLINOIS 60614