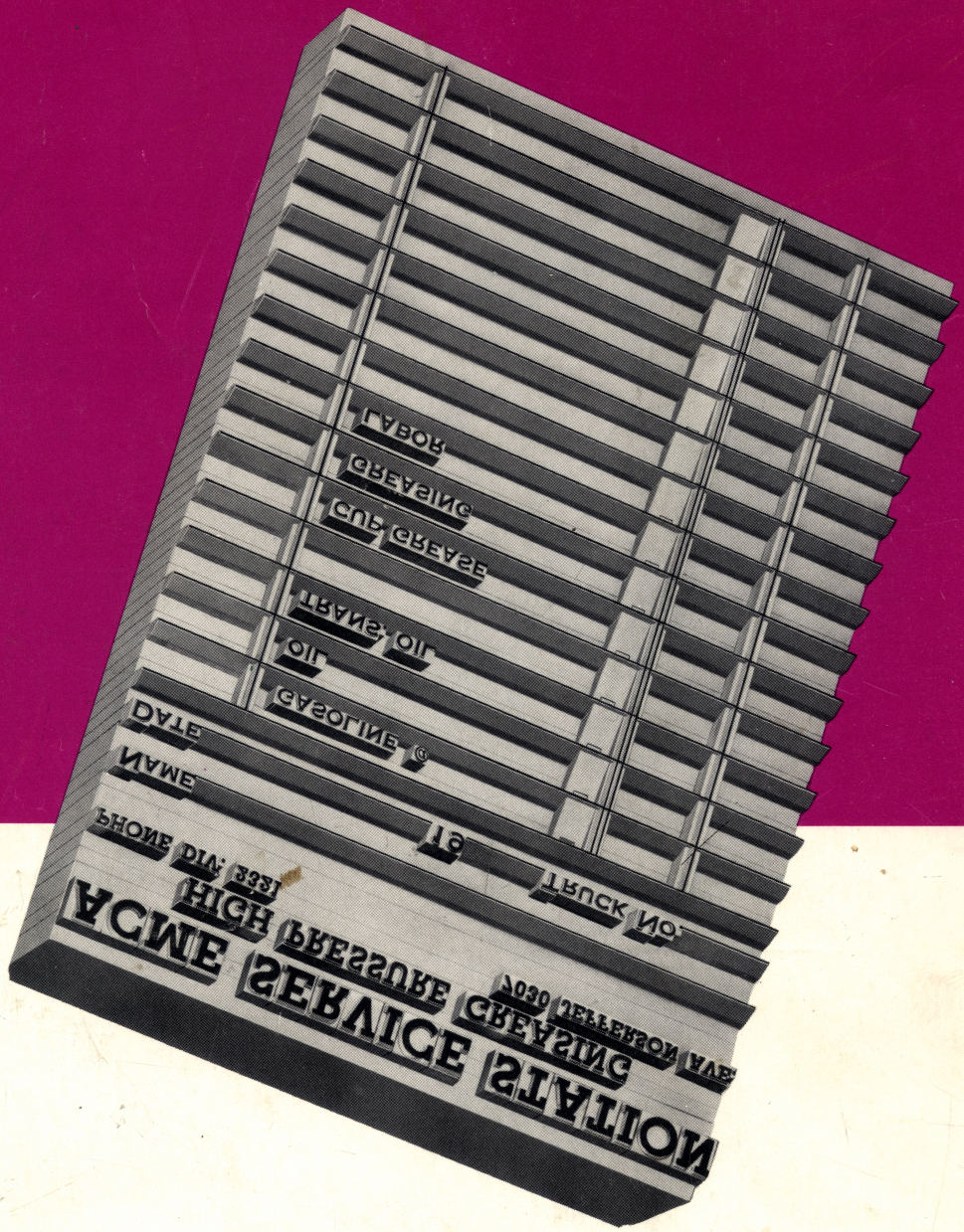
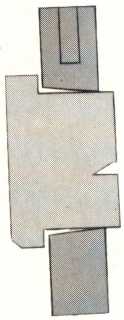


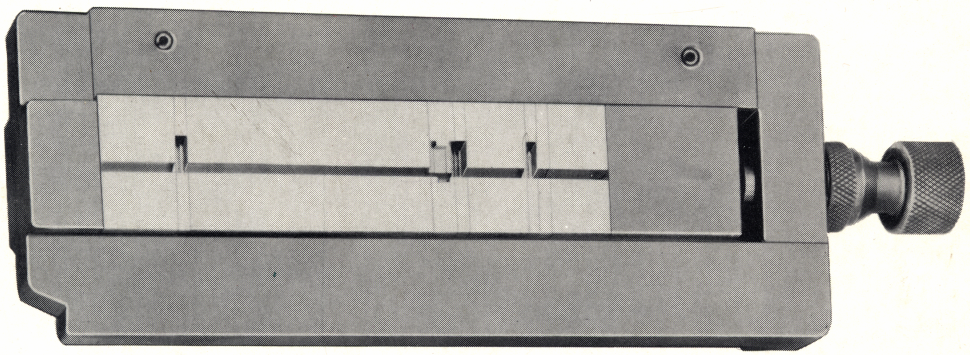
Ruleform Composition the economical *Ludlow way*

OCLC

The Ludlow Ruleform System is a unique method of casting quality rule forms in easy to handle slug form. This system does away with the old-fashioned method of cutting and fitting brass or steel rule, and the patented slug-aligning matrix described below permits much more accurate alignment of the vertical rules than other systems.



Cross section of horizontal rule matrix in stick



Line of ruleform matrices in Ludlow loose-side matrix stick, ready for casting

The slug-aligning matrix

The key to the Ludlow Ruleform System is the patented slug-aligning matrix. As shown above, this matrix casts a tongue projection on the upper side of the slug head and a corresponding recess on the lower side of the slug, all below the printing surface. This interlock accurately aligns the vertical rules and holds the form together as a single solid metal block rather than a group of loose slugs.

Intersecting ruleform matrices

Ludlow intersecting ruleform matrices are unique in that they cast the vertical and horizontal rules as a single piece on the slug. Since they are cast as a single piece, the printed Ludlow ruleform will not show breaks where horizontal and vertical rules join.

These matrices are also unique in construction and manufacture. The conventional one-piece construction and the usual methods of manufacture cannot be used, as it is necessary to obtain intersections which will be clear, sharp and accurate. Instead of being driven into the matrix body, the rule face is cut in a tiny brass insert piece which is carefully fitted into a specially milled recess in the matrix body and held by miniature rivets. All this work is carefully inspected by microscopes and special micrometers to ensure maximum precision

ADVANTAGES OF LUDLOW RULEFORM

All-slug make-up

The recognized advantages of all-slug make-up are evident in every stage of setting and handling Ludlow Ruleform Composition. The all-slug form, locked together by the slug-aligning matrices, is easy to handle and requires neither painstaking tie-up nor especially careful treatment in composing room or press room. Once proofread and corrected, a Ludlow-set ruleform stays correct. There is no risk of transposition of letters or figures, nor of points or characters at the ends of lines falling off or getting turned upside down.

Unlimited material

With Ludlow ruleform and typeface matrices at hand and with metal in the crucible, the Ludlow compositor will never run short of rules. He can set as many forms as necessary without hunting for missing type or rules.

Multiple forms

The repeat casting feature of the Ludlow makes it easy to produce any number of slugs from a single line set in Ludlow Ruleform matrices. When the press bed permits printing a form 2, 4, 5, 16 or more up, the form can

be cast easily in multiple, radically reducing costs in both the composing room and the press room. Many printers have discovered that the cost of casting duplicate forms on the Ludlow is generally less expensive than making electrotypes and also avoids delay in getting the forms to the press.

Standing Forms

Since reprints are usually ordered, it is in the printer's interest to keep ruleforms standing; but with single type and rule methods a standing form deprives the composing room of type and rules for other jobs. With the Ludlow Ruleforms standing, however, the printer will have only metal tied up and the composing room will not be affected by any lack of material.
Changes indicated on a reprint order may be expensive and cause delay if the standing form to be changed is an electrotype, but with Ludlow-set ruleforms changes can easily be set and new slugs inserted in the form with a minimum of delay and expense.

Reduced make-ready

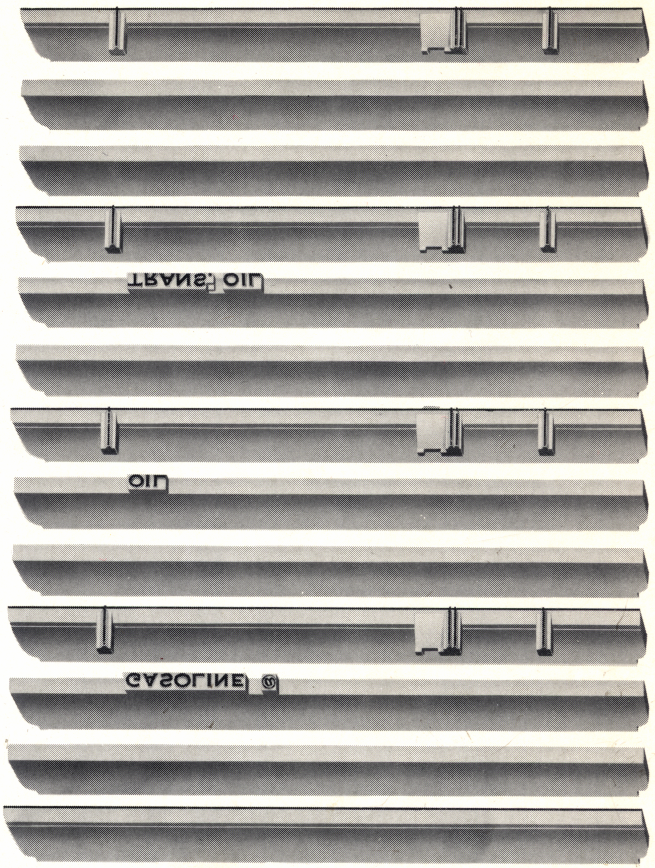
With both type and rules on brand new sluglines produced on the same machine, and all lines exceedingly accurate in height-to-paper, make-ready time is reduced to the minimum.
Employing all-slug forms, it is impossible for letter characters, rules, spaces or quads to work up while the job is running and this also saves time in the press-room.

SETTING A LUDLOW RULEFORM

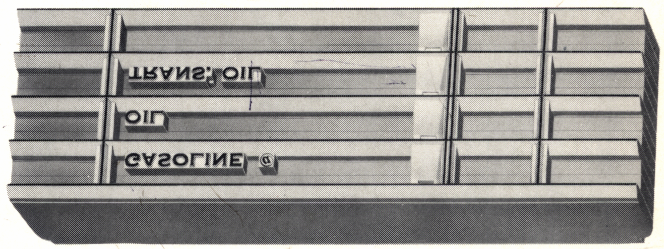
A made-up ruleform, produced in its entirety on the Ludlow, is illustrated at right: first with the slug lines separated to show just how it is made up, and second closed up in assembled form, ready to print.
As will be apparent from the illustration of the separate slugs, the ruleform is made up of four kinds of elements. Beginning with the top line of the ruleform (bottom of the illustration), these are:

1 A rule-slug produced by inserting a Ludlow rule block in the Ludlow matrix stick and casting a slug.

2 Blank slugs cast on the Ludlow machine, with a blank slug block used instead of a line of matrices. These are used as spacing material between ruleform and type slugs, and are of exact height to support overhanging portions of the vertical rule-sections. The Ludlow caster may be set to repeat-cast these blank slugs automatically.



Top portion of a ruleform, opened up to show the individual slugs



Same slugs closed up, in assembled form ready to print

3 Type headings within the boxes formed by the horizontal and vertical rule-sections cast from lines of Ludlow matrices set separately in the same matrix stick, with the words located in the line as required by copy.
The blank portions of these slugs also are of exact height to support the overhanging portions of the vertical rule-sections when the form is assembled.

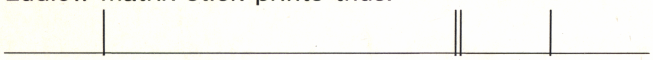
4 Ruleform slugs. These slugs are cast from lines consisting of intersecting rule matrices, horizontal rule matrices, and a slug-aligning matrix.

The intersecting rule matrices alone would make a line looking like this:



The horizontal rule matrices, in a wide variety of widths to meet all requirements, alone would make a line printing thus:

A slugline cast from these intersecting rule matrices and horizontal rule matrices assembled together in the Ludlow matrix stick prints thus:



In place of a regular horizontal rule matrix, a special Ludlow slug-aligning rule matrix is placed in the line next to one of the vertical intersecting rule matrices. On the printing surface of the slug, one section of the horizontal rule is formed from this slug-aligning matrix, which also forms the interlock in the head of the slug, below the printing surface. This can be seen at the left of the second rule intersection from the right end of the ruleform slugs.

ACME SERVICE STATION

HIGH PRESSURE GREASING

PHONE DIV. 2321 **7030 JEFFERSON AVE.**

NAME _____

DATE _____ 19____ TRUCK NO. _____

	GASOLINE @		
	OIL		
	TRANS. OIL		
	CUP GREASE		
	GREASING		
	LABOR		

Dotted Ruleform

To meet the many special requirements of ruleforms, dotted ruleform matrices manufactured to the same precision as the other ruleform matrices are also available. Ludlow dotted ruleforms are set and made up in exactly the same manner as standard ruleform matrices. A sample Ludlow ruleform of dotted horizontal and 1-point vertical rule is illustrated below.

NAME OF FIRM .....

ADDRESS .....

CITY ..... STATE .....

QUANTITY	DISCOUNT	TAX	TOTAL

ECONOMY AND QUALITY

Efficient and economical composition of ruleforms of high quality is only one of the many advantages afforded the commercial printer by the Ludlow system of hand-set slug-cast composition. The simplicity and ease of the Ludlow system, its speed in production and the quality and variety of the forms produced have set new standards for this kind of composition.

Many small shops throughout the world have built a profitable business specializing in ruleforms and, in handling such work, depend entirely on the Ludlow for their composition. Other Ludlow-equipped plants with typeface matrix equipment have found that the addition of Ludlow ruleform matrices provides another way to make the Ludlow still more profitable, enabling them to meet the requirements of job, display and ruleform composition in great variety, of high quality at low cost.

Ludlow Ruleform Matrices

Horizontal Rule Matrices

Hairline
One-point

} Made up in sets of rule matrices of different set widths from 2 points to 21 picas, inclusive

Intersecting Rule Matrices — Standard Sizes

12 pt. 14 pt. 16 pt. 18 pt. 20 pt. 22 pt. 24 pt.

Horizontal Face	Vertical Face	Designation
Hairline	Hairline	RF 11-21
Hairline	Double Hairline (2 point white space)	RF 12-21
Hairline	Half-point	RF 13-21
Hairline	Double Half-point (1½ point white space)	RF 14A-21
Hairline	Double Half-point (2 point white space)	RF 14-21
Hairline	One-point	RF 17-21
One-point	Hairline	RF 71-21
One-point	Double Hairline (2 point white space)	RF 72-21
One-point	Half-point	RF 73-21
One-point	Double Half-point (1½ point white space)	RF 74A-21
One-point	Double Half-point (2 point white space)	RF 74-21
One-point	One-point	RF 77-21

Vertical Rule Matrices — Standard Sizes

12 pt. 14 pt. 16 pt. 18 pt. 20 pt. 22 pt. 24 pt.

Vertical Face	Designation
Hairline	RF 01-01
Double Hairline (2 point white space)	RF 02-01
Half-point	RF 03-01
Double Half-point (1½ point white space)	RF 04A-01
Double Half-point (2 point white space)	RF 04-01
One-point	RF 07-01

Slug-Aligning Rule Matrices

Face	Designation
Hairline	SA 10-91
One-point	SA 70-91
Blank Space	SA 00-90

} Standard Point Sizes: 12, 14, 16, 18, 20, 22 and 24 point

Ludlow Dotted Ruleform Matrices

Horizontal Dotted Rule Matrices

Made up in sets of dotted rule matrices of different set widths from 2 point to 18 point, inclusive

Intersecting Dotted Rule Matrices

Standard Sizes

12 pt. 14 pt. 16 pt. 18 pt. 20 pt. 22 pt. 24 pt.

Horizontal Face	Vertical Face	Designation
Dotted	Hairline	RF 331-21
Dotted	Double Hairline (2 point white space)	RF 332-21
Dotted	Half-point	RF 333-21
Dotted	Double Half-point (1½ point white space)	RF 334A-21
Dotted	Double Half-point (2 point white space)	RF 334-21
Dotted	One-point	RF 337-21
Dotted	Dotted	RF 3333-21

Vertical Dotted Rule Matrices

Standard Sizes

12 pt. 14 pt. 16 pt. 18 pt. 20 pt. 22 pt. 24 pt.

Vertical Face	Designation
Dotted	RF 033-01

Slug-Aligning Dotted Rule Matrices

Face	Designation
..... Dotted	SA 330-91
Blank Space	SA 00-90

Standard Point Sizes: 12, 14, 16, 18, 20, 22 and 24 point

LUDLOW TYPOGRAPH COMPANY

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