




swiftape®

**practical answer
to high-speed
justified tape
production**



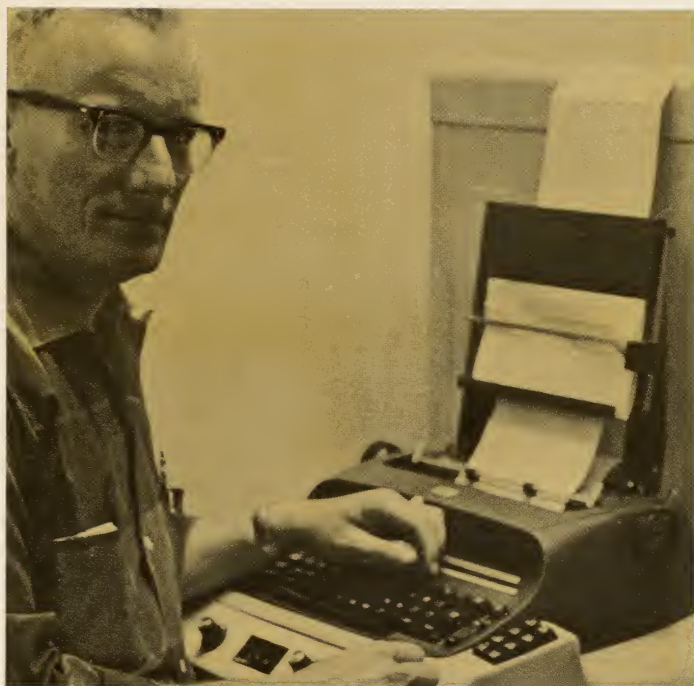


This is the new Ludlow Swiftape Computing/Memory Keyboard . . .

SWIFTAPE PRODUCES JUSTIFIED TAPE FASTER THAN UNJUSTIFIED KEYBOARDS...THE REASON WHY YOU MAY NOT NEED A COMPUTER FOR TYPESETTING.

What is Swiftape? The practical answer to high-speed keyboarding of both straight matter and mixed composition into tape. Swiftape combines an electric keyboard with a computing/memory to deliver *justified* tape faster than most operators can produce *un-justified* tape. Today—Swiftape operators maintaining 50 wpm typing speeds are delivering 600 eleven-pica lines per hour.

Why you get better typography: Swiftape fills in accurate pre-selected inter-word spacing automatically—without the need for line-by-line operator decisions. With photo composition units—you get precise combinations of fixed spaces—and avoid wide inter-word space resulting from



“We really didn't need a computer. Our problem was getting last minute news into type fast and accurately. Swiftape proved to be the answer. I've got a beginner who's producing over 500 lines an hour; I can get 800 myself.”

GORDON ZIMMERMAN
PRODUCTION MANAGER
COLUMBIA (MO.) DAILY TRIBUNE

underset lines. Swiftape is the *only* keyboard available on the market that will give you complete control of typography.

GUARANTEED SWIFTAPE PRODUCTION

If your operator maintains typing speed:

50 WPM.....	600 (11 pica) lines per hour
55 WPM.....	660 (11 pica) lines per hour
60 WPM.....	720 (11 pica) lines per hour
65 WPM.....	780 (11 pica) lines per hour
70 WPM.....	840 (11 pica) lines per hour

Swiftape is guaranteed to prevent loose and tight lines: As you strike a key . . . the exact width of each character is electronically subtracted from the line length you have selected in the Swiftape memory. The line won't go if it's loose—the keyboard locks if it's tight.

Fast error correction . . . with "hard copy" verification you can wipe out a line . . .

a word . . . or an individual character with one *keystroke*. The exact widths of the deleted characters are added back into the Swiftape memory. No tape to read . . . back up . . . or rub out . . . because errors are corrected *before* the line is punched into tape. You get "hard copy" with Swiftape . . . lets you see whether errors have been corrected . . . tells the operator where he is . . . line-for-line.

Easy-to-operate . . . train operators in days, not months. Swiftape's typewriter keyboard is easy to learn . . . operators do not need to read tape. The light touch reduces fatigue—encourages greater speed. Your operators are trained in your plant by a Ludlow representative.

You get 6 level tape—or modify to 7 or 8 The standard Swiftape gives you 6 level tape. If you need 7 or 8 level



“We put in 2 Swiftapes, and our justified tape production per keyboard went up about 50%—so I figure 4 Swiftapes will produce as much or more than our 7 conventional keyboards. I think a Swiftape can pay for itself in 18 months of operation.”

RAYMOND T. TYGRET
PRODUCTION MANAGER
ROCK ISLAND (ILL.) ARGUS

tape—Swiftape can be modified at the factory or quickly in your plant to your specifications.

You can mix from four fonts . . . from the four font "card" or electronic circuit boards which are *custom-made* to your hot metal magazine or photo composition grids. Mix within a paragraph—or within the line—at the flip of a switch.

You get *type* almost as fast as *tape* . . . because Swiftape can be operated 250 or more feet from the tape punch . . . lets you perforate lines only seconds before they feed into the line-caster or photo composition unit to become type.

Every Swiftape is guaranteed for one year against defects in parts or workmanship. The guarantee covers keyboard, punch, electronics, power supply, everything.

Here's how Swiftape takes the trouble out of tape while increasing production

AUTOMATED UNSHIFT

high hurdles, and the mile relay. Taking first in the 220 was Bob Porter. John Fuller won the 120 yard hurdle event. John Meyers, Pete Sadler, Mel Button and Tom

To produce a capital letter, the Swiftape operator depresses the SHIFT key, strikes the letter and releases the SHIFT key . . . two keystrokes. That's a saving of one keystroke over conventional perforators, which require an unshift code as well.

AUTOMATED RETURN & ELEVATE

a small apartment. The children: Tom Jones, 3; Barbara Jones, 10; and Allen Jones. 8 had been left alone in an apartment at 432 W. Main Street while their mother went to a drug store about a block

No operator effort is required to put in these codes with Swiftape. When a line is within justification range, and the operator presses space bar or hyphen, the line is sent with Return & Elevate codes added automatically. The time saved by eliminating manual effort for these two codes will produce **hundreds** of extra lines daily **without any additional operator effort**.

AUTOMATED EN INDENT

my Department of Western State College stated: Buffalograss is an excellent grass for the short grass regions of the Great Plains. Growth starts in the late spring and the grass continues

To set an indented paragraph, the conventional-keyboard operator must strike the EN QUAD at the beginning and end of **every** line. The Swiftape operator merely depresses EN INDENT at the beginning of the first line, after which **each successive line** is automatically indented, beginning and end, until the EN INDENT is again depressed.

AUTOMATED FILL SPACE / FILL LEADER

Pittsburgh	18	14	.563	5
CUBS	18	15	.545	5½
Atlanta	18	16	.529	6
San Francisco	18	17	.514	6½
Philadelphia	15	18	.455	8½
Los Angeles	14	20	.412	10
New York				

Leaders and spaces are inserted with a single keystroke on Swiftape. Operators set tabular matter as fast as they can type, and inch-for-inch, set it **faster** than straight matter!

AUTOMATED QUADDING

Robert E. Conne
Richard Drury
JoAnn Gordon

ASSOCIATES

Janet Harden
Carol Lind

Swiftape literally automates linecasters not equipped with automatic quadding. Regardless of whether he wants to quad left, right or center, the Swiftape operator first types his copy and then touches the appropriate QUAD key. Swiftape instantly computes and adds the correct amount of quadding **plus** the Return & Elevate codes—automatically.

AUTOMATIC HOLD ON UPPER RAIL

Q. I have an oil furnace and am bothered by dark stains on the shingles around the chimney. How can I clean them?

A. There are several excellent bleaching preparations avail

To set Upper Rail, the Swiftape operator depresses the UPPER RAIL key only once at the beginning and end of the copy to be set and the machine automatically puts in Upper Rail codes for each line.

THE LUDLOW GUARANTEE OF QUALITY

Ludlow's more than 50 years' experience in the graphic arts is your assurance of top quality performance in the Swiftape. Swiftape carries the Ludlow one year guarantee. Installation is made—and your operators trained—by factory-qualified personnel.

LUDLOW TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE • CHICAGO ILLINOIS 60614