

THE FARMINGTON ENTERPRISE

A LUDLOW machine is the kind of machine used to set all larger heads for stories and also larger sized characters for words and prices in advertising when the hot metal, letterpress printing process is used. Each line of type must be hand set from type fonts, locked into a type stick and then cast in hot lead before being ready to put into the proper place in an ad or as a story headline.

The Farmington Enterprise

Established 1888

LOOK To
The ENTERPRISE
for PROGRESS

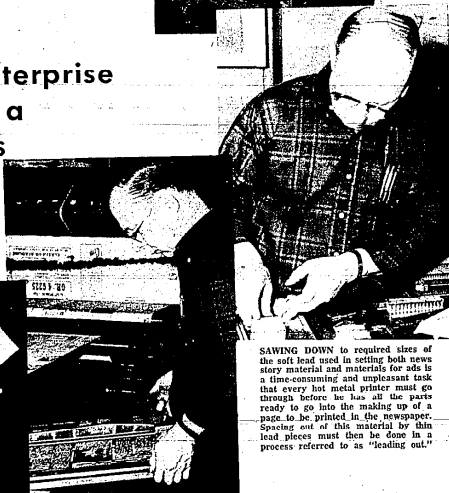
... OUT
With The
Old Ways
and IN
With The
NEW



THE LUDLOW machine is one of the key pieces of equipment in the letterpress printing process. All body copy for news stories as well as the smaller sizes of type for headlines and advertising copy has been set on the linotypes at The Enterprise in the past. We will continue to use our linotypes but printing will no longer be done from the type set. Paper proofs will be pulled and the type immediately disposed of and the type remelted.

This . . .
Is The Way The Enterprise
Was Produced for a
Good Many Years

MAKING UP of pages by the hot metal printing process requires a special knack that takes time to learn. All of the placement work must be done in an upside down fashion so that the printing comes out on the right side up. Many years of experience are required to be able to learn to read whole stories and detailed advertising copy in this upside down fashion but this is a knowledge that a letterpress printer must develop.



SAVING DOWN to required sizes of the soft lead used in setting both news story material and materials for ads is a time-consuming and unpleasant task that every hot metal printer must go through before he has all the parts ready to go into the making up of a page to be printed in the newspaper. Spacing out of this material by thin lead pieces must then be done in a process referred to as "leading out."

THE FORMS of almost solid and very heavy lead type that go into the page form to be put on the press to be printed from are very heavy and a printer who must handle these heavy forms in any great number knows he has put in a day's work when he is through. The paper which comes off rolls is pressed directly onto the type in these page forms to get the printed page of the newspaper that is to be read by you from left to right in a right side up position.

THE FARMINGTON ENTERPRISE

March 31, 1965

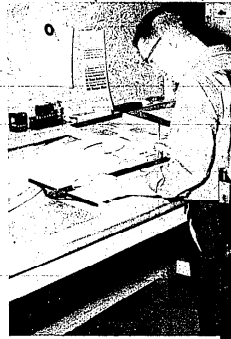
AD MAKEUP work in the offset printing process is done on a layout table. Illustrations for ads that are on a good grade of paper can be pasted down directly. Mats and metal castings of each illustration are no longer required. Pulling illustrations or copy at angles or in boxes, etc. is no longer a problem.

THE VARIOUS ads and stories are all either proofed or pasted up on a good reproduction grade of paper and then the various parts are cut out to be set into place on the page layout sheet. Sissors, paper and waxing machines replace saws, mitering machines and other equipment used in the hot metal printing process.



HEADLINERS are a new type of machine that a majority of the heads and larger sized types for ads will now be set on for use in The Enterprise. This is a photographic composing machine. Each size of type in various type families is contained on a light weight plastic disc. Just put the disc in the machine, turn it to each letter you want and flick a switch. It comes out the side of the machine shortly afterward on paper in sharp, black print ready to be pasted down onto a page.

This . . .
Is The Method Used
To Produce The NEW
Farmington Enterprise



ALL PAGE composition work in the offset printing process is done on special light tables at each of the individual newspaper's plants. Unlike the hot metal composition process, all makeup work is done right-side-up. The pieces of paper which are the illustrations and words and numbers to be used in ads as well as the news stories in proofed paper form are fixed waxed on the back and then stuck into place.



THE PHOTOGRAPHIC darkroom people are a real key to the offset printing process both in the initial and final stages of the process. Pictures are screened in the darkroom and are then ready to be pasted down into place on the pages without any plastic or zinc engravings having to be made. Pictures properly screened and with the right contrast qualities often show up sharper on the offset printed page than the original picture.

ONCE THE full pages have been photographed, burned onto the aluminum offset printing sheets and these sheets properly treated to bring out the printed image, the plates are then clamped onto cylinders on each of the four page unit presses strung in a row at the central plant. Once the proper ink and water settings have been made the press is turned over and papers are kicked out at the rate of approximately 15,000 per hour.



READ Farmington's
AWARD WINNING WEEKLY
Every Week