

Douglas Crawford McMurtrie

Geboren am 20. Juli 1888 in Belmar, NY,
gestorben 1944. Studium am *Massachusetts
Institute of Technology*. Tätigkeit u.a. bei
Continental Type Founders und der
Ludlow Typograph Company.



McMurtrie Title 1922 Continental Type Founders
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890.,-:;’!?

Ultra Modern 1928 Ludlow Linotype
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz 1234567890

Ultra Modern Italic 1930 Ludlow
ABCDEFGHIJKLMN OPQRSTUVWXYZ&
abcdefghijklm nopqrstuvwxyz 1234567890

Ultra Modern Bold 1928 Ludlow Linotype
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz 1234567890

Vanity Fair 1922 Continental Type Founders
ABCDEFGHIJKLMN OPQRST
vwxyz --.,

Literatur:

Bruntjen, Scott/Young Melissa L.: *Douglas C. McMurtrie, Bibliographer and Historian of Printing*
McMurtrie, Douglas: *American Type Design in the Twentieth Century*, Chicago 1924
McMurtrie, Douglas (Hrsg.): *Ars Typographica*, New York 1925–1926, Reprint 1970

MODERN TYPES

This new design is forceful in display

48 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 564 points

GENUINE DESIGNS

Inspired compositors do better work daily

42 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 499 points

USE ULTRA-MODERN

Type to give printing an artistic and novel effect that will please all clients

36 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 428 points

THE TREND OF THE ART

Of today demands the use of type that has a modern tone and the quality of readability

30 Point Ludlow 22-M Ultra-Modern [McMurtrie]

Length of lower-case alphabet: 359 points

NEW SYSTEM

Makes a hit with publication men

24 Point Ludlow 22-M Ultra-Modern
Length of lower-case alphabet: 290 points

LINDBERGH FLIES

Across the Atlantic and builds good-will

18 Point Ludlow 22-M Ultra-Modern
Length of lower-case alphabet: 230 points

LEADING ADVERTISER

Picks Ludlow typefaces to be used in national papers

14 Point Ludlow 22-M Ultra-Modern
Length of lower-case alphabet: 177 points

YOU ARE NEVER OUT OF

Sorts if you have a Ludlow in your plant to cast new type

12 Point Ludlow 22-M Ultra-Modern
Length of lower-case alphabet: 162 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g g h i j k l m
n o p q r s t u v w x y z
. , ; - ' ! ? () [] -

EXTRA

The per cent mark is designed for all sizes but is not included in the regular font. It may be purchased separately.

%

CRAFTSMEN 12 *Sparkling design*

28 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]

Length of lower-case alphabet: 592 points

COMPOSITION 34 *Modern typography*

42 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]

Length of lower-case alphabet: 486 points

LUDLOW DESIGN 56 *A new modern typeface for the newspaper field*

56 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]

Length of lower-case alphabet: 438 points

NEW PRINTING PLANT 17 *Slug composition eliminates the operation of distribution*

50 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]

Length of lower-case alphabet: 365 points

BOLD LETTER FOR DISPLAY 89 *Sets prize broadside on the Ludlow using roman and italic typefaces in combination with an Elrod rule*

24 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]

Length of lower-case alphabet: 286 points

TYPOGRAPHY 901 *The new process in the field of job and display composition is the Ludlow system*

18 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]
Length of lower-case alphabet: 214 points

A LUDLOW DESIGN 236 *Press waiting time in the modern equipped shops is reduced to the minimum by the Ludlow system of slug composition because press work is done from new slugs*

14 Point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]
Length of lower-case alphabet: 159 points

NEW DESIGN WILL BE 457 *Found a useful addition to the popular Ultra-Modern family. It will prove itself valuable for independent use where an italic head is desired, combining well any good body matter typeface*

12 point Ludlow 22-MI Ultra-Modern
Medium Italic [McMurtrie]
Length of lower-case alphabet: 149 points

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
ſ T U V W X Y Z &
\$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g g h i j k l m
n o p q r s t u v w x y z
. : ; - ' ' ! ? - () []

Characters listed below sold separately.

A B C D G M N P T

Swash Characters are made for all sizes
but are not included in the regular font.

%

The per cent mark is made for all sizes.

**NEW MODE IS
Popular in the
printing office**

48 Point Ludlow 22-B Ultra-Modern Bold

Length of lower-case alphabet: 688 points

**EUROPE SENDS
Men to study at
our new schools**

42 Point Ludlow 22-B Ultra-Modern Bold

Length of lower-case alphabet: 604 points

**MANY NOVEL AND
Charming ads can
be achieved by the
use of bold designs**

36 Point Ludlow 22-B Ultra-Modern Bold

Length of lower-case alphabet: 518 points

**FRESH NOTE IN TYPE
Design is received with
enthusiasm by all fine
printers in the country**

50 Point Ludlow 22-B Ultra-Modern Bold

Length of lower-case alphabet: 432 points

**SET MATS IN
Less time and
lower the cost
of production
in your plant**

24 Point Ludlow 22-B Ultra-Modern Bold
Length of lower-case alphabet: 347 points

**BOLD TYPE PUTS
Character into the
most ordinary job
and adds force to
the better printed
work you produce**

18 Point Ludlow 22-B Ultra-Modern Bold
Length of lower-case alphabet: 258 points

**ADVERTISERS CHOOSE
Ultra-Modern Bold for a
display face to be used
in twelve advertisements
on the coming big drive
for a municipal hospital**

14 Point Ludlow 22-B Ultra-Modern Bold
Length of lower-case alphabet: 189 points



VANITY FAIR

A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y
Z