



Philip M. Martin

Geboren 1923 in Dallas, Texas, gestorben am 4. Oktober 2005 in Largo, FL. Arbeitete lange Jahre als Cartoonist. 1969 gründete er *Alphabet Innovations* und 1974 *Type Spectra*. Diese Firmen produzierten über 400 Filmfonts für das Fotosatzgerät VGC Photo Typositor. Später lizenzierten sie die Fonts auch an andere Schrifthersteller.

Adroit Light 1981 Type Spectra Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Adroit Light Italic 1981 Type Spectra Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Adroit Medium 1981 Type Spectra Linotype

Adroit Medium Italic 1981 Type Spectra Linotype

Adroit Bold 1981 Type Spectra Linotype

Adroit Extra Bold 1981 Type Spectra Linotype

Adroit Open 1981 Type Spectra

Adroit Shaded 1981 Type Spectra

Agenda Light 1976 Alphabet Innovation Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Agenda Medium 1976 Alphabet Innovation Linotype

Agenda Bold 1976 Alphabet Innovation Linotype

Agenda Extra Bold 1976 Alphabet Innovation Linotype

Agenda Open 1976 Alphabet Innovation

Agenda Shaded 1976 Alphabet Innovation

Avernus Light Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avernus Medium Linotype
Avernus Bold Linotype

Beacon Light 1987 Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Beacon Medium 1987 Linotype
Beacon Bold 1987 Linotype

Bluejack Light 1974 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bluejack Light Italic 1974 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bluejack Medium 1974 Alphabet Innovation Linotype
Bluejack Bold 1974 Alphabet Innovation Linotype
Bluejack Extra Bold 1974 Alphabet Innovation Linotype
Bluejack Open 1974 Alphabet Innovation
Bluejack Shaded 1974 Alphabet Innovation

Cartel Light 1975 Type Spectra Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Cartel Medium 1975 Type Spectra Linotype
Cartel Demi 1975 Type Spectra Linotype
Cartel Bold 1975 Type Spectra Linotype
Cartel Extra Bold 1975 Type Spectra Linotype
Cartel Open 1975 Type Spectra
Cartel Contour 1975 Type Spectra

CORPORATE 1971 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 1234567890

Criterion Light 1982 Type Spectra Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Criterion Light Italic 1982 Type Spectra Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Criterion Book 1982 Type Spectra Linotype
Criterion Book Italic 1982 Type Spectra Linotype
Criterion Medium 1982 Type Spectra Linotype
Criterion Bold 1982 Type Spectra Linotype
Criterion Extra Bold 1982 Type Spectra Linotype
Criterion Open 1982 Type Spectra

Didoni 1969 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Eightball 1971 Alphabet Innovation
Eightball Outline 1971 Alphabet Innovation
Eightball Shaded 1971 Alphabet Innovation

Goudy AI Ad Weight 1969 Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Goudy AI Heavy Weight 1969 Linotype
Goudy AI Over Weight 1969 Linotype

Grad M. Simonson
Grad Italic M. Simonson
Grad Bold M. Simonson

Helserif Light 1976 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helserif Light Italic 1976 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helserif Book 1976 Alphabet Innovation Linotype
Helserif Medium 1976 Alphabet Innovation Linotype
Helserif Bold 1976 Alphabet Innovation Linotype
Helserif Open 1976 Alphabet Innovation
Helserif Shaded 1976 Alphabet Innovation
Helserif Conntour 1976 Alphabet Innovation

Heldustry 1978 Type Spectra Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Heldustry Italic 1978 Type Spectra Linotype
Heldustry Medium 1978 Type Spectra Linotype
Heldustry Medium Italic 1978 Type Spectra Linotype
Heldustry Demi 1978 Type Spectra Linotype
Heldustry Demi Italic 1978 Type Spectra Linotype
Heldustry Bold 1978 Type Spectra Linotype
Heldustry Extra Bold 1978 Type Spectra
Heldustry Open 1978 Type Spectra
Heldustry Embossed 1978 Type Spectra
Heldustry Contour 1978 Type Spectra
Heldustry Shade L 1978 Type Spectra
Heldustry Shade R 1978 Type Spectra
Heldustry Contour Shaded 1978 Type Spectra

Introspect Book 1971 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Introspect Bold 1971 Alphabet Innovation Linotype
Introspect Bold Condensed 1971 Alphabet Innovation Linotype
Introspect Open 1971 Alphabet Innovation

JOHNNY

Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Jolly Roger

1970 Alphabet Innovation Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Jolly Roger Naked

1970 Alphabet Innovation Linotype

Jolly Roger Shadow

1970 Alphabet Innovation Linotype

Legothic Light

1973 Alphabet Innovation Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Legothic Medium

1973 Alphabet Innovation Linotype

Legothic Bold

1973 Alphabet Innovation Linotype

Legothic Open

1973 Alphabet Innovation

Martin Gothic Thin

1981 Alphabet Innovation Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Martin Gothic Light

1981 Alphabet Innovation Linotype

Martin Gothic Light Italic

1981 Alphabet Innovation Linotype

Martin Gothic Medium

1981 Alphabet Innovation Linotype

Martin Gothic Medium Italic

1981 Alphabet Innovation Linotype

Martin Gothic Bold

1981 Alphabet Innovation Linotype

Martin Gothic Bold Italic

1981 Alphabet Innovation Linotype

Martin Gothic Extra Bold

1981 Alphabet Innovation Linotype

Martin Gothic Open

1981 Alphabet Innovation

Martin Gothic Shaded

1981 Alphabet Innovation

Martinique

1970 Alphabet Innovation Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Martinique Embossed

Alphabet Innovation

Martinique Gravure

Alphabet Innovation

Polonaise Light	1977	Alphabet Innovation	
<i>Polonaise Bold</i>	1977	Alphabet Innovation	Linotype

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

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

Quint Light	1984	Type Spectra	Linotype
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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

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

<i>Quint Light Italic</i>	1984	Type Spectra	Linotype
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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

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

Quint Medium	1984	Type Spectra	Linotype
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Quint Medium Italic	1984	Type Spectra	Linotype
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Quint Bold	1984	Type Spectra	Linotype
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Quint Extra Bold	1984	Type Spectra	Linotype
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Scenario Light	1974	Alphabet Innovation	Linotype
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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

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

<i>Scenario Light Italic</i>	1974	Alphabet Innovation	Linotype
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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

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

Scenario Medium	1974	Alphabet Innovation	Linotype
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Scenario Demi Bold	1974	Alphabet Innovation	Linotype
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Scenario Bold	1974	Alphabet Innovation	Linotype
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Scenario Extra Bold	1974	Alphabet Innovation	
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Scenario Open	1974	Alphabet Innovation	
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Scenario Contour	1974	Alphabet Innovation	
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Souvenir Gothic	1977	Type Spectra	Linotype
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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

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

<i>Souvenir Gothic Italic</i>	1977	Type Spectra	Linotype
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Souvenir Gothic Medium	1977	Type Spectra	Linotype
<i>Souvenir Gothic Medium Italic</i>	1977	Type Spectra	Linotype
Souvenir Gothic Demi	1977	Type Spectra	Linotype
<i>Souvenir Gothic Demi Italic</i>	1977	Type Spectra	Linotype
Souvenir Gothic Bold	1977	Type Spectra	Linotype
Souvenir Gothic Open	1977	Type Spectra	
Souvenir Gothic Embossed	1977	Type Spectra	
Souvenir Gothic Contour	1977	Type Spectra	
Souvenir Gothic Shaded	1977	Type Spectra	
Souvenir Gothic Contour Shad	1977	Type Spectra	

stanza 1971 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Stark Semi Bold 1970 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Stark Bold 1970 Alphabet Innovation Linotype
Stark Naked 1970 Alphabet Innovation
Stark Raving 1970 Alphabet Innovation

Timbre Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Timbre Alternate Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Viant Light 1977 Alphabet Innovation
Viant 1977 Alphabet Innovation Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Wordsworth Medium 1973 Alphabet Innovation Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Wordsworth Bold 1973 Alphabet Innovation Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

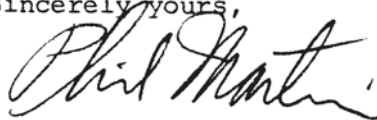
Wordsworth Bold Condensed 1973 Alphabet Innovation Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Wordsworth Open 1973 Alphabet Innovation

Sincerely yours,

A handwritten signature in cursive script, reading "Philip M. Martin". The signature is written in black ink and is positioned below the typed name.

Philip M. Martin

Adroit Light

Adroit Light Italic See page 4

Adroit Medium

Adroit Medium Italic

See page 4

Adroit Bold

Adroit Extra Bold

Adroit Open

Adroit Shaded

Text

Some versions
of this typeface
family have been
prepared for text
setting. Refer to
Text Section
beginning
page 44.

The
New
Face of
Winter

Adroit Light ABCDEFGHIJKLMNOP
QRSTUVWXYZ & abcdeffghijklmno
pqrstuvwxyz.,:;!“() [] -- * \$ \$ 1234567890 ¢ ¢

**Why you
should replace
your old heating
and cooling
system now.**

Adroit Bold ABCDEFGHIJKLMNOP
QRSTUVWXYZ&abcdefghijklmno
pqrstuvwxyz.,;:?!"()[]--*\$1234567890¢

**“I DON’T
KNOW THE
MEANING OF
THE WORD,
FEAR!**

And I’m afraid to ask”

Adroit Extra Bold ABCDEFGHIJKLM
NOPQRSTUVWXYZ&abcdefghijkl
mnopqrstuvwxyz.,;:?!"()[]--*\$1234567

Adroit Light Italic

Adroit Medium Italic

Text

Some versions
of this typeface
family have been
prepared for text
setting. Refer to
Text Section
beginning
page 44.

Here's a
gift anyone
would
treasure.

Adroit Light Italic ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ&aabccdeffghiiijklmn
opqrstuvwxy.,;:?!'()[]--*\$1234567890¢%

Introducin'
Ole Salty, the
Sea-goin'
House Cat

Adroit Medium Italic ABCDEFGHIJKLM
NOPQRSTUVWXYZ&aabccdeffghiiijklmn
opqrstuvwxy.,;:?!'()[]--*\$1234567890¢%£

Agenda Light
Agenda Medium

Agenda Bold

Agenda Extra Bold

Agenda Open

Agenda Shaded

**“It is impossible
to create even
one new color.**

*Thank Heaven, the
range of type design
does not impose a
similar restriction
upon advertising.”*

PAUL McFADDEN

LIGHT

AaBCDEeFGHIJKLMMNNOPQRRrST
UUUVWXYZ&abcdeffigghijklmnopqrs
tuvwxyz.,,:?!”()--*\$1234567890¢%£

Caution!
You should
be sitting down
when you read
this year's
Annual
Report

BOLD

AaBCDEeFGHIJKLMMNnOPQRRrST
UUUVWXYZ&abcdefghijklmnopqrs
tuvwxyz.,:?!“’()--*\$1234567890¢¢/%

Offer expires
as soon as
your order is
received!

EXTRA BOLD

AaBCDEeFGHIJKLMMNnOPQRRrST
UUUVWXYZ&abcdefghijklmnopqrs
tuvwxyz.,:?!“’()--*\$1234567890¢/

Bluejack Medium

Bluejack Bold

Bluejack Extra Bold

Bluejack Black

Bluejack Open

Bluejack Shade

**This year's
most exciting
vacation
ideas!** MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ & abcdefghijklmnopqrst
uvwxyz.,:;?!“”()---*\$\$1234567890¢

**Sleep warm.
Wake up
saving money.
Automatically.**

EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ&abcdefghijklmnopqrstuvwxyz
xyz.,:;?!“’()-—*\$\$1234567890¢¢/%£**

**Always get
your money's
worth
*no matter
what it costs!***

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ&abcdefghijklmnopqrstuvwxyz
uvwxyz.,:;?!“’()-—*\$\$1234567890**

Criterion Light

Criterion Light Italic See page 18

Criterion Book

Criterion Book Italic See page 18

Criterion Medium

Criterion Bold

Criterion Extra Bold

Criterion Open

Text

Some versions
of this typeface
family have been
prepared for text
setting. Refer to
Text Section
beginning
page 44.

It takes a
generation to
grow a
pencil.

Criterion Light ABCDEFGHIJKLMNOP
QRSTUVWXYZ & abcdefghijklmnopq
rstuvwxyz.,:?!'()[]--*\$1234567890¢%£

When (if ever) should you use parenthesis in a headline?

ANYTIME YOU'RE HAVING
A SALE ON PARENTHESIS.



Criterion Medium ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ & abcdefghijklmno
pqrstuvwxyz.,:?!'()[]--*\$\$1234567890¢/

**Being
Big** didn't
save the
dinosaur

Criterion Extra Bold ABCDEFGHIJKLM
NOPQRSTUVWXYZ & abcdefghijklmn
opqrstuvwxyz.,:?!'()[]--*\$\$1234567890%

Criterion Light Italic
Criterion Book Italic

Text

Some versions
of this typeface
family have been
prepared for text
setting. Refer to
Text Section
beginning
page 44.

*The one
loose end you
fail to tie up will
be the one that
hangs you.*

Criterion Light Italic ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ & abcdefghijklmnop
qrstuvwxyz.,:?!“()[]--*\$%1234567890¢/%£

*Procrastination:
The Luxury
you can't afford.*

Criterion Book Italic ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ & abcdefghijklmnop
qrstuvwxyz.,:?!“()[]--*\$%1234567890¢¢/%£

Eightball

Eightball Outline

Eightball Shaded

**Escape the
hide-and-seek
game.**

**THE
GREATEST
SHOWER
ON
EARTH**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&a
bcdeefghijklmnopqrstuvwxyz.,!?\$123**

Heldustry Regular

Heldustry Reg Italic

Heldustry Medium

Heldustry Med Italic

Heldustry Demi

Heldustry Demi Italic

Heldustry Bold

Heldustry Extra Bold

Heldustry Open

Heldustry Embossed

Heldustry Contour

Heldustry Shade L

Heldustry Shade R

Heldustry Contour Shaded

Text

Some versions
of this typeface
family have been
prepared for text
setting. Refer to
Text Section
beginning
page 44.

Taking the hidden risks out of a company merger

Heldustry Regular AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz&abcdefghijklmnopqrstuvwxyz
.,:;?!'""'()[]--*\$%1234567890¢¢

**FEWER BAD
INVESTMENT
DECISIONS** made
in February than
any other month.

Heldustry Medium AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz&abcdefghijklmnopqrstuvwxyz
Imnopqrstuvwxyz.,:;?!'""'()[]--*\$%1234567890¢%

**The
stock market
has never
failed to
reverse itself.**

Heldustry Demi AaBbCDDdEeFfGgHhIiJjKkLlM
mNnOPpQqRrStTuUvWxYyZ & abcdefghijkl
mnopqrstuvwxyz.,:?!“”()[]--*\$1234567890¢/

**The
power of
compounding
dividends.**

Heldustry Extra Bold AaBbCDDdEeFfGgHhIiJjK
KLlMmNnOPpQqRrStTuUvWxYyZ & abcdefg
hijklmnopqrstuvwxyz.,:?!“”()[]--*\$123456789

Heldustry Reg Italic
Heldustry Med Italic
Heldustry Demi Italic

Text

Some versions
of this typeface
family have been
prepared for text
setting. Refer to
Text Section
beginning
page 44.

*These
are designed
italics...*

*Heldustry Reg Italic ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ&abcdefghijklmnopq
rstuvwxyz.,:?!“”()[]--*\$%1234567890¢/‰*

*...not merely
photographically
leaned.*

*Heldustry Demi Italic ABCDEFGHIJKLM
NOPQRSTUVWXYZ&abcdefghijklmnop
qrstuvwxyz.,:?!“”()[]--*\$%1234567890¢*

Introspect REGULAR

Introspect Bold

Introspect Open

Introspect Condensed

**Now better!
Better than what?
Better than ever!**

**It's Annual
Rapport
time**

REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz&abcdefghijklmnop
qrstuvwxyz.,:;?!!'“-*\$!234567**

Jolly Roger

Jolly Roger Bleached

Jolly Roger Raised

***We guarantee
you can pick up
the prettiest girl
you've ever seen.***



ALL-METAL HAND TRUCKS

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz&.,:“”!?!?-()*\$£¢%÷/123***

Legothic Light
Legothic Medium
Legothic Bold
Legothic Open

Happiness
is having a
short memory!

The Quint&Frizbo
Correspondence Course
in Forgetfulness*

**Payable in Advance* LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ&abcdefghijklmnopqrstuvwxyz
yz.,:;?!'""()[]---.*\$\$1234567890¢¢%£

Martin Gothic Extra Light See front cover, pages 7, 13

Martin Gothic Light

Martin Gothic Medium

Martin Gothic Bold See page 73

Martin Gothic Extra Bold

Martin Gothic Open

Martin Gothic Shaded See page 104

A man's
investment
portfolio
is his
hassle.

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ&abcdefghijklmnopqrstu
vwxyz.,:?!"()[]--*\$1234567890¢/

Martinique

Martinique Embossed

Martinique Gravure

**The French
have a
way of
doing
things.**



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ&&!?!abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz \$\$12345678**

Scenario Light

Scenario Medium

Scenario Demibold

Scenario Bold

Scenario Extra Bold

Scenario Open

Scenario Contour

EXPERIENCE:

What you get
from not having
it when you
needed it.

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ & abcdeffghijklmnopqrst
uvwxyz.,:?!“”()[]--*\$1234567890¢

Souvenir Gothic Light

Souvenir Gothic Light Italic

Souvenir Gothic Medium

Souvenir Gothic Med Italic

Souvenir Gothic Demi

Souvenir Gothic Demi Italic

Souvenir Gothic Bold

Souvenir Gothic Open

Souvenir Gothic Emb

Souvenir Gothic Cont

Souvenir Gothic Shaded

S G Contour Shaded

Text

Some versions
of this typeface
family have been
prepared for text
setting. Refer to
Text Section
beginning
page 44.

See next two pages for
headline and alphabet showings.

The Splendor of Fall in our Natural Forests



Souvenir Gothic Light ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ & abcdefghijklmnopq
rstuvwxyz.,:?!“””()[]--*\$\$1234567890¢¢/%£

**Fifty percent
of all
new products
fail.**

Souvenir Gothic Demi ABCDEFGHIJKLM
NOPQRSTUVWXYZ&abcdefghijklmnop
qrstuvwxyz.,:?!“””()[]--*\$\$1234567890¢¢/%

Send in coupon!

NO SALESMAN WILL CALL.

Souvenir Gothic Bold ABCDEFGHIJKLM
NOPQRSTUVWXYZ & abcdefghijklmno
pqrstuvwxyz.,:;!'"()"[]--*\$1234567890

Souvenir Gothic Light Italic

Souvenir Gothic Med Italic

Souvenir Goth Demi Ital

*These are
designed italics—
not merely leaned.*

Souvenir Gothic Med Italic ABCDEFGHIJK
LMNOPQRSTUVWXYZ & abcdefghijklmn
opqrstuvwxyz.,:;!'"()'[]--*\$1234567890¢€/%

Text

*Some versions
of this typeface
family have been
prepared for text
setting. Refer to
Text Section
beginning
page 44.*

stark REGULAR

semi-stark

stark naked

stark raving

**Expose
Yourself**

**to the Flavor
of Old Mexico!**

REGULAR



AABCCDEEFFGGHHIIJKLLMNOOPPQRRSTUUVWXYZE?!
abcdefghijklmnopqrstuvwxyz\$!234567890c%

**Isn't it marvelous
what you can get at
your bookstore.**

SEMI

AABCCDEEFFGGHHIIJKLLMNOOPPQRRSTUUVWXYZE?!
abcdefghijklmnopqrstuvwxyz\$!234567890c%

Viant Light

Viant Bold

A thousand words can
convey more thought than
any number of pictures.

LIGHT

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 & 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 ¢ % £

Wordsworth REGULAR

Wordsworth Bold

Wordsworth Open

Wordsworth Bold Cond

**Here's
all you need
to know about
serving
wine.**

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
& abcddeff figghh iijkk llmmnnopqrr
sttuuvwxz.,;?!'()-*\$\$1234567890çç/%