

# FEEDING SHARKS

BOLD

Why bring 71,241 pounds of beef jerky instead of chum?

REGULAR

Cured Meat Is Resilient Food

LIGHT

# BUSY CHEWING

CONDENSED REGULAR

# Swim!

CONDENSED BOLD

CHOICE WATERS INFESTED

LIGHT

Water skier joust

CONDENSED BOLD

# Offshore

LIGHT

The 19th C. industrial revolution required a torrent of new display types advertising factory products: first sanserifs, clarendons, slabserifs, then latins, type distinguished by sharply diagonal serifs located at every possible point in the structure. David Berlow follows the traditional serif format, but reduces the number; introducing the design into 21st C. life with fresh combinations of innovative letterforms; FB 2006

**FOR MORE INFORMATION OR TO PLACE AN ORDER**

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