

**CHORAL WORKS**

BOLD

**APPLAUDING**

THIN

**NEW CONDUCTOR SLOWLY APPROACHES THE STAGE**

BOLD

*Still & attentive audience*

THIN ITALIC

**NOBODY NOTICED HE WAS USING A CARROT STICK TO CONDUCT BEETHOVEN**

BOLD

**Last Refrain**

BOLD

A QUICK ROUND OF TASTY MIXED DRINKS AFTER THE PERFORMANCE

THIN

*We all set our minds to devising new uses for lemon wedges and paper doilies*

BOLD ITALIC

**Redefinition**

THIN

We had a miniature hydroelectric plant figured out

THIN

***CAN'T REMEMBER HOW IT WORKED***

BOLD ITALIC

John Downer designed SamSans in 1993 in reaction to Sam Berlow's request for a casual, condensed sans. The series, replete with alternate characters in every style, is executed in informal Downer style, vivid with the energy of the showcard vernacular. New italics, added in 1996, pick up and continue the themes behind the roman, using the brush-drawn strokes to form a peculiarly American contribution to letter design; FB 1993-96

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