

TALK SHOW HOST

REGULAR

Urgent topics debated at length

REGULAR

BREAK

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TOPICS FOR TONIGHT: ME, MYSELF & I

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Irksome Guest

REGULAR

TALKS ABOUT LINT

REGULAR

Off the Air

REGULAR

352-hour station break

REGULAR

OPERATIC SCALE

REGULAR

Last Chorus

REGULAR

Early in the 20th century, American commercial lettering took on a new vitality, paralleling the formalities of typography while embellishing and sometimes mocking them. The bible of this trade is probably William Hugh Gordon's *Lettering for Commercial Purposes*, Cincinnati, 1918. Designer Jim Parkinson skillfully recreates the irreverent movement and cheerful confidence of these breezy letterforms in Showcard Moderne; FB 1995

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