

M m

Based upon his own handwriting, **Mistral** is a casual script type face designed in 1953 by Roger Excoffon. Mistral was one of the first faces available as rub-down lettering.



M is for ... **Mercedes-Benz**. Unable to use the name of founder Gottlieb Daimler in several countries, **Mercedes** – named after the daughter of an early director – was adopted as a brand name for all Daimler-Benz cars. The three pointed star denotes engineering excellence on land, sea and air.



Blown off-course from its intended destination on the Hudson River, after a sixty-six day crossing of the Atlantic the 180 ton ship **Mayflower** delivered its cargo of religious dissidents to Cape Cod in **Massachusetts** in November 1620. Only fifty-three of the 102 pilgrims who had sailed from England survived their first winter in the New World. Within two years of its return to England, **Mayflower** was scrapped and dismantled after the death of its captain. The **Mayflower Barn**, in the Quaker village of Jordans, in Buckinghamshire, is said to be built from the ship's timbers.



Bicycle manufacturer **William Morris** had lower aspirations when he switched to car production. However, his high volume, low cost, basic transport made him immensely wealthy.



Born in 1475, **Michelangelo** was a genius of painting, sculpture, and architecture. The *Sistine Chapel ceiling* contains two painted self portraits within its biblical subject matter, while the *Deposition of 1547* includes his carved likeness in old age. Among his architectural work, Saint Peter's Square in Rome is made a rhomboid to counteract the effects of perspective. Michelangelo enjoyed the patronage of the **Medici** family, living for several years at the court of the surly looking Lorenzo the Magnificent in Florence. With wealth and influence derived from the textile trade the Medici family turned to banking – and politics. Rival banking families plotted to murder Lorenzo, with the tacit consent of Pope Sixtus IV who, after the failed assassination, gave dispensation for crimes in the service of the church. De facto rulers of Florence, the Medici themselves supplied a number of Popes including Leo X and Clement VII. One of the founders of modern political science,



Niccolò Machiavelli, also based in Florence, was a high ranking civic official. Ousted from office by the Medici in 1512, Machiavelli devoted himself to study and the development of his political philosophy. His best known work, *The Prince*, is a manual for gaining and maintaining political power – “the end justifies the means”.

Recorded by **Glenn Miller** and his orchestra in May 1941, *Chattanooga Choo Choo* was the first record to be awarded a gold disc to mark sales of **1,000,000**. In the *Mood*, Miller's most enduring hit, is based on a riff from the **Wingy Manone** 1929 composition *Tar Paper Stomp*. Trumpeter Manone had lost an arm in a childhood accident – for many years his great friend,



jazz violinist and noted prankster Joe Venuti, sent him a gift of a single cuff link on his birthday.



Named in commemoration of the battle of 490 BC when the messenger Pheidippides made an epic run to Athens to deliver news of victory over the Persians, the **Marathon** has been part of every modern Olympic Games. The London games of 1908 set the distance at 26 miles 385 yards, with the Italian race leader Dorando Pietri disqualified after falling several times before being propelled over the finishing line by well-meaning officials.



The **Morris Minor** was launched in 1948 with 1.3 million built before production ended in 1971.



Originally derived from the width of a capital **M** in metal type, the **em** is a typographic unit of measurement. It is not defined by any specific type face, thus an em in any 16 point font is 16 points wide and so on. When used as spacing material the em is called a **mutton quad**. An **em dash** in this 7 pt News Gothic type face is 7 points wide — the en dash or *nut* – is half that width.

