

SUCCESS



NOTHING LESS

AMPERART™ *no. 29 in a series*

SUCCESS & NOTHING LESS

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& used to be the 27th letter of the English alphabet, which stood for "and." It was recited "and, per se, and" which eventually slurred to "ampersand" circa 1837. The ampersand is a ligature of the letters *e* and *r*: "*et*," Latin for "and."

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ORDINARY PHRASE & AMPERSAND EXTRAORDINAIRE is an ongoing series by designer & typographer Chaz DeSimone. Each features a common phrase & a custom ampersand in a composition of typography, illustration, photography, texture & color. See the entire collection & subscribe for your own collection of fun & fabulous & free monthly editions:
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