

## POSTSCRIPT

In his forward to the *I Ching*, C. G. Jung inquires of the book, asking its judgement about its present situation. Following his example I have asked the *Ching* for its judgement of Video City, and the *Ching* has replied:

TUI/TUI, hexagram 58—The Joyous Lake

Thus the superior man joins with his friends for discussion and practice. . . . Knowledge should be a refreshing and vitalizing force. It becomes so only through stimulating intercourse with congenial friends with whom one holds discussion and practices application of the truths of life. When the hearts of men are won by friendliness they are led to take all hardships upon themselves willingly, so great is the power of joy over men.

Video City has been made possible by: Tom Martin, Jeff Bower, Tom DeWitt, Lee and Mary Myers, Jack and Pamela Byars, Lois Stopple, Dan Moriarty, Gary Petersen, Max Crosley, Philo Farnsworth, I, II, & III, Henra Howard, Connie Beeson, VFA, Kay Harris, George Bailey, Ed Hearsh, Marty Rabkin, Tom Tadlock, Eric Seigal, Howard Wise, Ann and Larry Halprin, Henry L. Kampheofner, John Krueger, Stephen Beck, Don Hallock, Ann Turner, Herb Zettl, Phil McKanna, Mark Parode, Erni Burden, Gerard Van der Luen, Harriet Ainsworth, Francis Coelho, Peter Berg, L. Sears, A. Ginsberg, Bill Harris, Mary Canary, Satty, William Roarty, William Gwin, George Gray, Thomas Albright, TOAN, Sue Fox, Johnny Videotape, David Teske, Bob and Dorothy Sibley, Nancy Kleban, Michael Meyer, and many many others who contributed time and information in the spirit of friendliness.

In producing this issue we spent \$1250 for 64 pages — we edited nearly 75,000 words into a 30,000 word text, and line screened 50 photos and 20 drawings or special type reversals. All this took 10 weeks during which we sustained ourselves with income from other work. It has been, then, a labor of love.

Without the help of ABRACADABRA we could never have done it.

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If you wish to communicate with us directly about Video City, write to us at 47 Clarion Alley, San Francisco, California 94110.

Phillip Gordon Gietzen  
Editor

## ABRACADABRA DESIGN & TYPOGRAPHY

CENTURY	Abacadabra, an ancient invocation of power, is today commonly associated with sideshow hocus-pocus.
TIMES ROMAN	Before the modern era, the Cubalists believed that the word abacadabra possessed transcendental qualities.
GARAMOND	Recorded by the Greeks as <i>abracadabra</i> , it was used originally as a magical formula by the Gnostics.
MELIOR	<i>Abraxas</i> , a word composed of seven letters representing the seven creative forces of Gnostic philosophy, is considered the etymological root of abacadabra.
CALEDONIA	Certain gematric interpretations used <i>Abraxas</i> as a symbol for the then secret knowledge of the rotation of the earth's axis: the numerological value of <i>Abraxas</i> is 365.
HELVETICA	Abacadabra has also been associated with the Orphic symbol of a serpent coiled around the mundane egg.
OPTIMA	Depicted by this image is the relationship between the seasonal cycles of the earth and the yearly alternation of the polar axis, tilting toward and away from the sun.

All the above examples were set in 14 point type on a Mergenthaler VIP.

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Roman bold, condensed, and bold condensed faces are available in the Trade Gothic font.

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