



FROM FRASER PAPERS' PASSPORT,
WITNESS THE OUTRAGEOUS, CHAOTIC,
INDESCRIBABLE, WELL, OK, A LITTLE
DESCRIBABLE...

ADVENTURES

IN...

THE ANNUAL TRADE



Help!
Oh, golly!

Fraser Papers
has me working
night and day!

I need a vacation!

I think I'll go to
Cape Hatteras.



2 THE ANNUAL GUIDE TO RELATIONSHIPS

MICHAEL CHERKAS is usually found in a 12-step program for Comics Anonymous, but has managed to pull himself out of his jones long enough to create three comic book series—*The Silent Invasion* (which he's currently building on for Caliber Comics), *The New Frontier*, and *Suburban Nightmares*. He's even been able to maintain a successful career as a graphic designer...but we think he's been sneaking Archie and Veronica breaks in the production room.

4 Designers in Denial

Robert Clyde Anderson has very nice handwriting. But you probably know him from virtually all the reading material in your dermatologist's office. Having illustrated for magazines as diverse as *Vogue*, *Wallpaper*, *Details*, and *Pansy Beat*, as well as for little joints like Lincoln Center and *The New York Times*, he probably has every reason to gloat. Or he would, if he didn't live in New York's meat-packing district. Where it smells.

6 WHEN ANNUALS GO BAD

PETER KUPER gets around. He's graced the pages of everything from *The New Yorker* to *The Washington Post* to *MAD*. Back home in Cleveland they're erecting a statue. After being named "Hot Comic Book Artist of the Year" by *Rolling Stone* in 1995, he's been able to settle down to national syndication, multiple books, "Spy vs. Spy," and his, er...hem, *healthy obsession* with the works of Franz Kafka.

10 ANNUAL WOMAN

Amanda Conner has spent 10 years drawing the kinds of things that your great aunt probably wouldn't consider ladylike—you know, like ruthless female samurai warriors, and characters named "Painkiller Jane." That's cool by her though, because readers of Marvel and DC comics and the *Vampirella* series from Harris Books eat her work up...even if they do feel a little guilty about your aunt.

12 THE \$64,000 MISTAKE

STEVEN CAMPBELL got paid a lot less than \$64,000 for this job. Luckily, he's not bitter. He's been too busy, on the exhibition trail since 1987 with award-winning etchings and prints, like the one recently snapped up by the Whitney Museum of American Art. He has had time, however, to visually embody the symbolism of both early Greek myths and paternal inner feelings using baby crib headboards. Go figure.

Dear friends,

Remember those carefree days when you were seven and your mom told you to go to your room for trying to feed the goldfish to the cat, and she thought that was the worst punishment she could lay on you, when really you were pretty happy about it, because it gave you a chance to catch up on the latest adventures of Captain What's-His-Face or Super-So-And-So in your comic book pile?

Well, those days are long gone, baby. You're a grown-up, you've got bills to pay, and most of all, you've got that annual report to get out. Or do you?

Maybe a few minutes off won't hurt, a few minutes to remember those old days, before graphic design and computers replaced colored pencils, doodles of Kilroy, and good old-fashioned *paper*.

We can really sympathize, man; we *still* love paper. And we love comic books. So we thought maybe a comic would be the best way to give you a break, while reminding you to think about paper. And maybe you'd like to think about our paper. Passport. Which just happens to work like a charm in those annual reports you're working on.

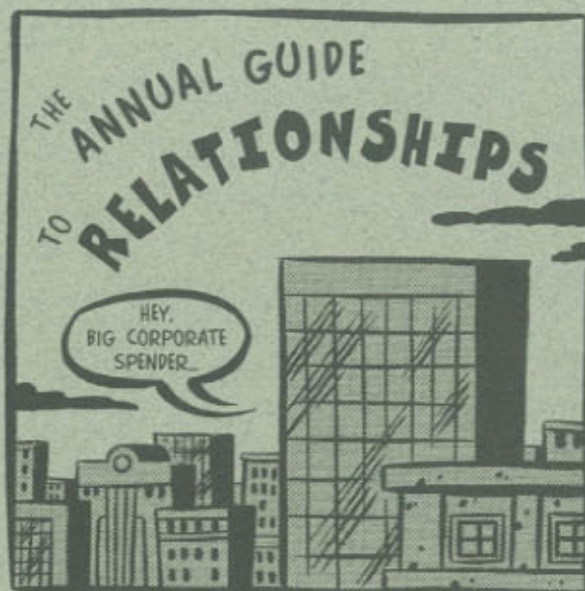
Really, we wouldn't kid you. It's got *the* broadest line of flecked text and cover papers, with the widest range of basis weights and the most colors (15!), including a new groovy blue called Moonstone. It's also the only line of its kind with both Smooth and Felt finishes. And Passport just brought back two colors—Rose Quartz and Granite—that we know you'll dig. Added bonus: Passport has expanded its cut-size offerings like crazy and even added some unique basis weights.

So think about it—once you get back to work, that is.

Fraser Papers

FRASER PAPERS





THE ANNUAL GUIDE TO RELATIONSHIPS

HEY, BIG CORPORATE SPENDER.



CARE TO SHOW ME YOUR BOTTOM LINE?

THE PICKUP



THE SLUMP

HONEY, HOW DOES THIS LOOK?

THE I COVER I

STUNNING, SWEETHEART, BUT DO YOU REALLY THINK PLAID SAYS 'GOOD INVESTMENT'?



I WANT A DIVORCE!



THE IN-LAWS

I TOLD YOU, BUT DID YOU LISTEN?, NOOO. I ONLY GAVE YOU A JOB, TAUGHT YOU EVERYTHING. SHE'S JUST AFTER OUR MONEY...



I DON'T WANT TO PUSH YOU FOR A COMMITMENT, BUT MY CLOCK IS TICKING. ANNUAL REPORT SEASON STARTS IN OCTOBER.

GETTING SERIOUS



CAN WE TAKE OUT THE WORD 'OBEY'?

THE WEDDING



SO WHEN HE WANTS TO CHANGE YOUR TYPEFACE, HOW DOES IT MAKE YOU FEEL?

MARRIAGE COUNSELING



I'M SORRY! YOUR CEO ISN'T REALLY A HAPPY SHREW!

I'M SORRY! STOCK PHOTOGRAPHY IS A SELLOUT!



DARLING, NO ONE DOES PHOTOSHOP LIKE YOU DO...

THE HONEYMOON



SO ARE YOU GOING TO PUT A CAP ON THAT TOOTHPASTE?

REALITY



IT'S AN ANNUAL!

GIVING BIRTH



HAPPILY EVER AFTER

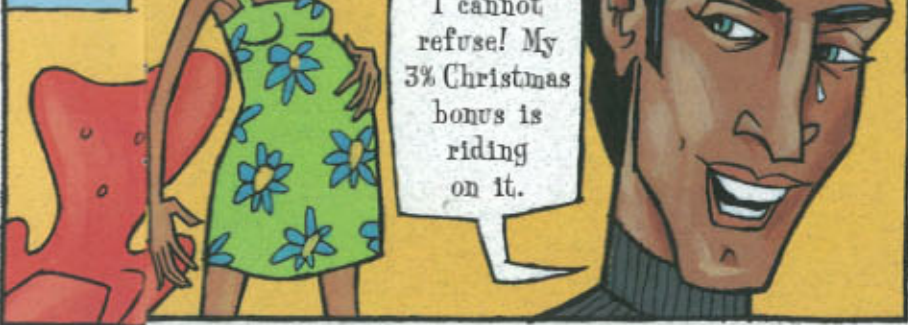
1999 CONTRACT

Designers in Denial.

IN THIS WEEK'S EPISODE, Scilla is concerned that Jack will discover she is carrying Pablo's test tube baby, Tiara clings to life in a hospital bed, ravaged by Tourette's syndrome, and Rolf must break the news to his parents that he is really a girl. But their real hardship has yet to begin. For today...it is annual report season. DAH-DUM!

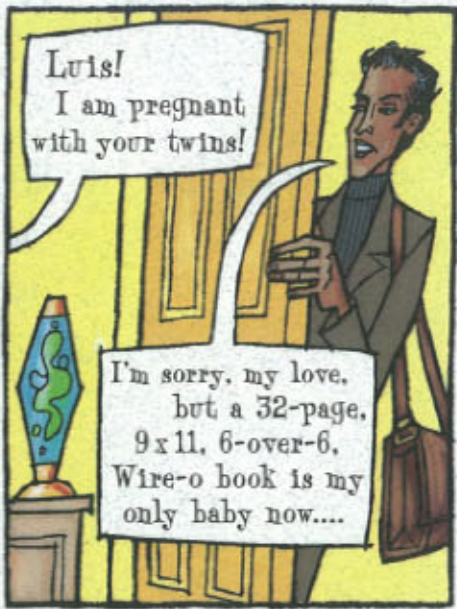


IN THE LIGHT OF EARLY MORN-ING...



Luis! Oh, Dios mio! How can you leave me here alone?! Gasp! Sob! Urk!

Marta, my duty calls! I cannot refuse! My 3% Christmas bonus is riding on it.



Luis! I am pregnant with your twins!

I'm sorry, my love, but a 32-page, 9 x 11, 6-over-6. Wire-o book is my only baby now....

SOMEWHERE ACROSS TOWN, Selena is about to go under the knife...

Mamma! I may not pull through! You must tell my children for me...

I will, my daughter, upon your father's eyes, what is it?!



The comma goes inside the quotation marks....



Beeeeeeeeeeep.

And now, a word from our sponsor:
Feeling tired?

Seeing spots before your eyes that could be either a colon or a semicolon?
Hearing voices telling you to do things, bad things, things that involve 64 pt. Hobo?
Well, don't despair!
Don't jump off anything high!
Try Lobot-O-Me!
Clears up that inconvenient hold on reality in a jiff!

Manufacturer not responsible for side effects, including difficulty making decisions, loss of income, and You'll-Never-Work-In-This-Town-Again disease.

Robert Clyde Anderson



JOIN US NEXT TIME, when the Designers enter therapy....

When Annuals

Go BAD



Traveling backward in time wasn't in the contract...

YAWN

FedEx Man?

THIS IS WHAT YOU LOOK LIKE IN THEORY

INNER Peace IN 5 EASY STEPS



Harry. Haaaarrry. Why have you forsaken ussssss?

Da-Da? Milkman?

Harry! Son! You promised me that kidney!

You're a hack!

Why didn't you do me in mauve?!

Your wife's sleeping with the milkman!

Change the first 3,002 words to italic!

You used the wrong image!

ANNUAL Report

... Just kidding. But Fraser's Passport is good too.



You want to charge me what?

I said make me look like Cary Grant, not Lou Grant!

Your wife is sleeping with the milkman!

Ah, bitter freedom!

Huh?

RING

RING



Wha?

Hello, sir or madam, may I speak to you about your choice of phone service provider?

Oh hey, why not?

By the way, what day is this?

FASTER THAN A SPEEDING BIKE MESSENGER, MORE POWERFUL THAN THE WORDS OF A CEO, CIO, AND COO COMBINED, ABLE TO LEAP TALL CLIENTS IN A SINGLE BOUND, SHE'S...

ANNUAL WOMAN

IN THE YELLOW LIGHT OF THE EARTH'S SUN, SHE HAS SUPER HEARING...

SUPER SIGHT...

Yes, I did hear you say we have a large budget for the project.

Don't you see how this minuscule curve right here makes this font so much better than the one you like?

SUPER STRENGTH.

Watch me juggle 27 high-priced images without dropping one.

BUT WHEN EXPOSED TO NATIVE ROCK FROM HER HOME PLANET OF IKNOWBEST (A WORLD WITHOUT CLIENTS WHO NEED TO BE RESCUED FROM THEMSELVES), SHE IS WEAKENED AND LOSES HER SUPER SENSES...

I'm sorry, I couldn't hear you say you wanted the logo twelve times, embossed and foil stamped, on the cover...



CONNOR 98 atomic

Passport Stocking Guide

	20/50 Multipurpose*	24 lb. writing	70 lb. text	80 lb. text	65 lb. cover*	80 lb. cover	110 lb. cover	165 lb. cover DT*
Talc	S	I/F	S	S/F	S	S/F	S	S
Pumice		I/F	S	S/F		S/F	S	
Rose Quartz	S	I/F	S	S/F	S	S/F	S	
Gypsum	S	I/F	S	S/F	S	S/F	S	
Sandstone		I/F	S	S/F		S/F	S	
Sage		I	S	S		S	S	
Granite	S	I/F	S	S/F	S	S/F	S	
Moonstone*		I	S	S		S	S	
Straw		I	S	S		S	S	
Ginger		I	S	S		S	S	
Bronze						S	S	
Cocoa						S	S	
Olive						S	S	
Paprika						S	S	
Sapphire						S	S	

And Moonstone makes 15 colors!

I = IMAGING, F = FELT, S = SMOOTH

*New!

Refer to the current Passport swatchbook for a complete listing of weights and sizes.

Production Notes

COVER Olive, 80 lb. Cover, Smooth Finish

FC/BC double hit gloss opaque white + dense black + spot gloss varnish; dry trap dense black + spot gloss varnish on halftone illustration

IFC/IBC dense black

PP. 1, 2, 11, 12 Sage, 80 lb. Text, Felt Finish

P. 1, 12 dense black + match brown duotone illustration + spot gloss varnish

P. 2, 11 dense black + spot gloss varnish

PP. 3, 4, 9, 10 Talc, 80 lb. Text, Smooth Finish

P. 3, 9 dense black + spot gloss varnish

P. 4 four-color process with fluorescent inks added to process yellow and process cyan + spot gloss varnish

P. 10 four-color process with fluorescent inks added to process yellow and process cyan + fluorescent yellow touch plate + spot gloss varnish

PP. 5, 6, 7, 8 Pumice, 80 lb. Text, Felt Finish

P. 5 four-color process + spot gloss varnish

P. 6, 7, 8 dense black + spot gloss varnish

P. 7, 8 die cut of outer edge

PREPRESS SG-757 Laser Scanner

175 line screen

loose proofs on job stock

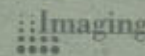
PRESS Mitsubishi 15000 series

PRINTER W.E. Andrews Co. Inc. of Connecticut



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Engineered by VIA

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HEY KIDS!

Want to win friends and influence paper purchases? Why not look into Fraser Papers' Passport? Just give us a ring at 800 543 3297!

SO, I SAYS TO BOB, I SAYS, IF THAT HAT'S GOOD ENOUGH FOR CLARK KENT, IT'S GOOD ENOUGH FOR PASSPORT.



THE \$64,000 MISTAKE



General Industries
Corporashun



Have bigger designers kicked sand in your face for too long?
...sold more seeds than you and won that authentic replica of a mini camera?
...learned custom van design in their spare time?

Earn Prizes!
Make Big Money! **Be Better Looking!**
Create World Peace!

Well, now you can be more impressive too.
Or at least think you are, because you're so high on caffeine
that everything seems slow compared to you.
And that's where our nifty and totally
FREE COOL MUG
comes in. Because a mug holds coffee.

WANT ONE? OR MAYBE JUST
MORE INFORMATION ABOUT THE AMAZ-
ING SELECTION OF FRASER GRADES LIKE
PASSPORT? WELL, THEY'RE YOURS, WITH-
OUT COST, FOR THE COST OF A STAMP, ONE
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MAKE ALL YOUR WISHES COME TRUE!

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FIRM _____
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CITY/STATE/ZIP _____
PHONE/FAX _____

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... A USEFUL PASSPORT SWATCHBOOK!

... MORE INFORMATION ON THE FULL LINE OF AWESOME FRASER PAPERS!

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