

Imagine that you have before you a flagon of wine.
You have two goblets before you. One is of solid
gold, wrought in the most exquisite patterns. The
other is of

crystal-clear glass,
thin as a bubble,

and as transparent.

There is nothing simple or dull
in achieving the transparent
page. When you realise that ugly
typography never effaces
itself; you will be able to capture
beauty as the wise men capture
happiness by aiming at
something else.

Imagine that you have before you a
flagon of wine. You may choose
your own favorite vintage for this
imaginary demonstration, so
that it be a deep shimmering
crimson in colour. You have two
goblets before you. One is of
solid gold, wrought in the most
exquisite patterns. The other
is of crystal-clear glass, thin as a
bubble, and as transparent.
Pour and drink; and according to
your choice of goblet, I shall
know whether or not you are a
connoisseur of wine... Bear
with me in this long-winded and
fragrant metaphor; for you will find

that almost all
the virtues of the
perfect wine-glass
have a parallel in
typography...

There is nothing simple or dull in achieving the
transparent page. Vulgar ostentation is twice as
easy as discipline.

You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine...

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Printing demands a humility of
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