

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. Printing demands a humility of
mind, for the lack of which many of the
fine arts are even now floundering in self-
conscious and maudlin experiments.
There is nothing simple or dull in achieving
the transparent page. Vulgar ostentation
is twice as easy as discipline. 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.

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