

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.**

Bear with me in this

l o n g - w i n d e d

fragrant

metaphor;

you will find that almost all the virtues of the perfect wine-glass

have a parallel in typography.

You may choose your own
favorite vintage for this
imaginary demonstration, so
that it be a

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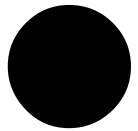
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s h
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crimson in colour.

wise men capture happiness

by aiming at something else



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.

crystal-clear glass,

thin as a bubble,

and as

transparent.