













To read means to obtain meaning from words, and legibility is THAT QUALITY WHICH enables words to be read easily, quickly, and accurately.

JOHN C. TARR

$1\frac{3}{22}$

Slowly stir in $5\frac{1}{2}$ lbs. of chocolate and then blend on high.

$\frac{3}{4}$

$\frac{7}{8}$

s p a c i n g t h a n l o w e r c a s e l e t t e r s .

L E T T E R S H A S M O R E E V E N

V E R T I C A L T E X T I N C A P I T A L

A C O M M O N C E N T E R L I N E .

S H O U L D B E C E N T E R E D O N

T E X T P O S I T I O N E D V E R T I C A L L Y

Symphony No. 9 (The Choral Symphony)
Ludwig von Beethoven

The New York Philharmonic Orchestra

--- WOODY ALLEN
If my film makes one more
person feel miserable I'll feel I've done my job.



In every period there have been better or worse types employed in better or worse ways. The better types employed in better ways have been used by the educated printer acquainted with standards and history, directed by taste and a sense of the fitness of things, and facing the industrial conditions and the needs of his time. Such men have made of printing an art. The poorer types and methods have been employed by printers ignorant of standards and caring alone for commercial success. To these, printing has been simply a trade. The typography of a nation has been good or bad as one or other of these classes had the supremacy. And to-day any intelligent printer can educate his taste, so to choose types for his work and so to use them, that he will help printing to be an art rather than a trade. –Daniel Berkeley Updike.



509

%)

O



FF







AL

