

The Crystal Goblet, or Printing Should Be Invisible by Beatrice Warde

There is no end to the maze of practices in typography, and this idea of printing as a conveyor is, at least in the minds of all the great typographers with whom I have had the privilege of talking, the one clue that can guide you through the maze.

Without this essential humility of mind, I have seen ardent designers go more hopelessly wrong, make more ludicrous mistakes out of an excessive enthusiasm, than I could have thought. "The Crystal Goblet," Beatrice Warde 3 possible. And with this clue, this purposiveness in the back of your mind, it is possible to do the most unheard-of things, and find that they justify you triumphantly. It is not a waste of time to go to the simple fundamentals and reason from them. In the flurry of your individual problems, I think you will not mind spending half an hour on one broad and simple set of ideas involving abstract principles.

I once was talking to a man who designed a very pleasing advertising type which undoubtedly all of you have used. I said something about what artists think about a certain problem, and he replied with a beautiful gesture: 'Ah, madam, we artists do not think---we feel!' That same day I quoted that remark to another designer of my acquaintance, and he, being less poetically inclined, murmured: 'I'm not feeling very well today, I think!' He was right, he did think; he was the thinking sort; and that is why he is not so good a painter, and to my mind ten times better as a typographer and type designer than the man who instinctively avoided anything as coherent as a

reason. I always suspect the typographic enthusiast who takes a printed page from a book and frames it to hang on the wall, for I believe that in order to gratify a sensory delight he has mutilated something infinitely more important. I remember that T.M. Cleland, the famous American typographer, once showed me a very beautiful layout for a Cadillac booklet involving decorations in colour. He did not have the actual text to work with in drawing up his specimen pages, so he had set the lines in Latin. This was not only for the reason that you will all think of; if you have seen the old typefoundries' famous Quousque Tandem copy (i.e. that Latin has few descenders and thus gives a remarkably even line). No, he told me that originally he had set up the dullest 'wording' that he could find (I dare say it was from Hansard), and yet he discovered that the man to whom he submitted it would start reading and making comments on the text. I made some remark on the mentality of Boards of Directors, but Mr Cleland said, 'No; you're wrong; if the reader had not been practically forced to read---if he had not seen those words suddenly imbued with glamour and significance---then the layout would have been a failure. Setting it in Italian or Latin is only an easy way of saying "This is not the text as it will appear".'

Crystal Thought

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