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Typography may be defined as the craft of rightly disposing printing material in accordance with specific purpose : of so arranging the letters, distributing the space and controlling the type as to aid to the maximum the reader's comprehension of the text. Typography is the efficient means to an essentially utilitarian and only accidentally aesthetic end, for enjoyment of patterns is rarely the reader's chief aim. therefore, any disposition of printing material which, whatever the intention, has the effect of coming between author and reader is wrong. It follows that in the printing of books meant to be read there is little room for "bright" typography. Even dullness and monotony in the typesetting are far less vicious to a reader than typographical eccentricity or pleasantry.

FIRST PRINCIPLES OF TYPOGRAPHY