



Editorial design & art direction

**The Crystal Goblet, or
Printing Should Be
Invisible**

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lead a total stranger to think my own thought. It is sheer magic that I should be able to hold a one-sided conversation by means of black marks on paper with an unknown person half-way across the world. Talking, broadcasting, writing, and printing are all quite literally forms of thought transference, and it is the ability and eagerness to transfer and receive the contents of the mind that is almost alone responsible for human civilization.

If you agree with this, you will agree with my one main idea, i.e. that the most important thing about printing is that it conveys thought, ideas, images, from one mind to other minds. This statement is what you might call the front door of the science of typography. Within lie hundreds of rooms; but unless you start by assuming that printing is meant to convey specific and coherent ideas, it is very easy to find yourself in the wrong house altogether.

Before asking what this statement leads to, let us see what it does not necessarily lead to. If books are printed in order to be read, we must distinguish readability from what the optician would call legibility. A page set in 14-pt Bold Sans is, according to the laboratory tests, more 'legible' than one set in 11-pt Baskerville. A public speaker is more 'audible' in that sense when he bellows. But a good speaking voice is one which is inaudible as a voice. It is the transparent goblet again! I need not warn you that if you begin listening to the inflections and speaking rhythms of a voice from a platform, you are falling asleep. When you

Type well used
is invisible
as type

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The Gatekeeper Tests

REVIEW

THE WALL STREET JOURNAL.

WSJ



KEITH RICHARDS
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WEEKEND

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WSJ.com

What's News

World-Wide

Trump's decision to accept a meeting with North Korea's Kim touched off a rush by U.S. officials to assemble a diplomatic strategy with little precedent in U.S. history. **A1, A6, A7**

◆ Trump's lawyers are seeking a deal with Mueller that uses an interview with the president to spur a conclusion to the Russia probe. **A4**

◆ Turkey is preparing an imminent attack on the Syrian Kurdish enclave of Afrin after a weeklong offensive, Erdogan said. **A10**

◆ U.S. allies are seeking exemptions from tariffs on steel and aluminum. EU officials said they would present their case Saturday. **A9**

◆ The administration moved to block states from regulating firms that collect student-loan payments, saying it was a federal role. **A4**

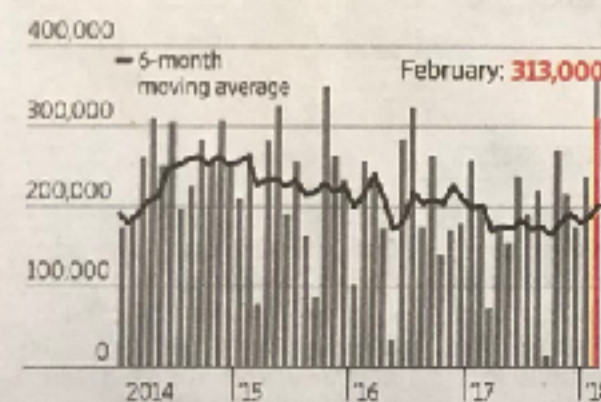
◆ The FDA is allowing a genetic-testing firm to market a cancer-risk kit directly to the public, a first for the agency. **A3**

◆ A sheriff's office in Tulsa, Okla., agreed to pay \$6 million to the family of an unarmed black man killed by a white deputy. **A3**

Hiring Boom Draws Workers Back

Employers added **jobs** at the fastest pace in a year and a half...

Monthly change in nonfarm payrolls



The labor force increase also kept unemployment steady...

Unemployment rate



Note: Figures are seasonally adjusted. *Unemployed, plus marginally attached workers plus those employed part-time for economic reasons, as a percentage of the civilian labor force. Source: Labor Department

...largely hiring workers drawn off the sidelines of the **labor force**...

Share of population aged 25-54 that is:



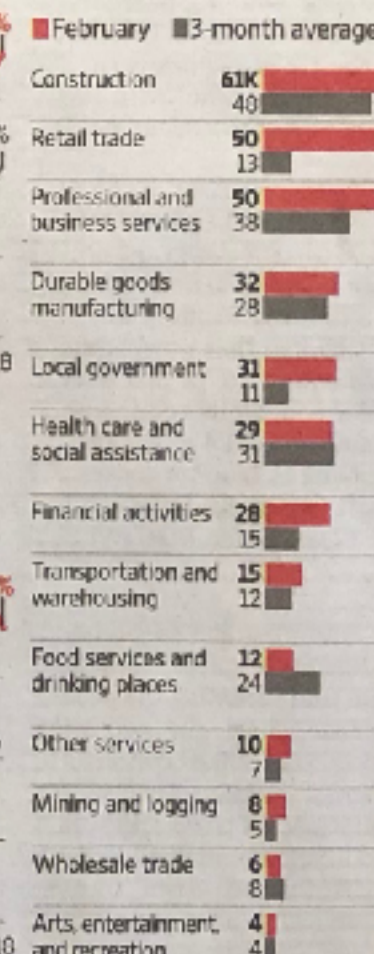
...and is likely a factor keeping wage growth in check.

Change from a year earlier



...and boosting job growth in nearly every **sector**.

Monthly payroll change by sector, thousands



Employers added jobs at strongest pace since mid-2016, but Fed gets breathing room on rates

By ERIC MORATH

WASHINGTON—Companies ramped up hiring last month and people flooded back into the workforce, a potent mix suggesting the U.S. economy can run strong without overheating and forcing the Federal Reserve to slam its brakes on the expansion with aggressive interest-rate increases.

Investors, applauding the combination of robust economic growth and a restrained central bank, sent the Dow Jones Industrial Average up 440.53 points, or 1.77%, to 25335.74.

Nonfarm payrolls rose a seasonally adjusted 313,000 in February, the largest monthly gain since July 2016 and well above the average monthly gain in the expansion, the Labor Department said Friday.

More than 800,000 Americans joined the labor force for

◆ Stocks jump on upbeat jobs report... **B11**

Trump on Kim Talks: 'Tell Him Yes'

Inside the Oval Office late Thursday, President Donald Trump interrupted a trio of

House officials with knowledge of the meeting, as Mr. Trump continued. He would become

that will take place as early as May and must somehow address a range of military, eco-

traditional diplomatic model on its head. Casting aside years of protocol, Mr. Trump

Judge Gives Shkreli 7 Years



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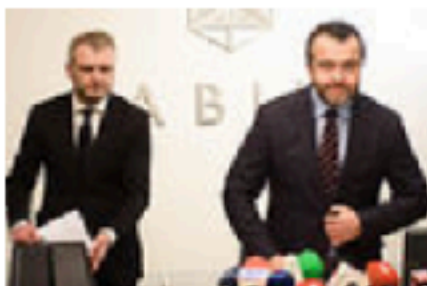


Stocks Surge, With Dow Jumping 669 Points as Trade Worries Ease

U.S. stocks vaulted higher Monday, with the Dow Jones Industrial Average having its best one-day point gain in about a decade, as investor jitters over restrictive trade policies around the world moderated. 201 30 minutes ago

How a Tiny Latvian Bank Became a Haven for the World's Dirty Money

That U.S. officials went after a bank in a fellow NATO country shows the scale of the threat it perceives from this corner of the European Union. ABLV, which flourished under weak European oversight, allowed entities from Russia, Ukraine and North Korea to funnel illicit funds, U.S. officials say.



Trump Administration Seeks Freer Hand for U.S. Companies in China

China's rules requiring foreign companies to form joint ventures with domestic partners are among the chief targets of the Trump administration's looming tariffs against Chinese imports. 64



STREETWISE

How to Lose Money Betting on a Trade War



Maker of Sharpies Drew the Line on Store Promotions—and Paid in Lost Sales

Markets

U.S.	EUROPE	ASIA	FX	RATES	FUTURES
					1D
					5D
					3M
					6M
					1Y
DJIA	24202.60	669.40	2.84%		
S&P 500	2658.55	70.29	2.72%		
Nasdaq	7220.54	227.88	3.26%		
Russell 2000	1543.72	33.63	2.23%		
DJ Total Mkt	27577.16	703.80	2.62%		

Mar 26 '18, 4:20 PM EDT MARKETS →

Opinion

Trump's Russia Policy Is Better than It Sounds

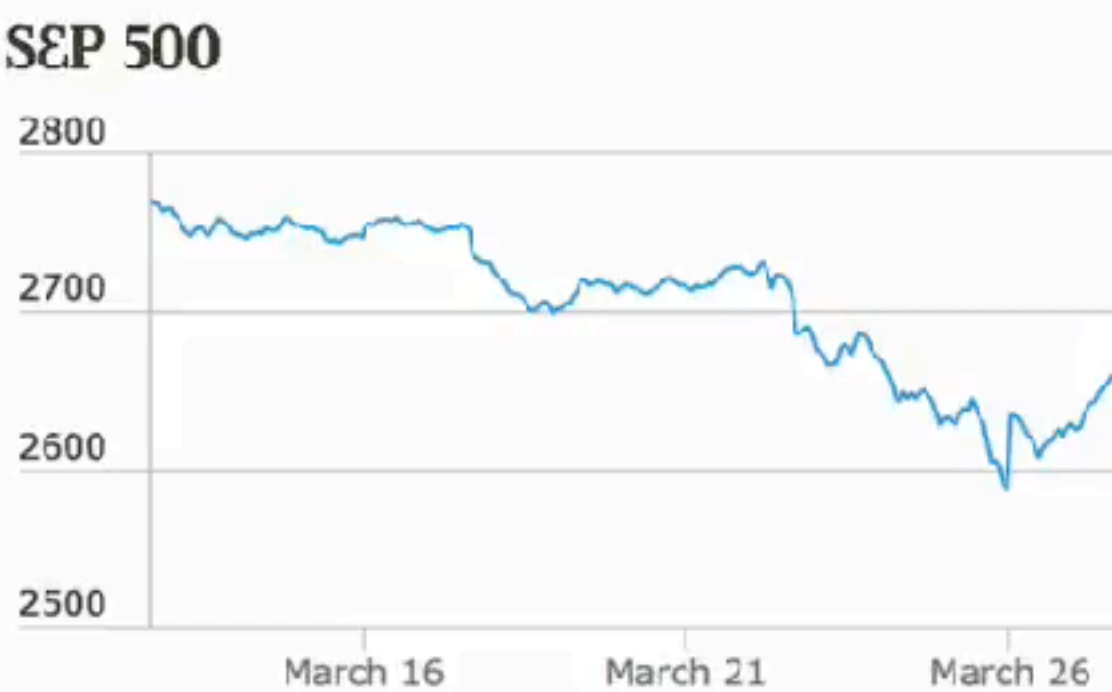
By James Freeman | Best of the Web

The U.N. Hates Israel

By The Editorial Board | Review & Outlook

Ad Banner Area

U.S. STOCKS SURGE AS TRADE WORRIES EASE



U.S. stocks staged a powerful rebound on Monday, surging on signs that recent trade tensions were easing as the Dow Jones Industrial Average notched its third biggest point-gain ever.

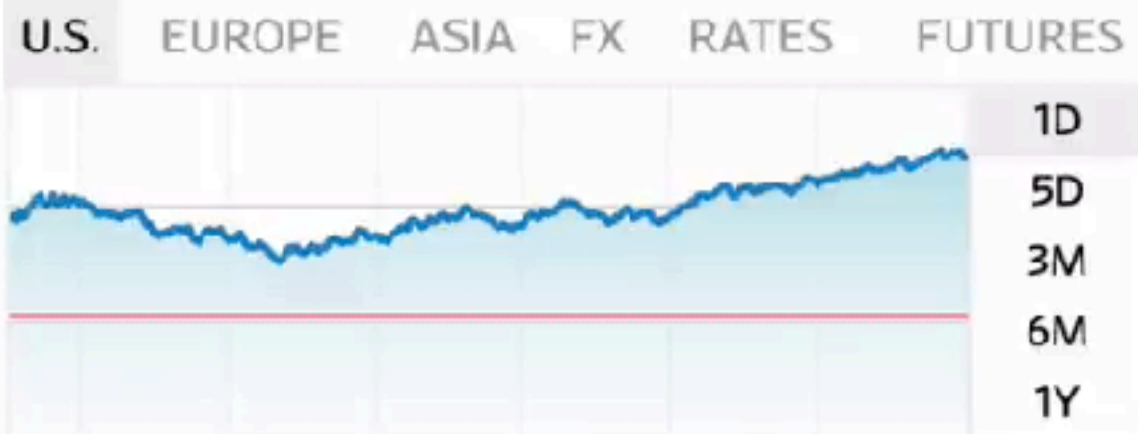
The Dow Industrials advanced 669.40 points, or 2.8%, to 24202.60, its largest one-day point gain since October 2008.



Brookfield Strikes Deal to Buy Rest of Mall Owner GGP



Markets



DJIA	24202.60	669.40	2.84%
S&P 500	2658.55	70.29	2.72%
Nasdaq	7220.54	227.88	3.26%
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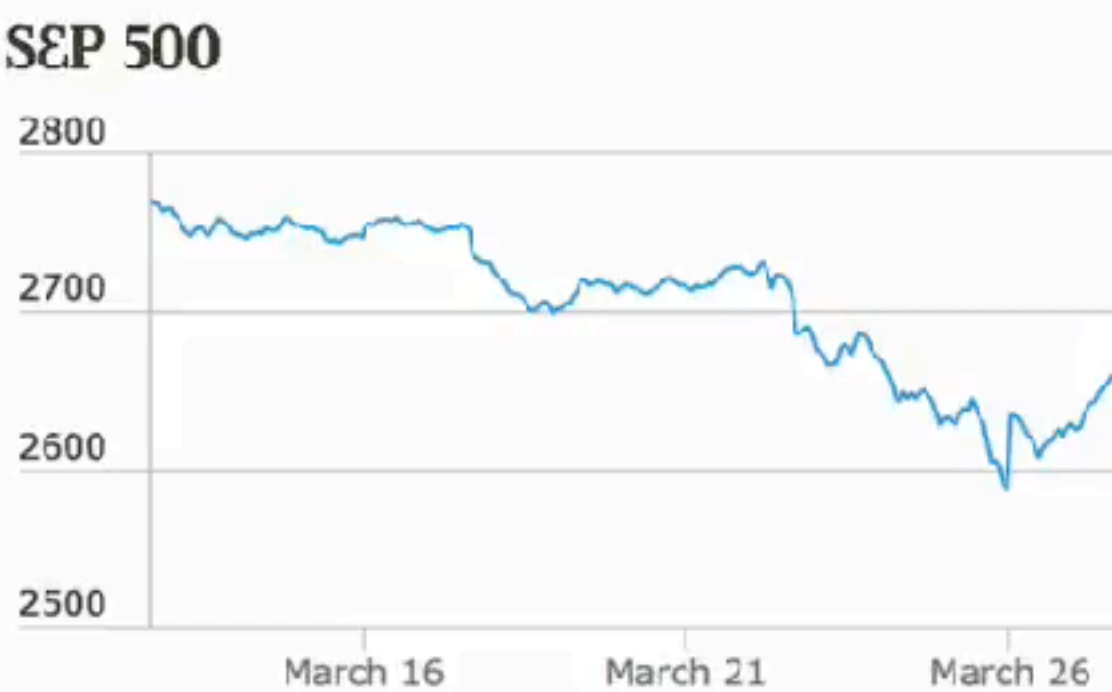
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The Tale of Stormy Donald

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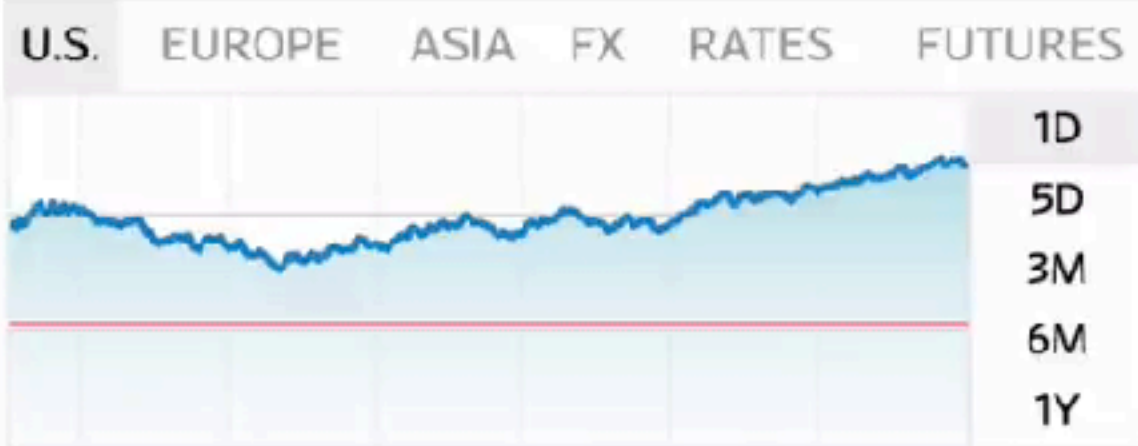
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Variable Font Demo

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The world's best blog post

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The current state of design on the web is stalled. We made a huge leap forward with the widespread availability of web fonts starting in 2009, and then were confronted with the advent of responsive design just a year or two later. While many interesting things have come from that evolution, we've also struggled with coming to grips with the complexity of designing for infinite screen sizes whilst being equally concerned with performance. Contending with ever-shortening attention spans ([Google research gives you about 3 seconds](#) before you lose half your audience) we've had to constrain our typographic systems to just a few fonts to keep the impact on load time to a minimum.

These constraints have forced us as designers to make compromises when considering type size, line length, and overall visual hierarchy and differentiation. Considering things like a narrower font on smaller screens to achieve a slightly longer line length without sacrificing size. Or utilizing ultra-thin or ultra-heavy weights for added emphasis and variety of expression—all luxuries we can't embrace due to the burden it would place on site visitors—particularly those on shaky wireless connections.

One

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for the text on this page*

View

Edit

Delete

Revisions

Devel

Title *

The world's best blog post

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Show row weights

Variable Font Lines Float

Collapse

Show row weights

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Font Slant

Font Weight

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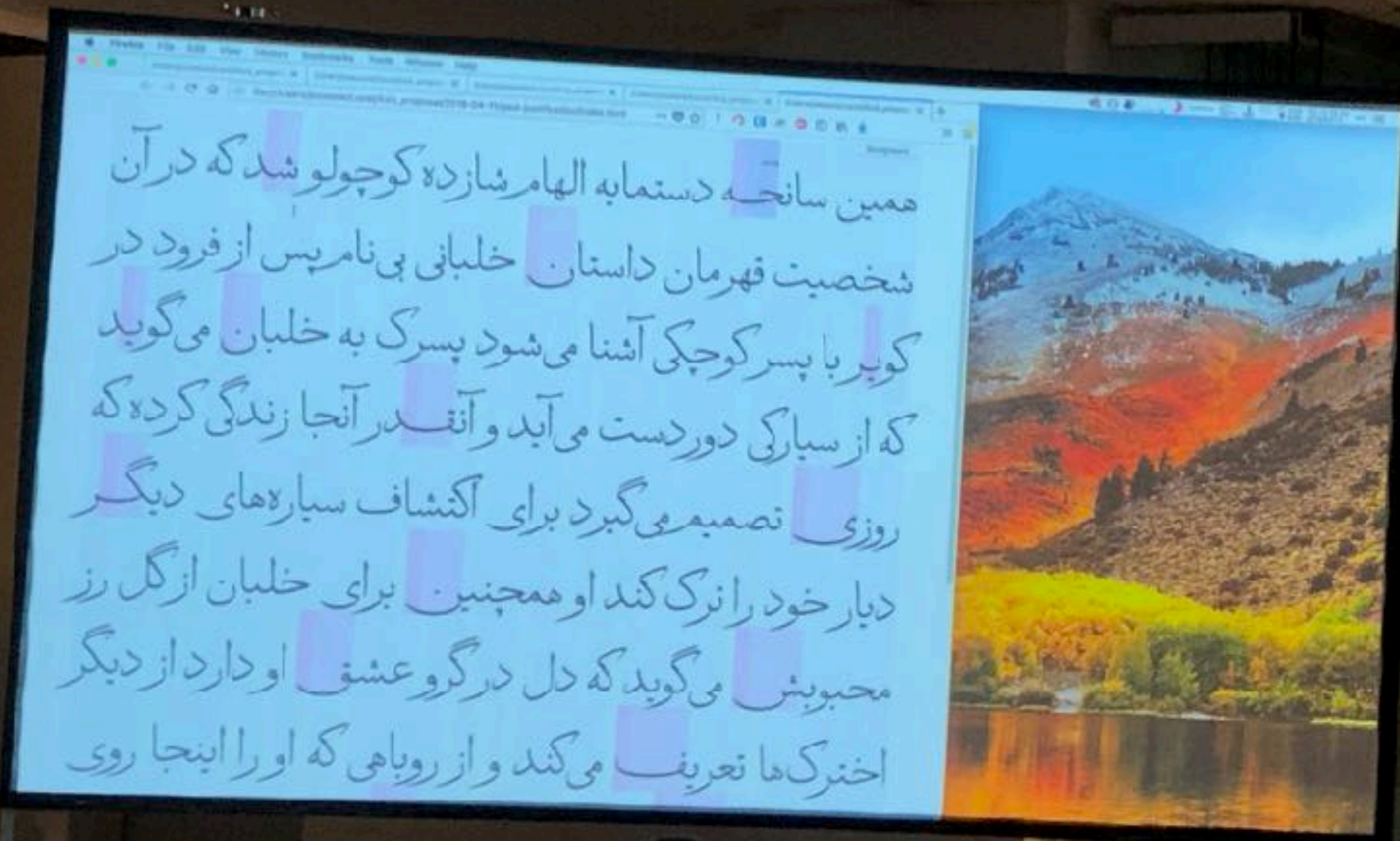
Devel

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The Tale of Two Socks

By Susan Flicker | Mammoth, CA

Loon’s Last Laugh

By William McCurdy | Loon Mtn, NH

My Stormy Monday

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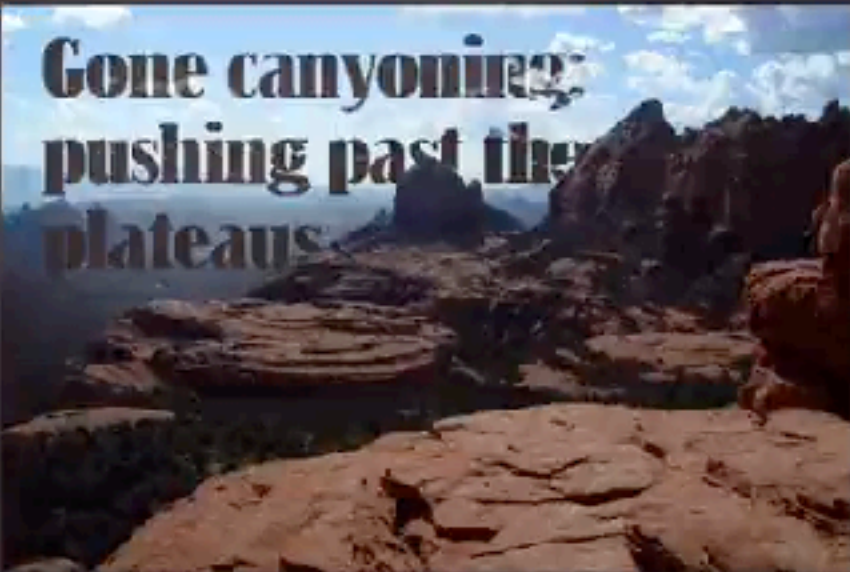
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Take a trip down from the edge. Most day-hikers stop at the plateaus just short way down from the South Rim. Follow our tips to help push past the usual stopping points and really explore what the Grand Canyon has to offer.

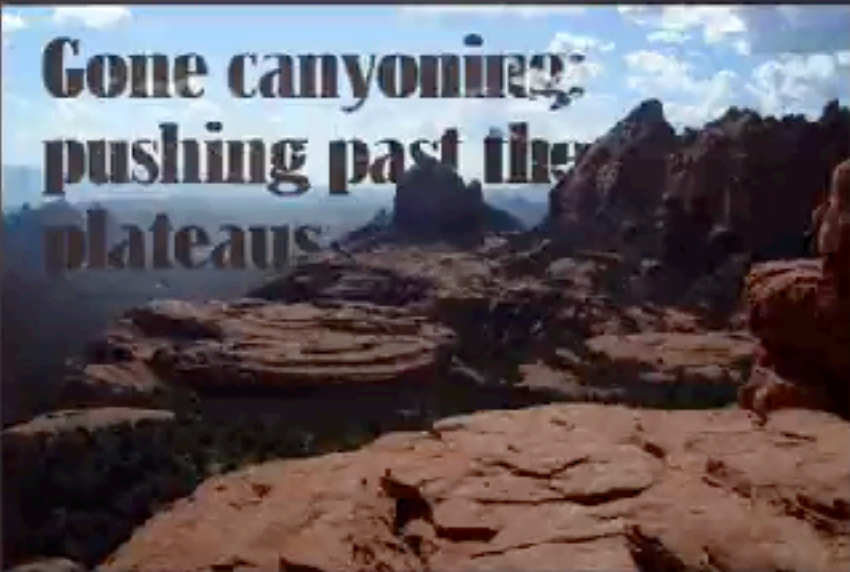
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