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# The Art and Craft of Printing

*William Morris*

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## THE ART AND CRAFT OF PRINTING



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#10139701 in Books Morris William 2016-08-30 2016-08-30 Original language: English 9.00 x .23 x 6.00l,  
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**William Morris : The Art and Craft of Printing** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art and Craft of Printing:

"I began printing books with the hope of producing some which would have a definite claim to beauty, while at the same time they should be easy to read and should not dazzle the eye, or trouble the intellect of the reader by

eccentricity of form in the letters. I have always been a great admirer of the calligraphy of the Middle Ages, of the earlier printing which took its place. As to the fifteenth-century books, I had noticed that they were always beautiful by force of the mere typography, even without the added ornament, with which many of them are so lavishly supplied. . . Looking at my adventure from this point of view then, I found I had to consider chiefly the following things: the paper, the form of the type, the relative spacing of the letters, the words, and the lines; and lastly the position of the printed matter on the page. It was a matter of course that I should consider it necessary that the paper should be hand-made, both for the sake of durability and appearance. . ."