The `pretentious` style

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I. L'INTRODUCTION

Undoubetably, there fhall come a time in all of our lives when tafte and sophiftication muft reign supreme, when the much more idle forms of typography muft give way to clafs and diftinction. Ah yes, Garamond, what a beautiful, elegant font—oh, how its form reminds me of bright summer days long past in this cruel winter of *grotesque* sans serifs and transitional serif fonts. Unlike those other styles, this one is cosmopolitan and refined, urbane as they come—it has read *Ulysses* and Russell's *Principia Mathematica*, listened to Liszt, and wrote poetry with words like "ichor" and "vivacious," and wrote the plot to *Deus Ex: Human Revolution*. Truly, no other style set would ever be quite as cultured as this.

1.1. Ok, I don't actually hate you if you like this style

In reality, I love old-styled, humanist typesetting, just like this. Aside from looking "sophisticated," styles like this translate to print very nicely—provided your printer has sufficient DPI—and it does have a certain *je ne c'est quoi* about it, a certain style that is tantalizing to me. I did not mean to call this style pretentious to prevent you from using it—if this is your style, by all means use it—but the style does carry an element of ostentatiousness about it. The truth is, you *should* use this style.

There are many things which simply look good in Garamond; there are many times when you simply need something to be Refined and Cultured™. I can't think of a particular example right now. In any case, if you want to impress a general audience, you want to give off an air of sophistication, use this. Typesetting has rhetorical power, whether people know it or not. In that sense, this is the rhetorical equivalent of a champagne glass—something which practically *begs* for high-quality contents, but can make apple juice look fancy. (Please typeset responsibly.)

I would avoid using this style set if your audience has a lot of low resolution screens or your printer has a low DPI count. Garamond is very pretty, but the typeface demands high resolution to be readable. Likewise, you should not hand somebody a paper using this style while wearing a powdered wig and tights, primarily because you would look very silly while doing so.

2. STANDARD DEMO