

HERMES DIRECTOR:
A TYPEFACE FOR SCHMUCKS

I enjoy putting my curvytop Hermes 3000 through its paces. Everything I heard about this typewriter is true. But the more I use my H3K, the more I dislike its Director typeface.

Hermes' Director typestyles are just bolder enough than regular pica that if you bang out more than a paragraph or two the result comes dangerously akin to shouting.

And that's the reason for these typefaces, I've decided. Born of Old Europe's stratified society, Director is designed to be used only by bosses, CEOs, and various and sundry overseers. Open a letter produced in Director and ... ZUT ALORS! ... you know it's much more important than something from some pica-typing plebe.

The New World wasn't immune to this snootiness, either. Smith-Corona had several typefaces that filled this ecological niche, as well. Empire No. 65 and Presidential Pica No. 78 look similar to Director Pica/Special, and the description --- at least what's visible in its NOMDA guide -- shows these uppity typestyles are geared toward "executives."

I wonder if any successful author ever turned in a book-length manuscript in Director Pica or Director Special. Reading even a few pages in this typeface can be exhausting.

Am I wrong to think that these "executive" faces help underscore asshole behavior? Do I come

off like a poseur for even using Director

and daring to type above my station?

Sunday, August 18, 2019
Chicago, USA

Curvytop Hermes 3000
Director Pica 10

-30---