Keedy Sans
The more easily a decorated object can be 'placed,' the more quickly it goes out of fashion. The pattern, often original and good when first conceived, is all the more liable to be copied and spread if it finds favour. Once it has been repeated it is no longer a novelty, it goes out of fashion, 'dates.' To prevent it dating so quickly, the decoration is omitted; an easy solution for all concerned since to invent beautiful ornament and apply it in the right place calls for more qualities of every kind than to invent nothing.

In these days when many enrol themselves in the decorative arts it is a simpler matter to succeed by employing super-simple rather than complex formulas, and this too contributes to the universal cult of 'nothing.'

But... but...

is a fashion itself, and like all fashions the fashion for 'nothing' will pass. What will the 'something' be which succeeds it? Let us hope that there will not be an excess of 'something' by way of reaction.
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