

of reading. And since typewriting is becoming such a universal substitute for handwriting, the type ...the formation of each letter... is the field for future psychological and biotechnical development.

But the Grotesk type, the Rennersche Futura, the Bayer alphabet, the Schwitters-System, the Tschichold alphabet, are all not yet perfect in their readability possibilities. On the contrary, the Schwitters and Tschichold alphabets are new individualizations based on mixed construction elements, connecting circles, right angles and waving lines instead of considering the biotechnical element of easy flow. Also the Tschichold alphabet is dependent on the adaption of a Phonetic spelling. The advantages of ten years of radio and now tonfilm giving us exact tone differences between vowels and consonants have been no incentive to the spreading of interest in Phonetic-systems, though they should be. (Tschichold might call this failure "the nu spirit").

But simply because no language exists now which is written as it sounds, the experiments of Tschichold lose their force. As long as we cannot in scientific research control the Phonetic form of a language we cannot drop completely our present writing or printing methods.

However there are three possibilities for improving type settings one, selecting a smaller size and wider spacing so that the line will dominate the printed page; two, printing gray stripes under the text lines to emphasize the horizontal; three, selecting or creating a new type built of flat ellipses or flat rectangles with minimum extensions above the line in b, d, f, h, k, l, t, and below the line in g, p, q. The letter spacing must be less . . . but word spacing could be increased by a point. Exaggerated spreading of lines to fill a block will injure the effect and break, up the sought for even flow. Short strokes as high as the point-size of the letters or marks placed half-way between the top and bottom of the letters will take the place of all natural sentence pauses.

With the purpose of promoting visual reading all countries ought to be working on a phonetic-writing system that will eventually allow us a book of biotechnical achievement. The book will then be an international easy-to-read subject for advertising art.

Translated freely by Edward Fischer

FÜR DEN NOIEN MENSCHEN EXSISTIRT NUR  
DAS GLAICHGEVIHT TSVISEN NATUR UNT  
GAIST. TSU JEDEM TSAITPUNKT DER  
FERGARENHAI VAREN ALE VARIATSJO-  
NEN DES ALTEN >NOI< ABER ES VAR

JAN TSCHICHOLD

Versuch einer neuen Schrift