

The Rise of the Nazis
&
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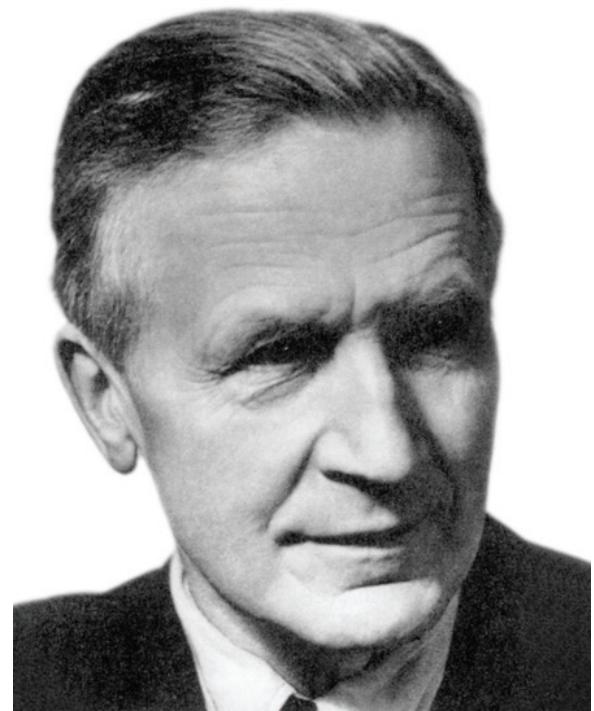
I want to thank Wikipedia for providing me with the abundance of information on the Nazi Party, as well as providing me with several different resources and places to look for many of the other topics mentioned in this book.

And, of course, Paul Renner himself, who defied the Nazis and created Futura. Without him this book wouldn't be possible.



The German Empire collapsed at the end of the first World War. In January, 1919, German voters elected a National Assembly to draft a new, republican constitution, at which Chancellor and future President Friedrich Ebert declared that liberation from the constraints of the imperial era was imminent, alluding to the liberal values of the original German revolutionaries. However, as a defeated country, Germany had little control over its own fate, and despite predictions of a liberal, open international order by U.S. President Woodrow Wilson, the eventual peace treaties were very different. The Weimar Republic became synonymous with national humiliation and confinement, and its liberal and democratic socialist aspirations were ultimately overwhelmed by a domestic opposition which took the 'shame' of the Versailles Treaty as its basic reference point. As a result, the National Socialists were the ultimate beneficiaries of Weimar's recurrent crises, but Hitler's (and the Nazi's) rise to power was neither straightforward or inevitable.

Paul Friedrich August Renner was born on August 9, 1878 to a theologian father in what used to be the kingdom of Prussia, Wernigerode. Renner's father raised his five sons alone after the death of his wife early in Paul's life. Renner survived a strict upbringing, gaining a very German sense of leadership, of duty and responsibility. He was suspicious of abstract art and disliked many forms of modern culture, such as jazz, cinema, and dancing. But equally, he admired the functionalist strain in modernism. He would later reflect on his childhood, stating that his strict Christian home forced a lack of tolerance and gave no harbor to creative ideas.



The Nazi party grew out of smaller political groups with a nationalist orientation that formed in the last years of World War I. In the early months of 1918, a party called the *Freier Ausschuss für einen deutschen Arbeiterfrieden* (Free Committee for a German Workers' Peace) was created in Bremen, Germany. On March 7, 1918, Anton Drexler, an avid German nationalist, formed a branch of this league in Munich called the Committee of Independent Workmen.

Drexler was a local locksmith in Munich who had been a member of the militarist Fatherland Party during World War I, and was bitterly opposed to the armistice of November 1918 and to the revolutionary upheavals that followed in its wake. Drexler followed the typical views of militant nationalists of the day, but he also accused international capitalism of being a Jewish-dominated movement and denounced capitalists for war profiteering in World War I.



Above: Anton Drexler helped to form the original German Worker's Party, which would precede the Nazi Party.

Below: An image of an early 1900's Gymnasium in Germany, similar to the one Renner may have attended.



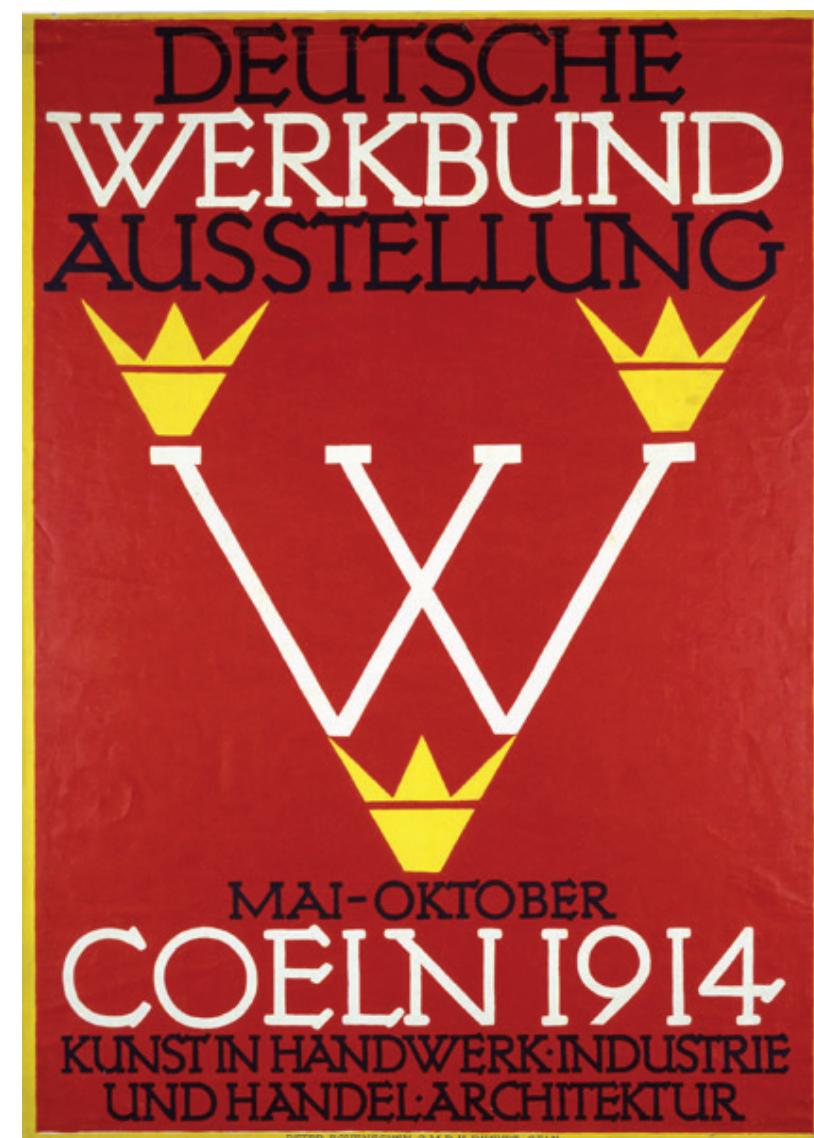
Renner attended a Gymnasium, a secondary school where one studied the humanities. Nine years of studying Greek and Latin provided students with a ticket to higher education. Renner chose to study art after the Gymnasium, attending several academies where he studied painting and architecture, culminating in his final year of schooling in 1900. He valued his education but felt that upon entering the real world he lacked any ideals and lived in an "artificial world".

Renner began his career as a commissioned artist, painting landscapes for various organizations. Though trained as an artist, he realized his

desire to bring industry and art together to create visually appealing products, and chose to produce things that had a particular use. After meeting and eventually marrying his wife Annie, Renner became a father in 1907, forcing him to take a job with a steady income to support his family.

He found work at the Munich Publishing Trade as a book designer, designing book spines and covers. Renner was able to use what he had learned as a painter in his book illustration, aspiring to find the

Right: The Deutscher Werkbund became an important event in the development of modern architecture and industrial design, particularly in the later creation of the Bauhaus.





Above: The Bauhaus in Dessau, Germany, existed from 1925 to 1932.

companies in global markets. The *Werkbund* was less an artistic movement than a state-sponsored effort to integrate traditional crafts and industrial mass-production techniques, to put Germany on a competitive footing with England and the United States. Its motto *Vom Sofakissen zum Städtebau* (from sofa cushions to city-building) indicates its range of interest.

Due to the industrialization of Germany, a huge debate over technology swept over the country, and Renner's originally conservative views eventually shifted to advocate for technology. He would lead many debates arguing his belief that a union of art and industry should be formed to benefit each party. While Renner

was skeptical of abstract art and many elements of his culture (including dancing, jazz or cinema) he was a firm believer in the functionality of modernism.

A tension between tradition and modernity was integral to two twentieth-century debates in German design. The first was the question of style in typography; German-speaking countries were unique in still using Gothic letterforms during the first half of the twentieth century. Gothic type became enmeshed in nostalgic notions of German culture during the protracted conservative reaction

Humboldfraktur: Victor jagt zwölf Boxkämpfer quer über den Sylter Deich. 1234567890

Above: Humboldfraktur was a Fraktur typeface designed by Hiero Rhode in 1938. Gothic lettering was the subject of large debate in Germany in the early 20th century.



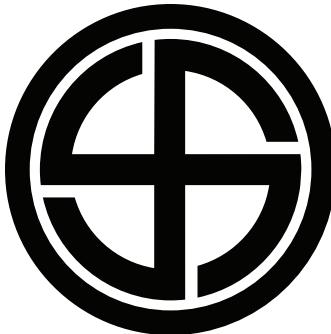
Above: The Bauhaus school of design was one that advocated for the fusion of art and technology.

During this period Renner attempted to resolve a style that suited Germany in the 1920s. At this time in central Europe, technology had begun to transform the media of entertainment and communication: cinema, public radio broadcasting, and sound recording were in their first phases of development; Logie Baird would demonstrate the first television in 1926. It seemed that science had begun to conquer the darkest corners of life.

Renner too felt the progressive urges of his time: he observed that the discovery of the powered press, railway, and electric news transmission

Drexler saw the situation of political violence and instability in Germany as the result of the new Weimar Republic being out-of-touch with the masses, especially the lower classes. Drexler emphasized the need for a synthesis of *völkisch* nationalism, a strong central government movement, with economic socialism in order that a popular, centrist nationalist-oriented workers movement might be created that could challenge the rise of Communism, as well as the internationalist left and right in general.

On January 5, 1919, Drexler created a new political party based on the political principles that he endorsed by combining his Committee of Independent Workmen with a similar group, The Political Worker's Circle, led by newspaper reporter Karl Harrer. Drexler proposed that the party be named the German Socialist Worker's Party, but Harrer objected to using the term "socialist" in the name; the issue was settled by removing the term from the name, and it was agreed that the party be named the German Workers' Party.



Above: The sunwheel-like swastika used by the Thule Society and the German Workers' Party.

To ease concerns among potential middle-class nationalist supporters, Drexler made clear that unlike Marxists, the party supported middle-class citizens, and that the party's socialist policy was meant to give social welfare to German citizens deemed part of the Aryan race. They became one of many *völkisch* movements that existed in Germany at the time. Like other *völkisch* groups, the DAP advocated the belief that through profit-sharing instead of socialization Germany should become a unified "national community" (*Volksgemeinschaft*) rather than a society divided along class and party lines. This ideology was explicitly anti-Semitic as it declared that the "national community" must be *judenfrei* ("free of Jews"). As early as 1920, the party was raising money by selling a tobacco called Anti-Semitic.

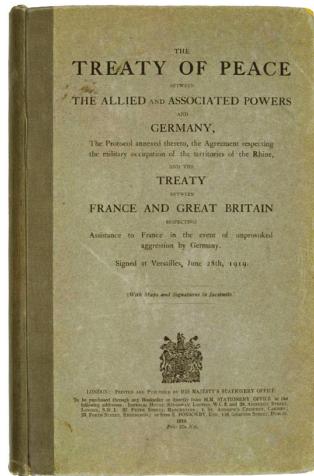
From the outset, the DAP was opposed to non-nationalist political movements, especially on the left, including the Social Democratic Party of Germany (SPD) and the newly formed Communist Party of Germany (KPD). Members of the DAP saw themselves as fighting against "Bolshevism" and anyone considered to be part of or aiding so-called "international Jewry". The DAP was also deeply opposed to the Versailles Treaty.

Opposite: Germany during the Weimar Republic. The regions in color represent territories within the Reich. The red dotted line indicates the borders of German control before the Versailles Treaty. The black dotted line indicates the eastern border of the demilitarized zone.

The German Reich
Weimar Republic / Third Reich
1919 - 1937



Right: The unpopularity of the Versailles Treaty in Germany was a catalyst for the formation of many right-wing political groups, including the DAP.



The DAP did not attempt to make itself public, and meetings were kept in relative secrecy, with public speakers discussing what they thought of Germany's present state of affairs, or writing to like-minded societies in Northern Germany.

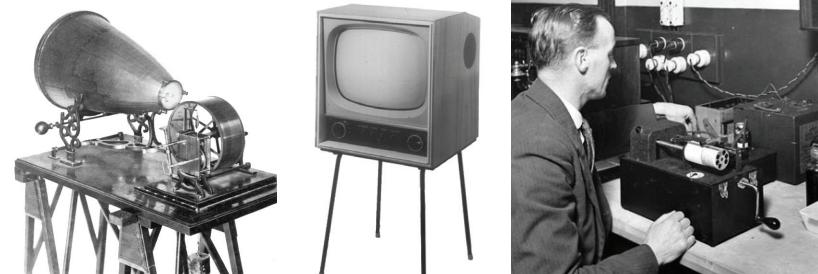
The DAP was a comparatively small group with fewer than 60 members. Nevertheless, it attracted the attention of the German authorities, who were suspicious of any organization that appeared to have subversive tendencies. A young corporal, Adolf Hitler, stationed in Munich, was sent by Captain Mayr, head of press and propaganda in the Bavarian section of the army to investigate the DAP. While attending a party meeting on September 12, 1919, where Gottfried Feder was speaking on 'How and by what means is capitalism to be eliminated?', Hitler got involved in a heated political argument with a visitor who questioned the soundness of Feder's arguments and who proposed that Bavaria should break away from Prussia and

had encouraged the creation of "a public forum for our political-social life unforeseen in any utopian novel; not a public sphere operating from eye to eye, or mouth to ear, but in a spiritual dimension overspilling every temporal and spatial barrier." However, Renner was reluctant to forget all the old values of the humanist culture in which he had grown up in.

Renner had assisted in reviving the bibliophile culture that he had known before the First World War with his work on editions for Georg Müller Verlag in 1924. However, the wealth of the book-buying middle class had been eroded by war and inflation.

The New Typography of the 1920s and 1930s was not hampered much by the book crisis, because it defined itself mostly outside the field of book production. The new breed of artist-typographers, who had progressed into graphic design from painting, set a new agenda for typography, both in

Below: Technology in the early 1920's, including sound recording, television, and radio, shaped concepts of communication and style.



found a new South German nation with Austria. In vehemently attacking the man's arguments he made an impression on the other party members with his oratory skills and, according to Hitler, the "professor" left the hall acknowledging unequivocal defeat. According to August Kubizek, Drexler was so impressed that he whispered to a neighbor, "My he's got a gift of the gab. We could use him." He was invited to join, and after some deliberation, chose to accept. Among the party's earlier members were Ernst Röhm of the Army's District Command VII; well-to-do journalist Dietrich Eckart; student at the University of Munich and later deputy of the party Rudolf Hess; *Freikorps* soldier Hans Frank; and Alfred Rosenberg, often credited as the philosopher of the movement. All of the above were later prominent in the Nazi regime.

Hitler became the DAP's 55th member and received the number 555, as the DAP added '500' to every member's number to exaggerate the party's strength. He later claimed to be the seventh party member (he was in fact the seventh executive member of the party's central committee; he would later wear the Golden

Party Badge number one). Hitler's first speech was held in the *Hofbräukeller*, where he spoke in front of a hundred and eleven people as the second speaker of the evening. He later declared that this was when he realized he could really "make a good speech". At first Hitler only spoke to relatively small groups on behalf of the party, however in early 1920 he took over the propaganda work for the Party and began to take a

Right: Adolf Hitler began his political career as a member of the German Worker's Party.



more prominent role in its organization; consequently, his public speaking began to attract larger audiences. Hitler began to make the party much more public, and he organized the party's biggest meeting yet of two thousand people, for February 24, 1920 in the *Staatliches Hofbräuhaus* in München. Such was the significance of this particular move in publicity that Harrer resigned from the party in disagreement. It was in this speech that Hitler, for the first time, enunciated the twenty-five points of the German Worker's Party's manifesto that had been drawn up by Drexler, Feder, and Hitler. Through these points he gave the organization a much bolder stratagem with a clear foreign policy (abrogation of Versailles, a Greater Germany, Eastern expansion, exclusion of Jews from citizenship), and among his specific points were: confiscation of war profits, abolition of unearned incomes, the State to share profits of land, and land for national needs



Above: Adolf Hitler's German Worker's Party membership card. He was the party's 55th member.

their writings and in the kind of work they did. Outside the confines of traditional book typography, they could use photography and the forms of New Typography to create dynamic, painterly compositions related to abstract art. Although the phrase "New Typography" was first used by László Moholy-Nagy in the catalogue of the seminal Bauhaus exhibition in 1923, the principal theoretician of the New Typography was Jan Tschichold.

In the 1920s and 1930s, the so-called New Typography movement brought graphics and information design to the forefront of the

artistic avant-garde in Central Europe. Rejecting traditional arrangement of type in symmetrical columns, modernist designers organized the printed page or poster as a blank field in which blocks of type and illustration (frequently photomontage) could be arranged in harmonious, strikingly asymmetrical compositions.

Opposite: Jan Tschichold's *Die neue Typographie* (1928) is regarded as one of the most important statements of modern typographical design.

THE FIRST ENGLISH TRANSLATION OF THE REVOLUTIONARY 1928 DOCUMENT

TRANSLATED FROM THE GERMAN BY RUARI McLEAN

INTRODUCTION BY ROBIN KINROSS

WITH A NEW FOREWORD BY RICHARD HENDEL

JAN TSCHICHOLD THE NEW TYPOGRAPHY

to be taken away without compensation. In general, the manifesto was anti-Semitic, anti-capitalist, anti-democratic, anti-Marxist, and anti-liberal.

On February 24, 1920, the party also added "National Socialist" to its official name in order to appeal to both nationalists and socialists, becoming the National Socialist German Workers' Party (NSDAP) (or Nazis for short), although Hitler earlier suggested the party to be renamed the "Social Revolutionary Party"; it was Rudolf Jung who persuaded Hitler to follow the NSDAP naming. Hitler quickly became the party's most active orator, and he appeared in public as a speaker thirty-one times within the first year after his self-discovery. Hitler always spoke about the same subjects: The Treaty of Versailles and the Jewish question.

This deliberate technique and effective publicizing of the party contributed significantly to his early success, about which a contemporary poster wrote 'Since Herr Hitler is a brilliant speaker, we can hold out the prospect of an extremely exciting evening'. Over the following months, the DAP continued to attract new members, while remaining too small to have any real significance in German politics. By the end of 1920, the party numbered three thousand, many of whom Hitler and Röhm had brought into the party personally, or whom Hitler's oratory had been their reason for joining.

Hitler discovered that he had talent as an orator, and his ability to draw new members, combined with his characteristic ruthlessness, soon made him the dominant figure. Drexler recognized this, and Hitler became party chairman on July 28 1921. When the party had been established, it consisted of a leadership board elected by the members, which in turn elected a chairman. Hitler scrapped this arrangement and acquired the title *Führer* ("leader") and, after a series of internal conflicts, it was accepted that the party would be governed by the *Führerprinzip* ("leader principle"). Hitler became the sole leader of the party, and he alone decided its policies and strategy. Hitler at this time saw the party as a revolutionary organization, whose aim was the violent overthrow of the Weimar Republic, which he saw as controlled by the socialists, Jews and the "November criminals" who had betrayed the German soldiers in 1918. The SA (otherwise known as "storm troopers") were founded as a party militia in 1921, and began violent attacks on other parties.

Unlike Drexler and other party members, Hitler was less interested in the "socialist" aspect of "national socialism" beyond moving Social Welfare administration from the Church to the State. Himself of provincial lower-middle-class origins, he disliked the mass working class of the big cities, and had no sympathy with the notions of attacking private property or the business class (which some early Nazis such as the

Right: An 18K gold NSDAP badge worn by party members.



Below: An example of a pamphlet which would form the official literature of the Party.



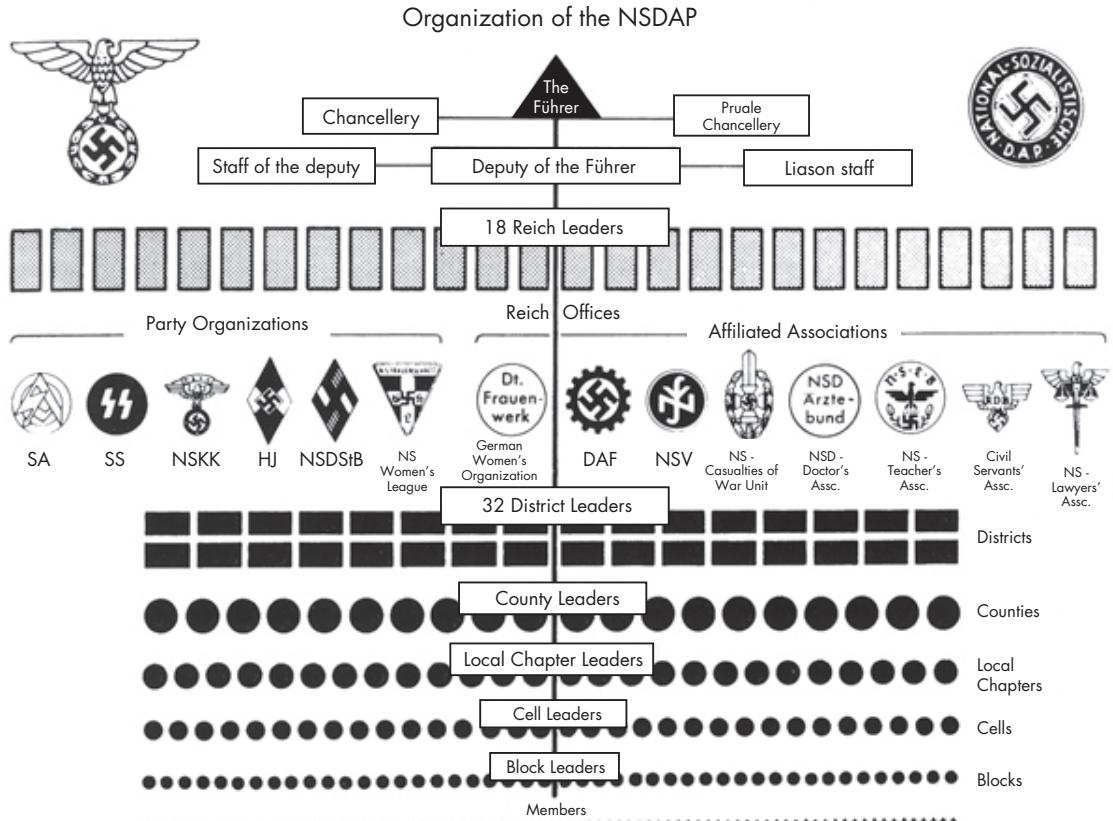
Opposite: It was Hitler's oratory skills that led to many people joining the National Socialist German Worker's Party (NSDAP).

The Programme of the NSDAP

The National Socialist German Workers' Party and its General Conceptions

by Gottfried Feder





SA = Storm Detachment
SS = Security Police
NSKK = National Socialist Motor Corps
HJ = Hitler Youth

Above: The organizational structure under Adolf Hitler's sole leadership.

SANSDSB = Union of German National Socialist Students
DAF = German Labor Front
NSV = People's Welfare Organization

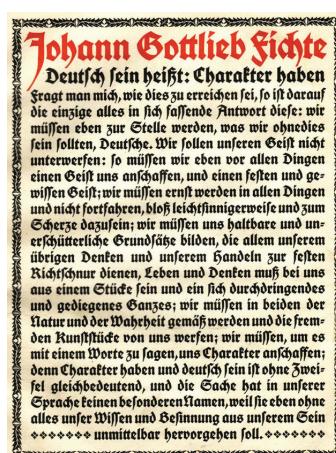
Strasser brothers espoused). For Hitler the twin goals of the party were always German nationalist expansionism and Anti-Semitism. These two goals were fused in his mind by his belief that Germany's external enemies – Britain, France and the Soviet Union – were controlled by the Jews, and that Germany's future wars of national expansion would necessarily entail a war against the Jews. For Hitler and his principal lieutenants, national and racial issues were always dominant. This was symbolized by the adoption as the party emblem of the swastika or *Hakenkreuz*, at the time widely used in the western world. In German nationalist circles, the swastika was considered a symbol of an "Aryan race". The Swastika symbolized the replacement of the Christian Cross with allegiance to a National Socialist State.

During 1921 and 1922, the Nazi Party grew significantly, partly through Hitler's oratorical skills, partly through the SA's appeal to unemployed young men, and partly



Above: The DAP adopted the Swastika as their official emblem, given its strong symbolism with a number of Nazi ideals.

Taking his lead from currents in Soviet Russia and at the Weimar Bauhaus, the designer Jan Tschichold codified the movement with accessible guidelines in his landmark book *Die Neue Typographie* (1928).



Above: Scan of Klingspor specimen book page for the Deutsche Schrift.

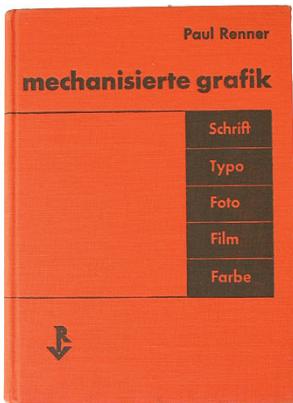
was redefining its role on the world stage; consequently, there was also a domestic struggle to define the German cultural identity, of which many believed *Deutsche Schrift* to be an integral part.

In the year 1913, Renner oversaw the publication of 287 new additions at the Munich Publishing Trade, and became known as a man of constant work, never wasting a moment. A family member once said of Renner's work ethic: "a day when he did nothing, at least read nothing serious,

because there was a backlash against socialist and liberal politics in Bavaria as Germany's economic problems deepened and the weakness of the Weimar regime became apparent. The party recruited former World War I soldiers, to whom Hitler as a decorated frontline veteran could particularly appeal, as well as small businessmen and disaffected former members of rival parties. Nazi rallies were often held in beer halls, where downtrodden men could get free beer. The Hitler Youth was formed for the children of party members, although it remained small until the late 1920s. The party also formed groups in other parts of Germany. Julius Streicher in Nuremberg was an early recruit, and became editor of the racist magazine *Der Stürmer*. Others to join the party around this time



Left: The emblem of the Hitler Youth, a paramilitary organization of the Nazi Party meant for males aged 10-18.



16 *Above: Mechanisierte Grafik was just one of the several books that Renner published in his career on design.*

Nick Braica
was for him a day sadly lost." He developed a new set of standards for quality book design and became well known for his innovations in the industry, while also authoring several books on his principals of design.

As a transitional force, Renner sought to fuse the old Gothic typefaces with the new modern roman typefaces. It was between 1924 and 1926 that Renner invented the typeface Futura, which became a popular choice for text and display composition. Even today, advertising typographers often use the combination of Futura Light/Book and Futura Extra Bold because of the design's stylish elegance and commanding visual power. Renner

sought to remove the "national dress" of Germany with the introduction of his new typeface, aiming to find a balance between lowercase and capitals. It is based on geometric shapes that became representative visual elements of the Bauhaus design style of 1919-1933. The Bauer Foundry released the Futura font in 1927, originally released in six weights, a condensed version in three weights, and an Inline.

The typeface Futura is an exemplar of its time and certainly the most commercially successful German type design of its era. Paul Renner



began the design in 1924 and submitted it to the Bauer type foundry of Frankfurt-am-Main in 1925. Futura has remained in continuous production since its release in 1927; revisions, updates, and elaboration of the Futura 'family' continued into the early 1970's. Comparing Renner's initial conception with both the 1927 original foundry character set and the reduced set of 1933 provides an opportunity to investigate the forces leading to the invention of new visual norms and the cultural systems that constrain them.

Social, technological, and economic shifts are paralleled by changes in the forms of visual expression. Two

Left: The distinctively geometric uppercase 'M' of Renner's famous typeface *Futura*.

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y
Z Á Å É Í Ó
Ø a b c d e f
g h i j k l m n
o p q r s t u v
w x y z à å é
í õ ø & 1 2 3
4 5 6 7 8 9 0
(\$ £ . , ! ?)

were WW I flying ace Hermann Göring and Heinrich Himmler. In December 1920 the party acquired a newspaper, the *Völkischer Beobachter*, of which NSDAP ideological chief Alfred Rosenberg became editor.

In 1922, a party with remarkably similar policies and objectives came into power in Italy, the National Fascist Party under the leadership of the charismatic Benito Mussolini. The Fascists, like the Nazis, promoted a national rebirth of their country; opposed communism and liberalism; appealed to the working-class; opposed the Treaty of Versailles; and advocated the territorial expansion of their country. The Italian Fascists used a straight-armed Roman salute and wore black-shirted uniforms. Mussolini and the Fascists inspired Hitler, and he borrowed their use of the straight-armed salute as a Nazi salute. When the Fascists came to power in 1922 in Italy through their coup attempt called the "March on Rome", Hitler began planning his own coup which would materialize one year later.



Above: Heinrich Himmler, who joined the Nazi party in the early 1920's, would serve a large role in Hitler's plans, becoming the Reichsführer of the Schutzstaffel (SS).



Above: The commemorative plaque left on the Moon in July 1969 features text set in Futura.

futura

in zeichnung und schrift gleich vollkommen, besteht vor der strengsten kritik. der typograph lässt sich nicht mehr durch schlagwörter verleiten. seine augen sind geschärft, und mit den künstern der gegenwart teilt er den sinn für reine, große form der knappen, ehrlichen gestaltung zuliebe verzichtete gerne auf jeden dekor. er sucht nach einer schrift von zuchtvoller schönheit, die dem gedanken des typendrucks vollkommenen und reinen ausdruck verleiht. unsere zeit will hochleistungen rücksichtlos verwarf sie alle mittelmäßige. sie will eine bessere schrift. schriftkunst und schriftechnik haben ihr bestes getan. die exakten, edlen formen der futura sind in gewissenhafter arbeit so voll kommen durchgebildet, daß die reinheit der schlichten linie allen überzeugt. die aufgabe war schwer, aber sie wurde gelöst. der typograph verfügt jetzt über eine schrift, die der besten kunst unserer zeit ebenbürtig ist.

Opposite: From the Bauer 1927 brochure introducing Futura. The Bauer foundry in Germany produced a more abstract version for Europe than the Futura that they introduced in America. First marketed between 1927-1930.

and new forms of the arrangement of writing in post-World War I Europe clearly indicates an attempt to respond to and control immense pressures in a society torn apart by a cataclysm of the first magnitude and sheds light on the cultural, technological, commercial, social, and political aspects of the period between the two world wars.

Futura began as a German typeface. Renner's initial concept for *die Schrift unserer Zeit* ("the type of our [his] time") was similar to the work of the early nineteenth-century Berlin printer, type designer, and typefounder Johann Friedrich Unger.



Below: Announcement for Renner's Futura 1930. The photomontage was a new graphic form at the time. All photomontage was simple cut and paste.



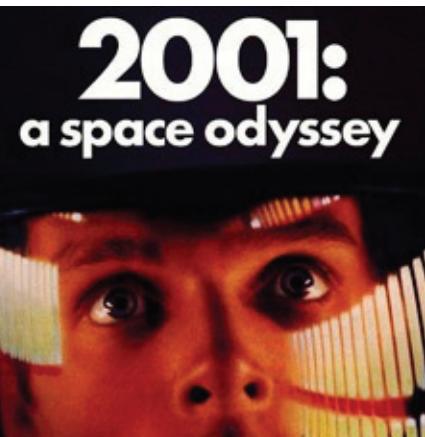
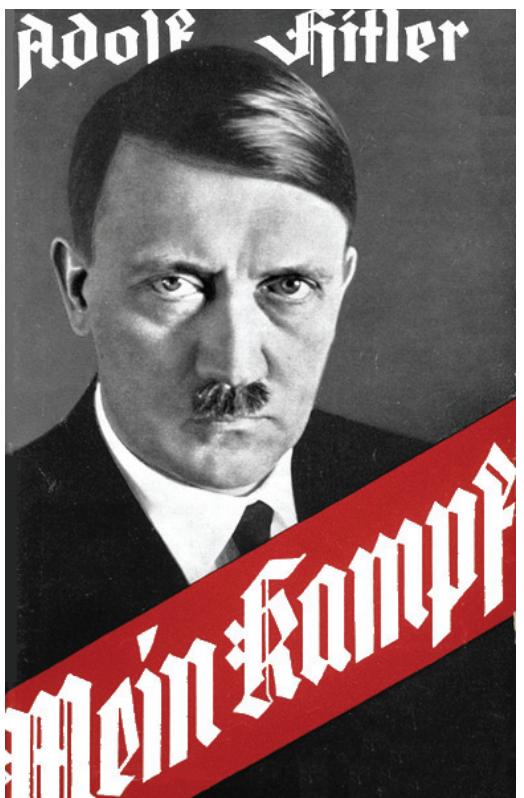
Above: The traditional Nazi salute, used as a greeting in Nazi Germany.

In January 1923 France occupied the Ruhr industrial region as a result of Germany's failure to meet its reparations payments. This led to economic chaos, the resignation of Wilhelm Cuno's government, and an attempt by the German Communist Party (KPD) to stage a revolution. The reaction to these events was an upsurge of nationalist sentiment. Nazi Party membership grew sharply, to about 20,000. By November, Hitler had decided that the time was right for an attempt to seize power in Munich, in the hope that the *Reichswehr* (the post-war German army) would mutiny against the Berlin government and join his revolt.

On the night of November 8, the Nazis used a patriotic rally in a Munich beer hall to launch an attempted *putsch* (coup d'état). This so-called Beer Hall Putsch attempt failed almost at once when the local *Reichswehr* commanders refused to support it. On the

morning of November 9 the Nazis staged a march of about 2,000 supporters through Munich in an attempt to rally support. Troops opened fire, and 16 Nazis were killed. Hitler, Ludendorff and a number of others were arrested, and were tried for treason in March 1924, though Hitler and his associates were given very lenient prison sentences. While Hitler was in prison, he wrote his semi-autobiographical political manifesto *Mein Kampf* ("My Struggle").

The Nazi Party was banned, though with support of the nationalist Völkisch-Social Bloc, continued to operate under the name of the "German Party" (*Deutsche Partei*) from 1924 to 1925. The Nazis failed to remain unified in the German Party, as in the north, the right-wing *Volkish* nationalist supporters moved to the new German *Völkisch* Freedom Party, leaving the North's left-wing Nazi members, such as Joseph Goebbels retaining support for the party.



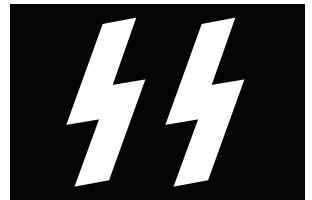
Opposite: Futura is still a very popular typeface today, used in many corporate logos, commercial products, films, and advertisements.

to apply an aesthetically informed geometric structure compatible with mechanized type matrix production to what he regarded as the essential forms of European scripts. For a period of Futura's development, those forms included both German and Latin features. Ultimately, Futura achieved success outside of Germany by taking on more roman characteristics and abandoning its "German" forms. Renner's application of a formalist aesthetic to the design of anationalist letterforms separates him from both the German functionalist and English historicist schools prevalent in 1920s Europe. Further, he sought to incorporate German typographic requirements

and recognition of Northern European typographic traditions within a new, machine based, pan-European letterform.

While Renner was never directly affiliated with the Bauhaus movement, in the early 1920s he became an advocate of its aims and principles and became a leading proponent of the "New Typography" classified as Geometrical Modernism, with Futura as its cornerstone. 'Form follows function' became the key words and careful reasoning constrained all the character shapes to their utmost functional simplicity.

Adolf Hitler was released in December 1924. In the following year he re-founded and reorganized the Nazi Party, naming himself its undisputed Leader. The new Nazi Party was no longer a paramilitary organization, and disavowed any intention of taking power by force. In any case, the economic and political situation had stabilized and the extremist upsurge of 1923 had faded, so there was no prospect of further revolutionary endeavors. The Nazi Party of 1925 was divided into the *Korps der politischen Leiter* ("Leadership Corps"), appointed by Hitler, and the *Parteimitglieder* (general membership). The party and the SA were kept separate, and the legal aspect of the party's work was emphasized. The SA and the SS (founded in April 1925 as Hitler's bodyguard, commanded by Himmler) were described as "support groups", and all members of these groups had first to become regular party members. By the early 1930s, the senior leaders of the party after Hitler included Himmler, Goebbels and Göring. Beneath the Leadership Corps were the party's regional leaders, the *Gauleiters*, each of whom commanded the party in his *Gau* ("region").



Top left:
The insignia of the *Schutzstaffel* (SS), a paramilitary organization under the Nazi Party. The SS was responsible for many of the crimes against humanity during the Second World War.



Bottom left:
The insignia of the *Sturmabteilung* (SA), who were another paramilitary organization under the Nazi Party, and who preceded, in effect, the SS.



Left: The *Reichswehr* were Germany's armed forces from 1919 - 1935. It was because of their lack of support of Hitler and his coup d'état that led to its failure.



Below: Marienplatz in Munich during the Beer Hall Putsch. The coup d'état failed for the Nazi's, and resulted in the arrest of NSDAP leadership.



Above: Adolf Hitler inspects the *Leibstandarte SS Adolf Hitler* (his personal bodyguard unit) on arrival at Klagenfurt in April 1938. Heinrich Himmler is to Hitler's right.

There were 98 *Gaue* for Germany and an additional seven for Austria, the *Sudetenland* (in Czechoslovakia), Danzig and the Territory of the Saar Basin (then under French occupation). Joseph Goebbels began his ascent through the party hierarchy as *Gauleiter* of Berlin-Brandenburg in 1926. Streicher was *Gauleiter* of Franconia, where he published his anti-Semitic newspaper *Der Stürmer*.

The Nazis contested elections to the national parliament, the *Reichstag*, and to the state legislatures, the *Landtags*, from 1924, although at first with little success. Despite this lack of success, and despite Germany's relative political stability and prosperity during the later 1920s, the Nazi Party continued to grow. This was partly because Hitler, who had no administrative ability, left the party organization to the head of the secretariat, Philipp Bouhler, the party treasurer Franz Xaver Schwarz and business manager Max Amann. The party had a capable propaganda head in Gregor

Strasser, who was promoted to national organizational leader in January 1928. These men gave the party efficient recruitment and organizational structures. The party also owed its growth to the gradual fading away of competitor nationalist groups, such as the DNVP. As Hitler became the recognized head of the German nationalists, other groups declined, or were absorbed.

The party expanded in the 1920s beyond its Bavarian base. Catholic Bavaria maintained its right-wing ennui for a Catholic monarch; and Westphalia, along with working-class "Red Berlin", were always the Nazis' weakest areas electorally. The areas of strongest Nazi support were in rural Protestant areas such as Schleswig-Holstein, Mecklenburg, Pomerania and East Prussia. Depressed working-class areas such as Thuringia also gave a strong Nazi vote, while the workers of the Ruhr and Hamburg largely remained loyal to the SPD, the KPD, or the Catholic Centre Party.

Nuremberg remained a party stronghold, and the first Nuremberg Rally was held there in 1927. These rallies soon became massive displays of Nazi paramilitary power, and attracted many recruits. The Nazis' strongest appeal was to the lower middle-class – farmers, public servants, teachers, small businessmen – who had suffered most from the inflation of the 1920s, so who feared Bolshevism more than anything else. The small business class was receptive to Hitler's anti-Semitism, since they blamed Jewish big business for their economic problems. University students, disappointed at being too young to have served in World War I and attracted by the Nazis' radical rhetoric, also became a strong Nazi constituency. By 1929, the party had 130,000 members.

The Bauhaus occupies a place of its own in the history of 20th century culture, architecture, design, art and new media. One of the first schools of design, it brought together a number of the most outstanding contemporary architects and artists and was not only an innovative training centre but also a place of production and a focus of international debate. At a time when industrial society was in the grip of a crisis, the Bauhaus stood almost alone in asking how the modernisation process could be mastered by means of design.

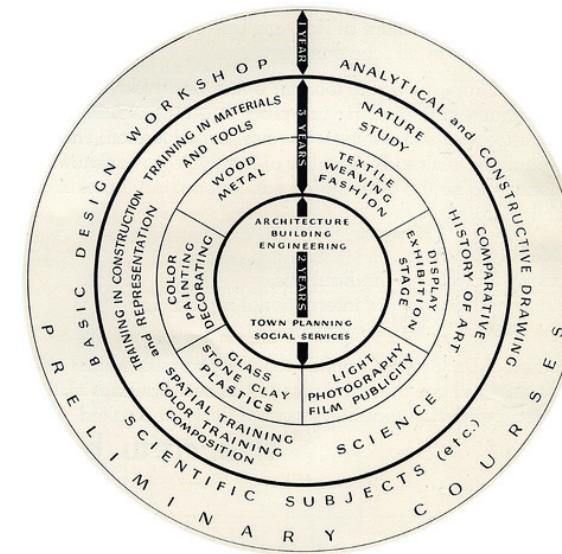
Founded in Weimar in 1919, the Bauhaus rallied masters and students who sought to reverse the split between art and production by returning to the crafts as the foundation of all artistic activity and developing designs for objects and spaces that were to form part of a more human future society. Following intense internal debate, in 1923 the Bauhaus turned its attention to industry under its founder and first director Walter Gropius (1883–1969). The major



Above: Walter Gropius was the founder and first director of the Bauhaus.

exhibition, which opened in 1923, reflecting the revised principle of art and technology as a new unity, spanned the full spectrum of Bauhaus work.

In 1924 funding for the Bauhaus was cut so drastically at the instigation of conservative forces that it had to seek a new home. The Bauhaus moved to Dessau at a time of rising economic fortunes, becoming the municipally funded School of Design. Almost all masters moved with it. Former students became junior masters in charge of the workshops. Famous works of art and architecture and influential designs were produced in Dessau in the years from 1926 to 1932.



Left: A chart of the principles of teaching at the Bauhaus.

Below: Nazi rallies were common during the party's rise, and became displays of the overt power of their paramilitary organizations.



Despite these strengths, the Nazi Party might never have come to power had it not been for the Great Depression and its effects on Germany. By 1930 the German economy was beset with mass unemployment and widespread business failures. The SPD and the KPD parties were bitterly divided and unable to formulate an effective solution: This gave the Nazis their opportunity, and Hitler's message, blaming the crisis on the Jewish financiers and the Bolsheviks, resonated with wide sections of the electorate. Hitler proved to be a highly effective campaigner, pioneering the use of radio and aircraft for this purpose. His dismissal of Strasser and appointment of Goebbels as the party's propaganda chief was a major factor. While Strasser had used his position to promote his own leftist version of national socialism, Goebbels was totally loyal to Hitler, and worked only to burnish Hitler's image.

The 1930 elections changed the German political landscape by weakening the traditional nationalist parties, the DVP and the DDP, leaving the Nazis as the chief alternative to the discredited SPD and the Zentrum, whose leader, Heinrich Brüning, headed a weak minority government. The inability of the democratic parties to form a united front, the self-imposed isolation of the KPD, and the continued decline of the economy, all played into Hitler's hands. He now came to be seen as de facto leader of the opposition.

During 1931 and into 1932, Germany's political crisis deepened. In March 1932 Hitler ran for President but polled fewer votes against the incumbent President Paul von Hindenburg. By now the SA had 400,000 members, and its running street battles with the SPD and KPD paramilitaries (who also fought each other) reduced some German cities to combat zones. Paradoxically, although the Nazis were among the



Above: Propaganda posters were a large part of the Nazi's political plan. The above poster lists the alleged sins of the Socialists and promises retribution in return for Hitler's vote.

Walter Gropius resigned as director on 1st April 1928 under the pressure of constant struggles for the Bauhaus survival. He was succeeded by the Swiss architect Hannes Meyer (1889–1954) whose work sought to shape a harmonious society. Cost-cutting industrial mass production was to make products affordable for the masses. Despite his successes, Hannes Meyer's Marxist convictions became a problem for the city council amidst the political turbulence of Germany in 1929, and the following year he was removed from his post.

Under Ludwig Mies van der Rohe (1886–1969) the Bauhaus developed from 1930 into a technical school of architecture with subsidiary art and workshop departments. After the Nazis became the biggest party in Dessau at the elections, the Bauhaus was forced to move in September 1932. It moved to Berlin but only lasted for a short time longer, as the Nazis would eventually shut the school down for their opposition of the Nazi agenda. The Bauhaus' dissipation created a wave of immigration to the United States, with artists leaving the controlling European grasp for America's capitalist ideals. One of the founders of the Bauhaus movement,

the Hungarian painter and designer László Moholy-Nagy, was one of the immigrants, who shortly after his arrival founded the Chicago Institute of Design based on the principles of the Bauhaus.

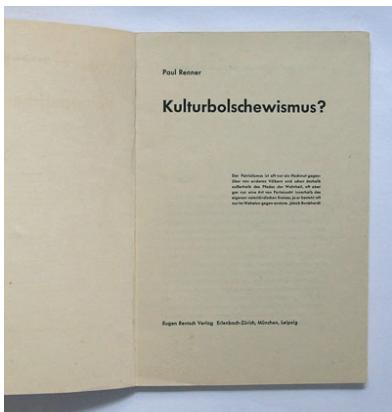
In 1926 Paul Renner became the principal of the Printing Trade School in Munich, in addition to being the co-founder and Director of the Master School for Germany's Printers (*Meisterschule Für Deutchlands Buchdrucker*). Renner published a booklet titled 'Kulturbolschewismus' in 1932, in which he criticized the Nazi's cultural policy. In 1933 with the consolidation of Hitler's powers



Left: The Chicago Institute of Design building, originally the New Bauhaus formed by László Moholy-Nagy.



Below: The title page of Renner's essay 'Kulturbolschewismus?'



Left: Renner's essay 'Kulturbolschewismus? (Culture Bolshevism?)' demasks the Nazi's campaign against modern art and architecture as false, racist, and dangerous. He was arrested and dismissed from his job by the Nazi's because of it.

main instigators of this disorder, part of Hitler's appeal to a frightened and demoralized middle class was his promise to restore law and order. Overt anti-Semitism was played down in official Nazi rhetoric, but was never far from the surface. Germans voted for Hitler primarily because of his promises to revive the economy (by unspecified means), to restore German greatness and overturn the Treaty of Versailles, and to save Germany from communism.

On July 20 1932, the Prussian government was ousted by a coup, and a few days later at the July 1932 Reichstag election the Nazis made another leap forward, polling 37.4% and becoming the largest party in the Reichstag

Right: Political poster for the November 1932 Reichstag election.



in Germany, the Nazis arrested and detained Renner (for only a few days) on the grounds that his views were intolerant and his work seen as Modern, which branded him as subversive. He was also dismissed from the school as an intellectual subversive, a 'Cultural Bolshevik'. Renner arranged for his friend and member of his staff, George Trump, to take over the directorial position to avoid an unpredictable external appointment by the Nazis.

In the year 1941 the Nazis changed their cultural policy and outlawed gothic letterforms, describing the script as "Schwabacher-Jewish letters" that infiltrated printing along with the Jewish ownership of printing businesses." Roman typefaces were determined to be the new standard to be used in all printing, beginning with publications with a foreign circulation. This sudden change emerged from the Nazi's realization that all of the territories that they occupied were using Roman type. To make Nazi communication understandable to all members of the new Reich, they needed a

by a wide margin. Furthermore, the Nazis and the KPD between them won 52% of the vote and a majority of seats. Since both parties opposed the established political system, and neither would join or support any ministry, this made the formation of a majority government impossible. The result was weak ministries governing by decree.

Chancellor Franz von Papen called another *Reichstag* election in November, hoping to find a way out of this impasse. The electoral result was the same, rendering this *Reichstag* no more workable than its predecessor. However, support for the Nazis fell to 33.1%, suggesting that the Nazi surge had passed its peak. The Nazis interpreted the result as a warning that they must seize power before their moment passed. Had



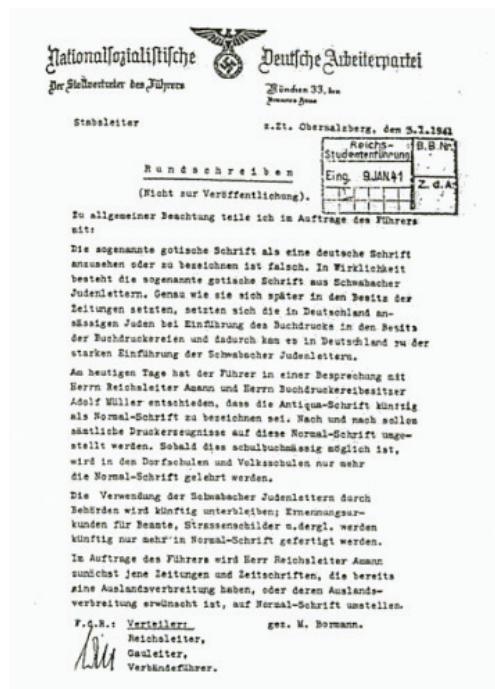
Opposite: Hitler giving speech to a large crowd in Berlin's Lustgarten in April 1932, during his campaign for the German Presidency.

the other parties united, this could have been prevented, but their shortsightedness made a united front impossible. Papen, his successor Kurt von Schleicher, and the nationalist press magnate Alfred Hugenberg spent December and January in political intrigues that eventually persuaded President Hindenburg it was safe to appoint Hitler Reich Chancellor at the head of a cabinet including only a minority of Nazi ministers—which he did on 30 January 1933. The votes that the Nazis received in the 1932 elections established the Nazi Party as the largest parliamentary faction of the Weimar Republic government. Adolf Hitler was appointed Chancellor of Germany on 30 January 1933.

The Reichstag fire on 27 February 1933, was Adolf Hitler's *raison d'état* for suppressing his political opponents. The following day, February 28, he persuaded Weimar Republic President Paul von Hindenburg to grant him, as German Chancellor, an



Above: It was 1932 when the Nazi party gained their upper hand in the German political scene, and Adolf Hitler took control of Germany.



more "international" form of printing. This new policy was directly converse to the Nazi's initial claim that gothic script was inherently German.

After being dismissed from the Printing Trade School, Renner worked mainly as a painter for the rest of his life, though he retired in 1945. Renner's final lasting work, though generally unknown, was the TOPIC typeface, designed in the years 1953 to 1955. The typeface is characterized by its alternate rounded characters on the "A", "E", "M", and "W". Shortly following the introduction of the TOPIC typeface Paul Renner died on April 25, 1956 at the age of 78.

Paul Renner used all that he knew to help shape himself and the culture through his writing, designing, and teaching. His constant desire for self-improvement and affinity for hard work made him a proponent for change. Despite great political and cultural opposition, Renner never backed down from his ideals. His Futura typeface remains to be one of the most lasting fonts ever designed, and his influence and work of his time has made Paul Renner one of the most remembered artists of the 20th century.

ABCDEFHIJKLMNOP
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ÕØÜabcdefghijklmn
opqrstuvwxyzàäéîõøü
&1234567890(\$£€.,!?)

Above: Paul Renner's TOPIC typeface, the final lasting work of his life.

emergency-powers decree suspending civil liberties and the governments of the German federal states. On 23 March, with an Enabling Act (four-year Presidential decree-law power circumventing the *Reichstag*), the *Reichstag* conferred dictatorial powers to Chancellor Adolf Hitler, who subsequently personally managed the political emergencies of the German State, by decree. Moreover, then possessing virtually absolute power, the Nazis established totalitarian control; they abolished labor unions and political parties; and imprisoned their political opponents, first at improvised camps, then in concentration camps. Nazism had been established, yet the *Reichswehr* remained impartial, and Nazi power over Germany remained virtual, not absolute.



Left: The flag flown during Nazi Germany.

Below: On March 23, 1933, the Weimar Republic Parliament gave absolute power of the German Reich to Adolf Hitler, ushering in the Nazi's total regime.



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Adobe Caslon Pro Italic

Futura Std Book is also used for the
folios and in the running shoulders,
as well as the Futura display on
page 17.

