For MOM
who gave me eyes
and for SUE AND SARAH
who keep them bright
One must demand of the writer that he actually pay attention to typeface. After all, his thoughts reach us by means of the eye and not the ears. Therefore expressive typographic plasticity ought by its optic action to produce the same effect as both the voice and gestures of an orator.

El Lissitzky, 1925
[Lissitzky-Küppers 1968, p. 357]

SOCRATES: I quite agree with you that words should as far as possible resemble things; but I fear that this dragging in of resemblance . . . is a kind of hunger, which has to be supplemented by the mechanical aid of convention with a view to correctness; for I believe that if we could always, or almost always, use expressions which are similar, and therefore appropriate, this would be the most perfect state of language; as the opposite is the most imperfect.

Plato, Cratylus, p. 100