

a helping picture language—will give support to international developments generally. An international language has to take into account international needs, and at the same time it has to be as simple as possible.

Every language is complex—even the simplest. Its store of words and its rules make it possible to put a statement into other words or one group of statements in the place of another. The words 'here' and 'now' may be used in talk, but in a book time and place are not common to the writer and the reader, so the book has to give the points of time and place in their relation to our general system of time and place. Statements are more or less clear-cut; the words used in business and talk are not as complete as they might be; when persons are face to face it is enough to give an idea of what is in one's mind if one's hearers are conscious what the question is. That is the same even with the language of science. The name of the book makes clear its range, and the range makes clear the sense of the words.

All this is true not only of our normal language, and the special instruments of

business and science, but, with special changes, of picture languages, as international instruments specially designed for education and advertisement. The 'words' and 'statements' of the picture language—signs and their order—are not the same in pictures in a book as they are in pictures on walls. A special organization is necessary to make clear certain relations between them with the smallest possible number of words. Such adjustments to special purposes have to be made in any language.

To be good at a language more is needed than a knowledge of the words and of the rules: the sense of a word and of a group of words is different under different conditions. It is an art to get the full effect from the words. In the same way it is an art to get the full effect from pictures. To make a picture is a more responsible work than to make a statement, because pictures make a greater effect and have a longer existence. Every ISOTYPE picture is like a part of a great picture book or encyclopaedia, because all of them have to go together. This is necessary even with the pictures for boys and girls. The word language of boys and girls is not a