














education in clear thought—because the use of statements without sense is forced upon us less by Basic than by the normal languages, which are full of words without sense (for science)—so the picture language is an education in clear thought—by reason of its limits.

EDUCATION BY THE EYE

Teaching through the eye is today becoming more and more important. Its development is going forward in a number of ways, and it is only a question of time before a complete system will be part of our general education. The general public is conscious of the need for education by the eye—the great number of pictures like ISOTYPE pictures in different countries (used, though they are, without relation to the system) are a sign of that.

Our experience is that the effect of pictures is frequently greater than the effect of words, specially at the first stage of getting new knowledge. The number of pictures which come before everybody's eyes in newspapers, in motion pictures, in the street advertisements, is getting greater and greater, and today it is most

Gewerbebetriebe im Deutschen Reich 1933

	 Betriebe	 Männl. Beschäftigte	 Weibl. Beschäftigte
 Bergbau usw	1 305	437 807	4 776
 Eisen- und Stahlgewinnung	1 458	473 570	7 657
 Herstellung v. Eisen Stahl- u. Metallwaren	155 833	492 694	92 952
 Elektrotechnische Industrie	27 551	183 992	63 198
 Chemische Industrie	7 699	182 443	63 986
 Papierindustrie	10 886	118 936	62 171
 Textilindustrie	67 579	385 840	460 991
 Holz- und Schnitzstoffgewerbe	214 640	555 179	52 638
 Kautschuk und Asbestindustrie	1 948	27 775	20 519
 Bekleidungs-gewerbe	535 266	528 264	517 037

PICTURE 4