

pictures is that facts are put before the mind in a simple, straightforward way and are kept in memory. A good teacher is conscious that only a certain amount of knowledge will be kept in mind. So he puts into his picture only what is necessary. He is of the opinion that a simple picture kept in the memory is better than any number of complex ones which have gone out of it.

Sometimes a comparison is made between education by pictures and business advertisement by pictures. This comparison has its limits. Every business advertisement is in competition with every other and necessarily has a tendency to put all other such pictures out of the memory of the onlooker. Attempts to get general advertisement units are against the purposes of advertisement and will never come to anything. Every advertisement has to be different from all others. Not so the teaching-pictures. One has to be like another so far as it gives the same details, and to be different from another only so far as the story it gives is different. All pictures are part of a unit: they are using the same language. Signs of the same language are put together in

harmony with the same rules. This is the reason why long experience and special training is needed for the process of putting the material given by science into teaching-pictures.

The man of science has to make clear-cut statements on which other clear-cut statements in different branches of science may be based. The picture-maker has to be guided by the rules of education through the eye and to make a *selection of material which will give a certain teaching effect*, but it is not his purpose to give a full account of all the facts. The outcome of this is that a number of experts in science are not supporters of this system, and are even of the opinion that it is a danger to the rules of their science. But the needs of education are of a different sort from those of science, and they have to be worked out by men with a special outlook and training.

Sometimes fact-pictures have to put details clearly before the eye. Which details to put in, which to keep out, is a hard question and one which is not to be answered generally but only in relation to special examples. We will say more about this later.