

If colours have to be given to the three stages of development of society—the earliest stage, the stage of a high development of handwork, the stage of machine work, they will be green for the first, blue for the second, red for the last. Green is wood, grass, field, young, early. Red is industry, machine, metal, warm, present, higher stage of development, worker. Blue is in the middle. The sign for a country is frequently a flag, or one of the colours of the flag. Great Britain is red, U.S.A. blue, Germany black, France blue, and so on.

PUTTING SIGNS TOGETHER

There is a sign for 'shoe' (a shoe), and there is a sign for a works (a building with a great smoke-outlet). By joining these two words to make the new word 'shoe-works' we get the word for a works in which shoes are produced. The picture of such a works in the ISOTYPE picture language is the building with the great smoke-outlet, with a shoe on it. If it is desired to say "shoes produced in a works (by machine)" and "shoes produced by handwork," the Basic language gives

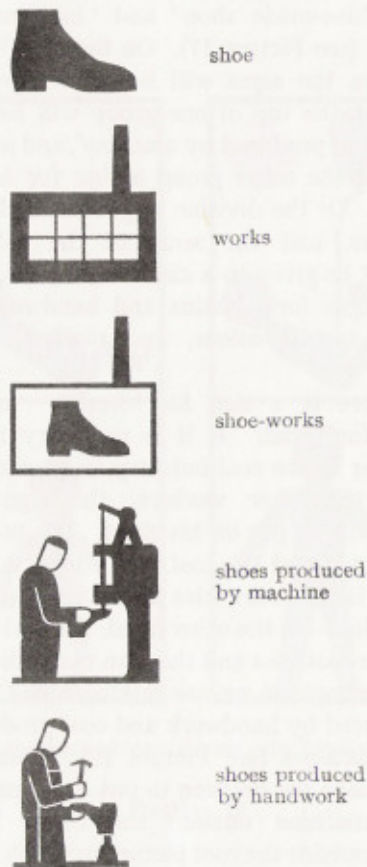


FIGURE 17