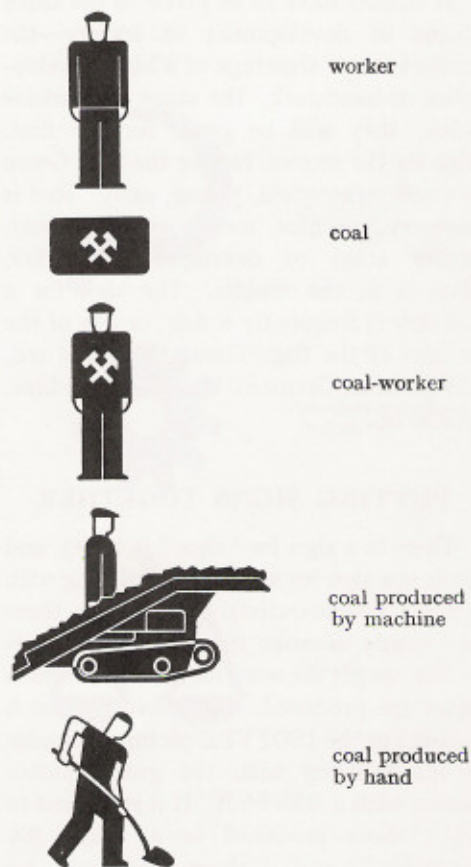


'machine-made shoe' and 'hand-made-shoe' (see Picture 17). On the ISOTYPE picture the signs will be in two groups and at the top of one group will be the sign for 'produced by machine', and at the top of the other group a sign for handwork. Or the division might be made by colours, and the sense of the colours would be given in a clear way by making the signs for machine and handwork in their special colour, and placing them well.

There is a sign for 'worker' and a sign for 'coal.' If it is necessary for a worker in the coal industry to be marked off from other workers, the sign for coal will be put on his chest. The man is the thing and the coal is his quality. The man is the root idea and the coal the addition. On the other hand, the coal may be the root idea and the man the addition, for example if we are talking about coal produced by handwork and coal produced by machines (see Picture 18). Then we will make the decision to put the man and the machine outside the coal. Such signs outside the root picture to which they are an addition are named 'guide-pictures.' 'Guide-pictures' are used for example in



PICTURE 18