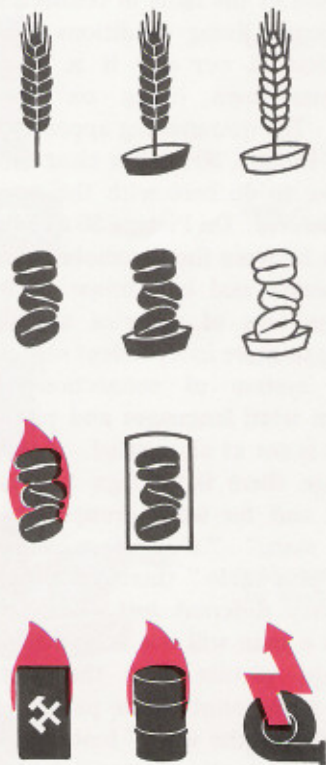


put into a picture. Another example is when the form of the leg is the key point of the picture. The baby with the straight legs is the healthy baby, the baby with the bent legs is the one who is ill (see Picture 19). 'Go to the medical man if your baby has Rachitis; he will give you help in making it healthy.'

The picture language has frequently to make different signs for things at rest and things in motion, for example: grain produced here for use here, grain going to other countries, grain coming from other countries. The three signs of the ISO-TYPE language are: grain by itself, grain on a small ship, grain on a small ship done in outline, not in full colours (see Picture 20).

If the sign 'coffee' is by itself, its sense is coffee and nothing more, but if the sign 'coffee' by itself is at the side of coffee on a ship, coffee in outline on a ship in outline, coffee with a flame, coffee with a line round it, these five signs are representative of: coffee produced here for use here, coffee produced here to be sent to other countries, coffee coming from other countries and used here, coffee for destruction, coffee in store (Picture 20). These are the divisions



Signs put together

PICTURE 20