

of the coffee business today. Picture 21 gives this story :

Most of the coffee is produced in South America, but a third part of it is for destruction. A very small part is for use in South America itself. The rest goes to other countries. Canada and the U.S.A. together are using as much as Europe and the Soviet Union together. The amount of coffee in store is almost as great as the produce of one year, but this year the store is getting a little smaller : certain amounts are being sent away (signs of stored coffee on a ship).

Flames are not at all times the sign for destruction. Coal with a flame is coal used, or heat produced by coal, in comparison with heat produced by oil and working power produced from water power (Picture 20). Such changes are the same as with certain words in the word language : the spring of a watch is not the same as the spring which comes after the winter.

Ships used with other signs make the statement only that things are moved, and do not say anything about the direction in which they go. If the direction itself is important, or if the starting-point and the end-point have to be noted, this direction

