

SOME VIEWS ON ISOTYPE

Dr. H. von Bracken, when he was teacher of psychology in a German high-school, made tests with the ISOTYPE book "GESELLSCHAFT UND WIRTSCHAFT," with the help of a young university man. He made the discovery that two and a half times as much is kept in the memory with the help of ISOTYPE pictures as when other pictures are used.

Dr. Göransson, chief of the Statistics Office in Göteborg, Sweden, after having made a journey to get new inventions and wider experience for his work: "The most interesting developments in the art of making picture statistics are to be seen at the GESELLSCHAFTS- UND WIRTSCHAFTSMUSEUM IN WIEN. Its system is giving us a completely new way of putting before the general public statistics, and specially the science of relations."

Willy Haas, a judge of books ("Literarische Welt," 12. 12. 1930): The greatest surprise for me this year was possibly the "bildstatistische Elementarwerk des GESELLSCHAFTS- UND

WIRTSCHAFTSMUSEUMS IN WIEN" with the name "GESELLSCHAFT UND WIRTSCHAFT." There is a secret in it. These Viennese had a feeling for the connections between play and learning. How does a man get knowledge? Nobody is able to say. A baby gets twenty times more knowledge in his first five years than a normal person from 30 to 80. Probably the only way of learning is through play. That is to say, at the base of every learning process there is some sort of playing with a thing, a regular but at all times elastic, free operation with a thing—this carefree behaviour does not come naturally in later years, and that is what makes learning so slow and hard then.

I first got an idea of how strange the mind's operations are in learning when I took the old Basedow in my hands. It made me say to myself straight away: Yes, that certainly is a good way to put before young persons the facts as they are, so that they will get them into their heads. There is enough free invention in it and enough fixed system; it is so pleasing and so serious, giving desire for knowledge and knowledge itself, that one does not take one's eyes off it before