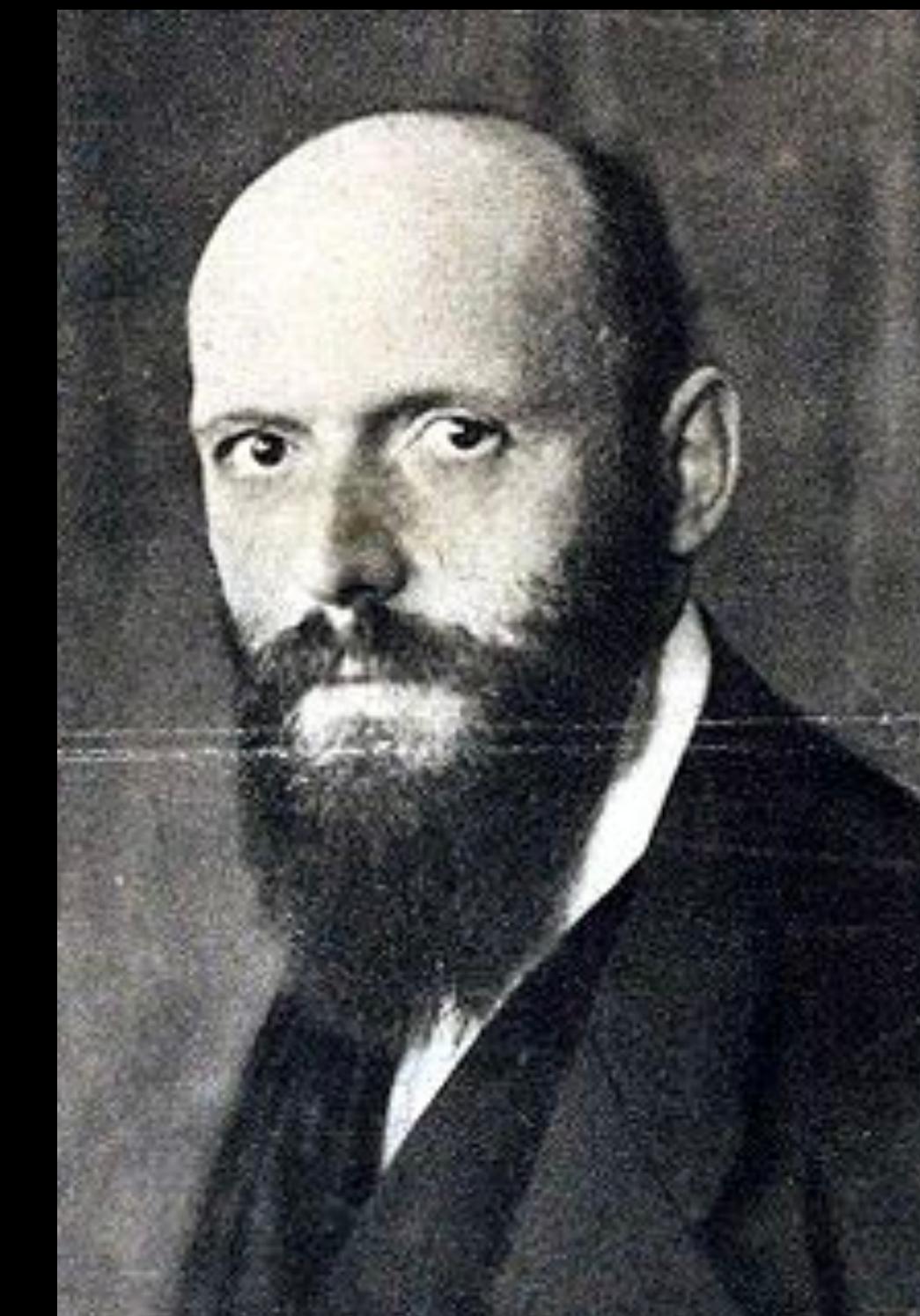


**Otto Neurath**

**Otto Neurath**



**1882: Born, Vienna**

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**Gertrud  
Kaempffert**

**Wilhelm  
Neurath**

**Otto Neurath**

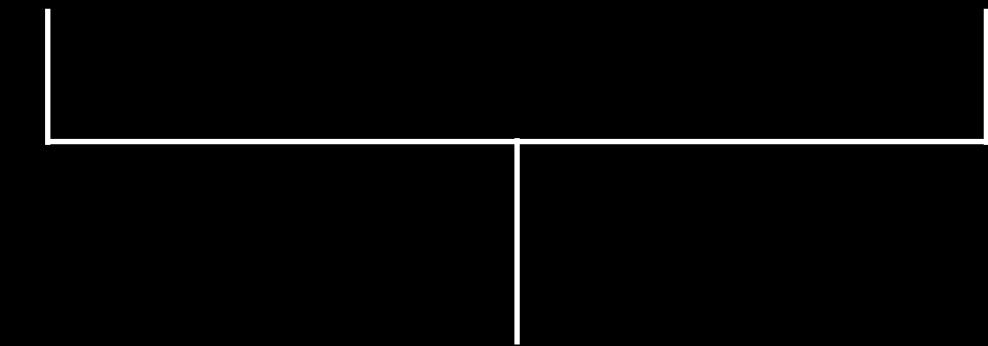
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Social reformer**

**Gertrud  
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**1919: head of Central Planning Office by Bavarian socialist government**

**Director of Museum of City Planning, Vienna**



**Marie Neurath**



I  
S  
O  
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Y  
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E

**I**nternational  
**S**ystem  
**O**f  
**T**  
**y**pographic  
**P**icture  
**E**ducation

**“picture esperanto”**

**“debabelization”**

# INTERNATIONAL PICTURE LANGUAGE

OTTO NEURATH

NET **3/6** NET

PSYCHE MINIATURES  
GENERAL SERIES

KEGAN PAUL

## ISOTYPE AS A HELPING LANGUAGE

In the Far East we see *one* language for writing, but a great number of languages for talking. We have made *one* international picture language (as a helping language) into which statements may be put from all the normal languages of the earth. We have given it the name 'ISOTYPE.'

A picture language of this sort is frequently very important and of great use. A man coming into a strange country without a knowledge of the language is uncertain where to get his ticket at the station or the harbour, where to put his boxes (see Picture 1), how to make use of the telephone in the telephone box (see Picture 2), where to go in the post office (see Picture 3). But if he sees pictures by the side of the strange words, they will put him on the right way. Signs might give the same sort of help in 'statistics' (making comparisons between amounts). The books of this science are full of numbers

## ISOTYPE AS A HELPING LANGUAGE

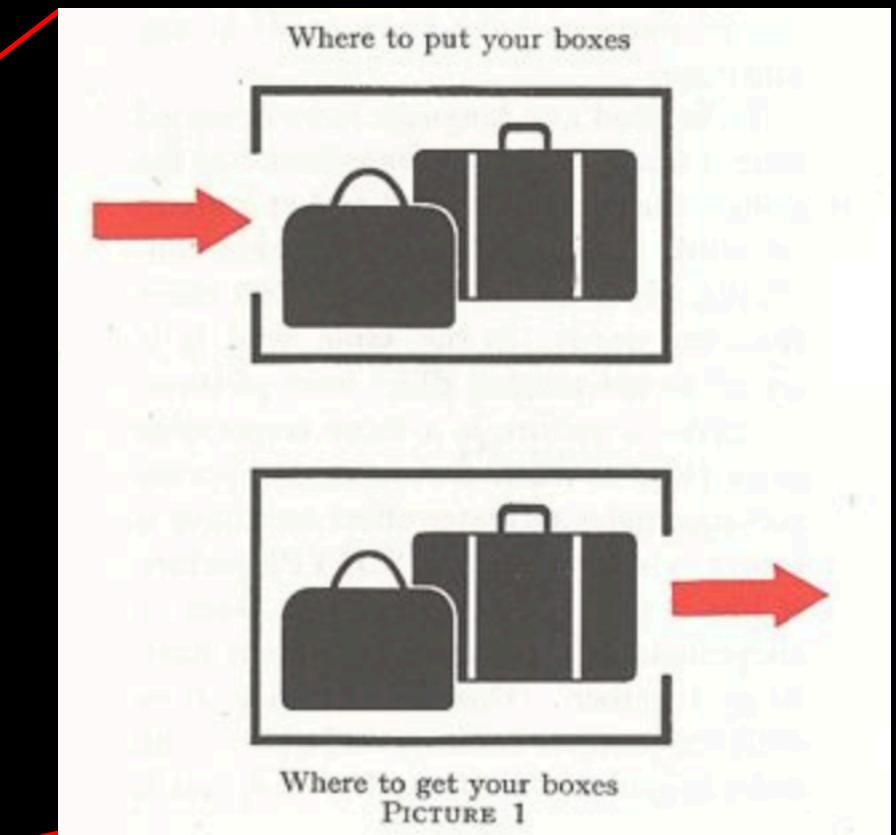
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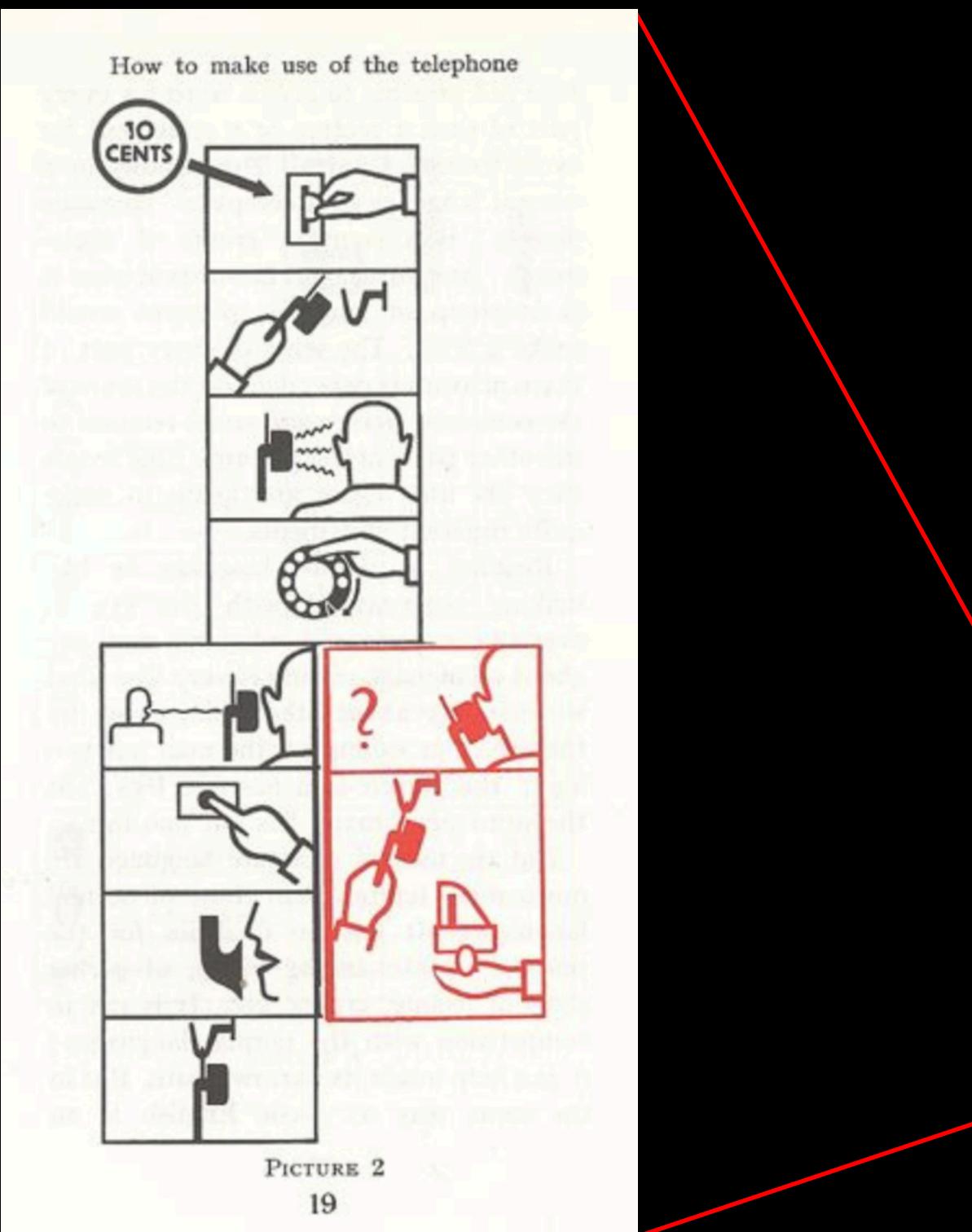
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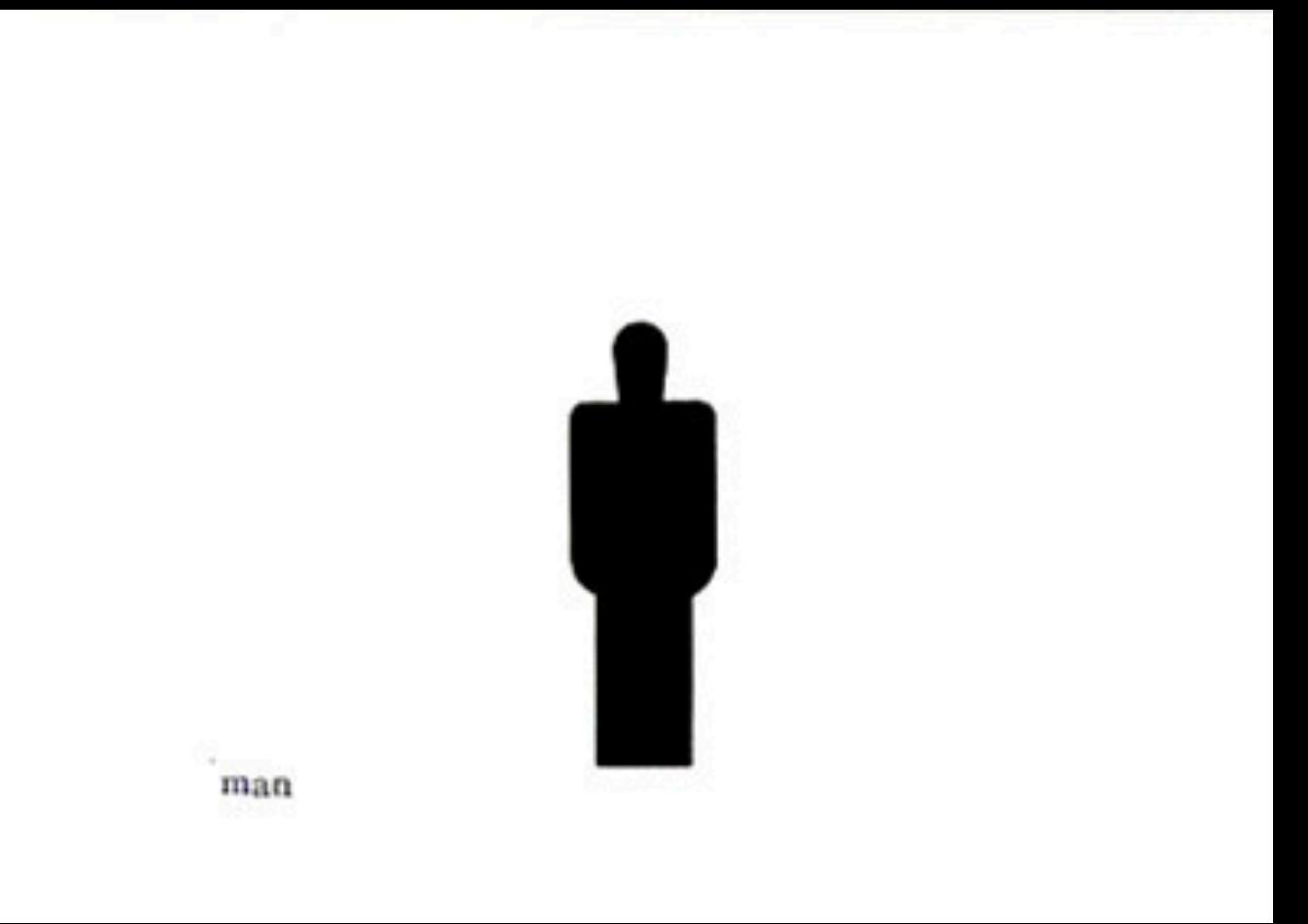
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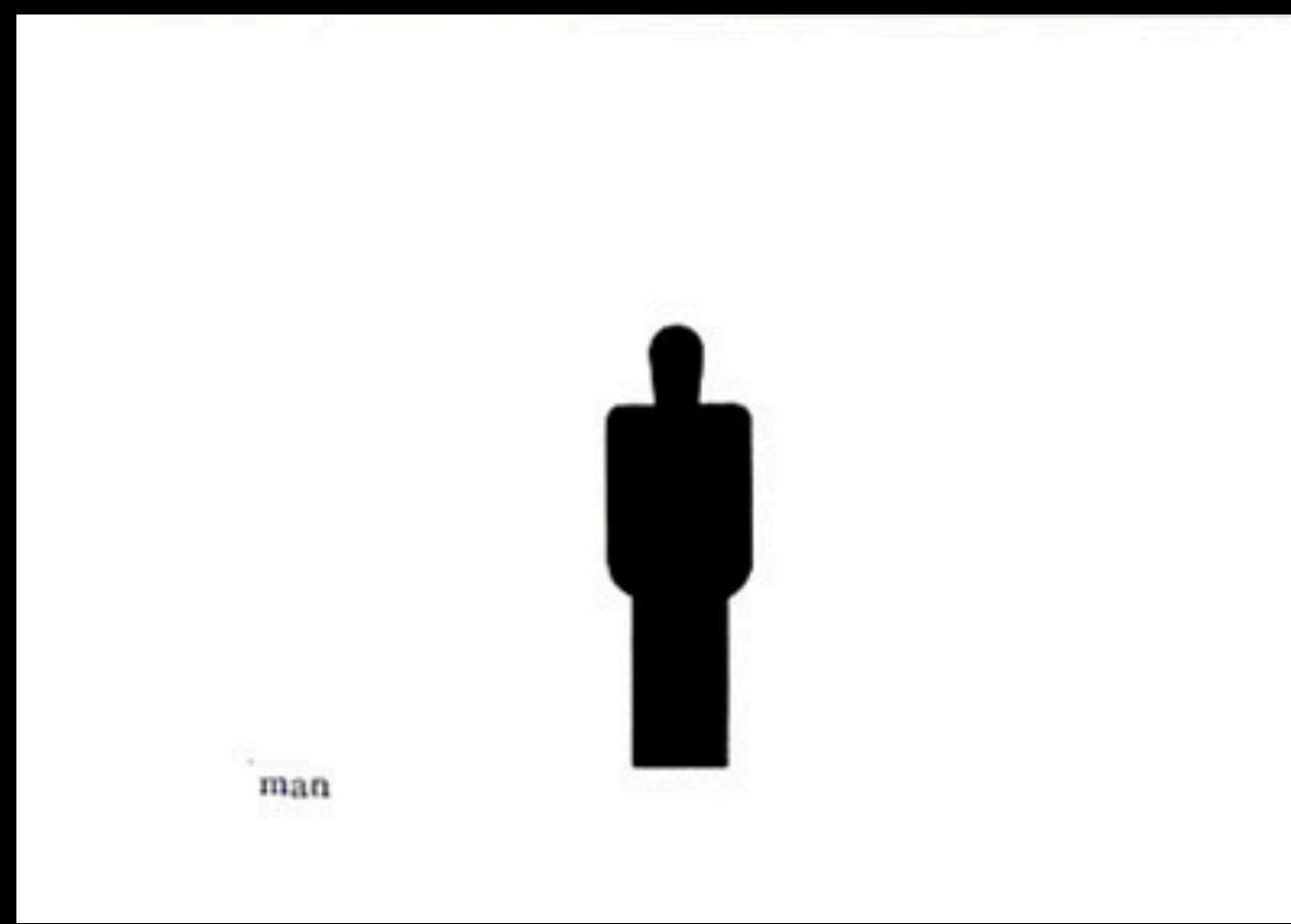
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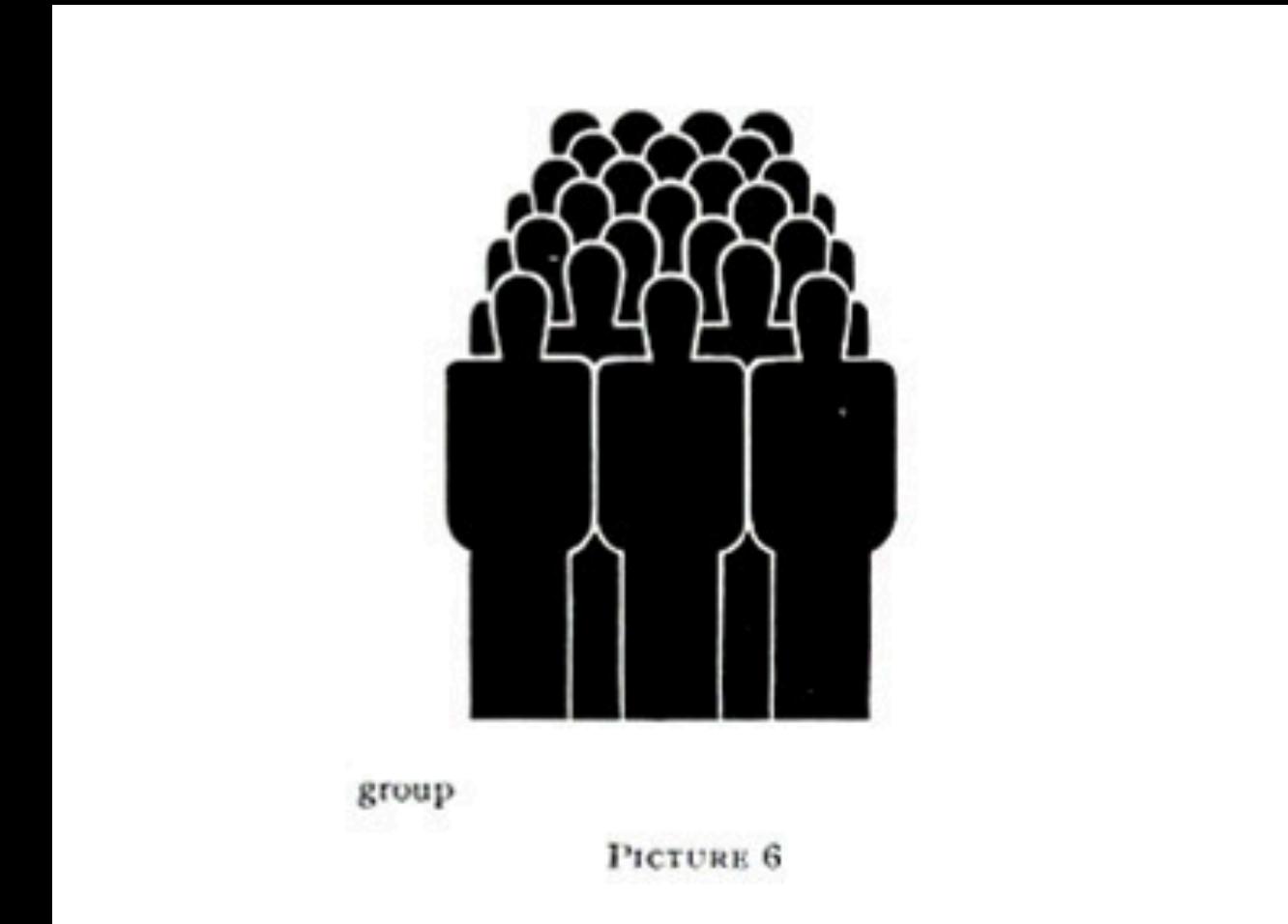


PICTURE 3





man



group

PICTURE 6



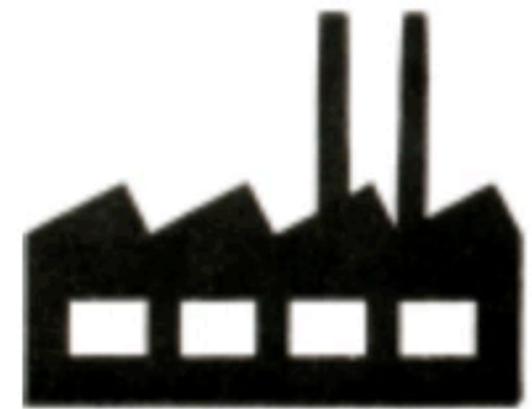
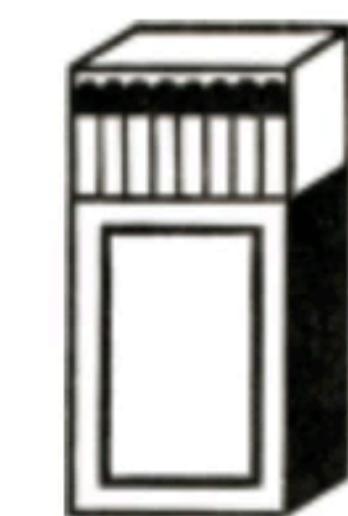
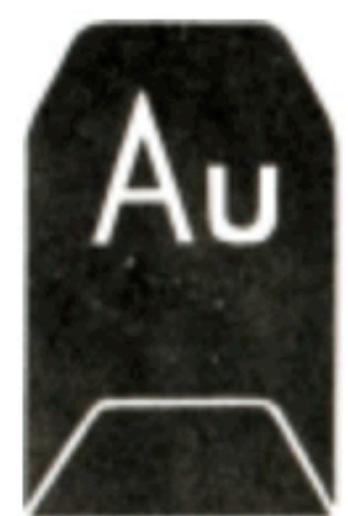
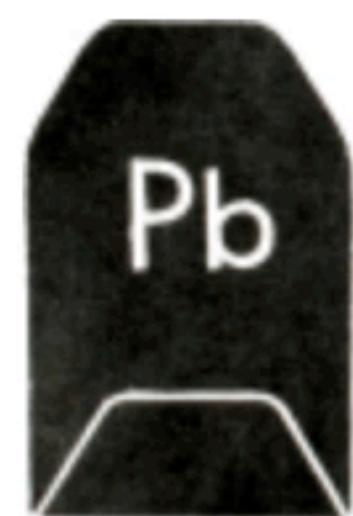
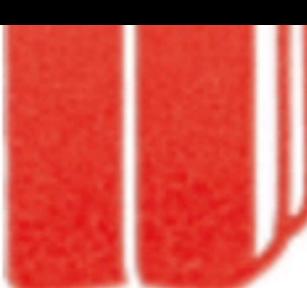


	oracle bone <i>jiaguwen</i>	greater seal <i>dazhuan</i>	lesser seal <i>xiaozhuan</i>	clerkly script <i>lishu</i>	standard script <i>kaishu</i>	running script <i>xingshu</i>	cursive script <i>caoshu</i>	modern simplified <i>jiantizi</i>
rén (*n̥in) human	人	人	𠂔	人	人	人	𠂔	人
nǚ (*nraʔ) woman	女	女	𠂔	女	女	女	𠂔	女
ěr (*naʔ) ear	耳	耳	𠂔	耳	耳	耳	𠂔	耳
mǎ (*mrāʔ) horse	馬	馬	𩚻	馬	馬	馬	𩚻	马
yú (*ŋja) fish	魚	魚	𩚻	魚	魚	魚	𩚻	鱼
shān (*srān) mountain	山	山	𠂔	山	山	山	𠂔	山
rì (*nit) sun	日	日	𠂔	日	日	日	𠂔	日
yuè (*ŋwat) moon	月	月	𠂔	月	月	月	𠂔	月
yǔ (*waʔ) rain	雨	雨	𩚻	雨	雨	雨	𩚻	雨
yún (*wan) cloud	云	云	𠂔	雲	雲	雲	𠂔	云



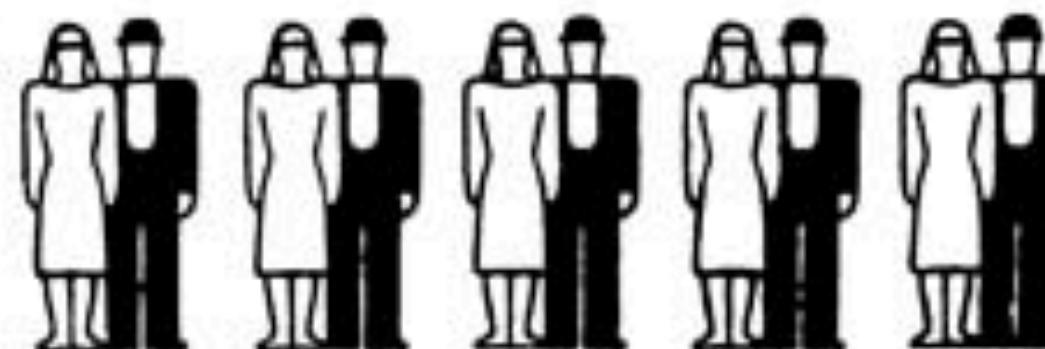


FTN books



## Men Getting Married in Germany in a Year

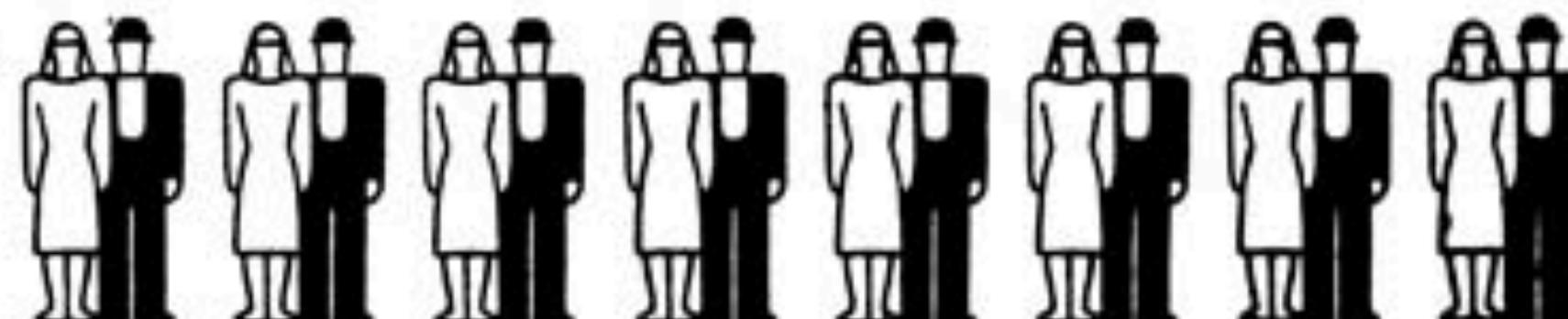
1911 - 14



1915 - 18



1919 - 22



1923 - 26



1 sign for 100,000 a year

## Home and Factory Weaving in England

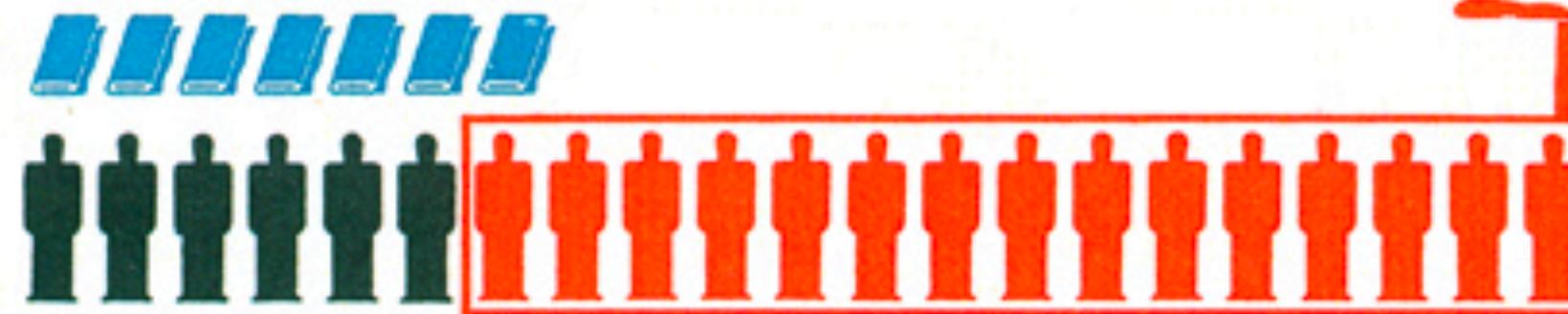
1820



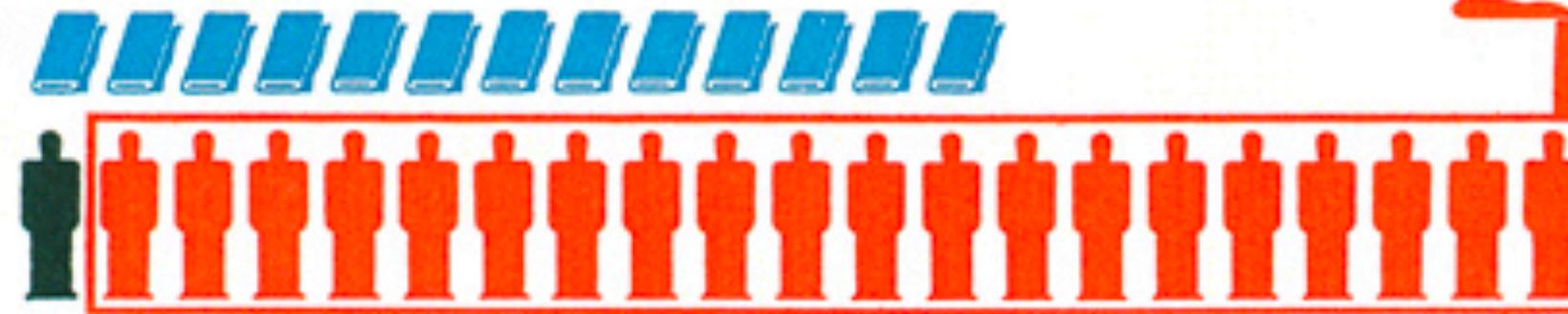
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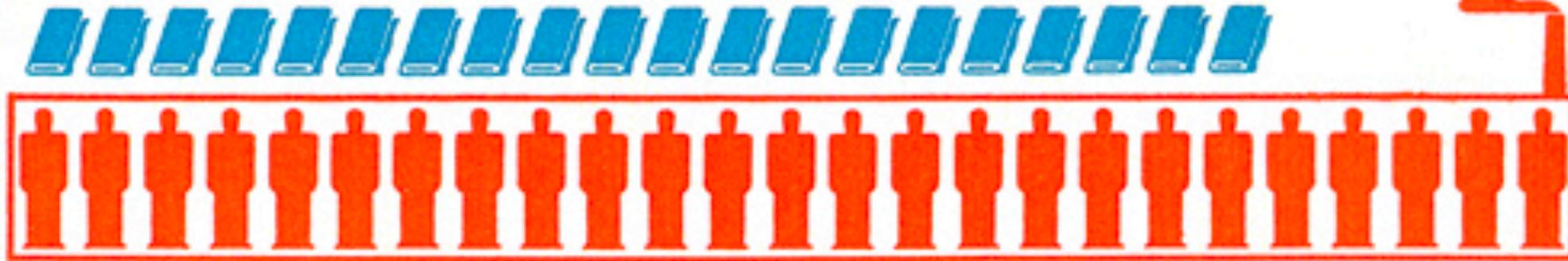
1845



1860



1880



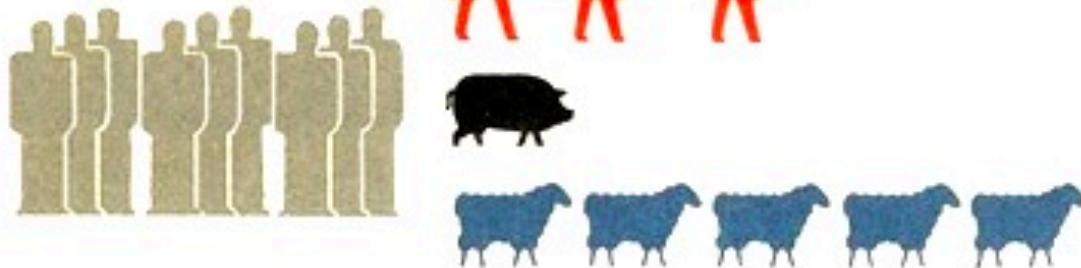
Each blue symbol represents 50 million pounds total production

Each black man symbol represents 10,000 home weavers

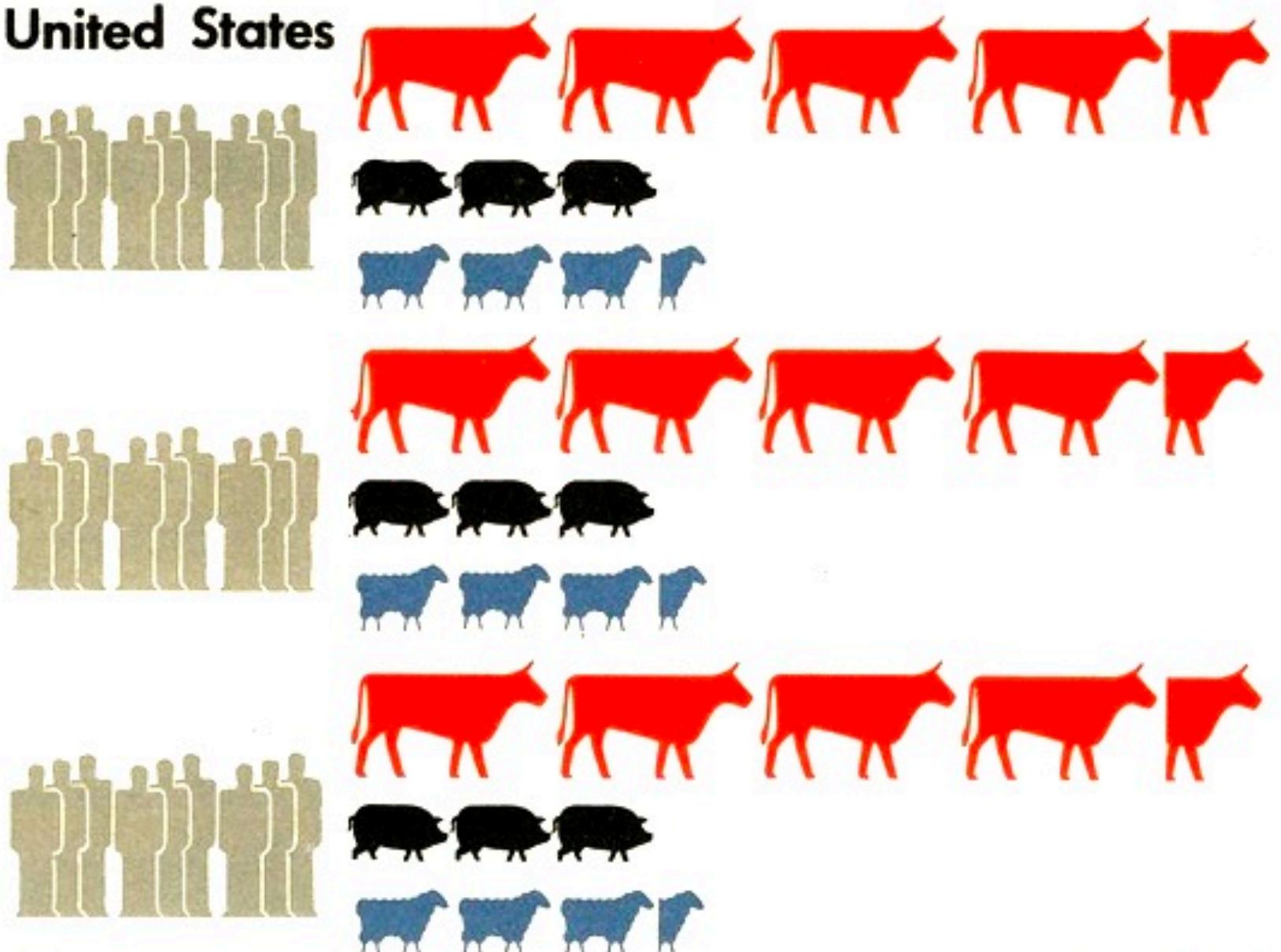
Each red man symbol represents 10,000 factory weavers

## Population and Live Stock

### Great Britain



### United States



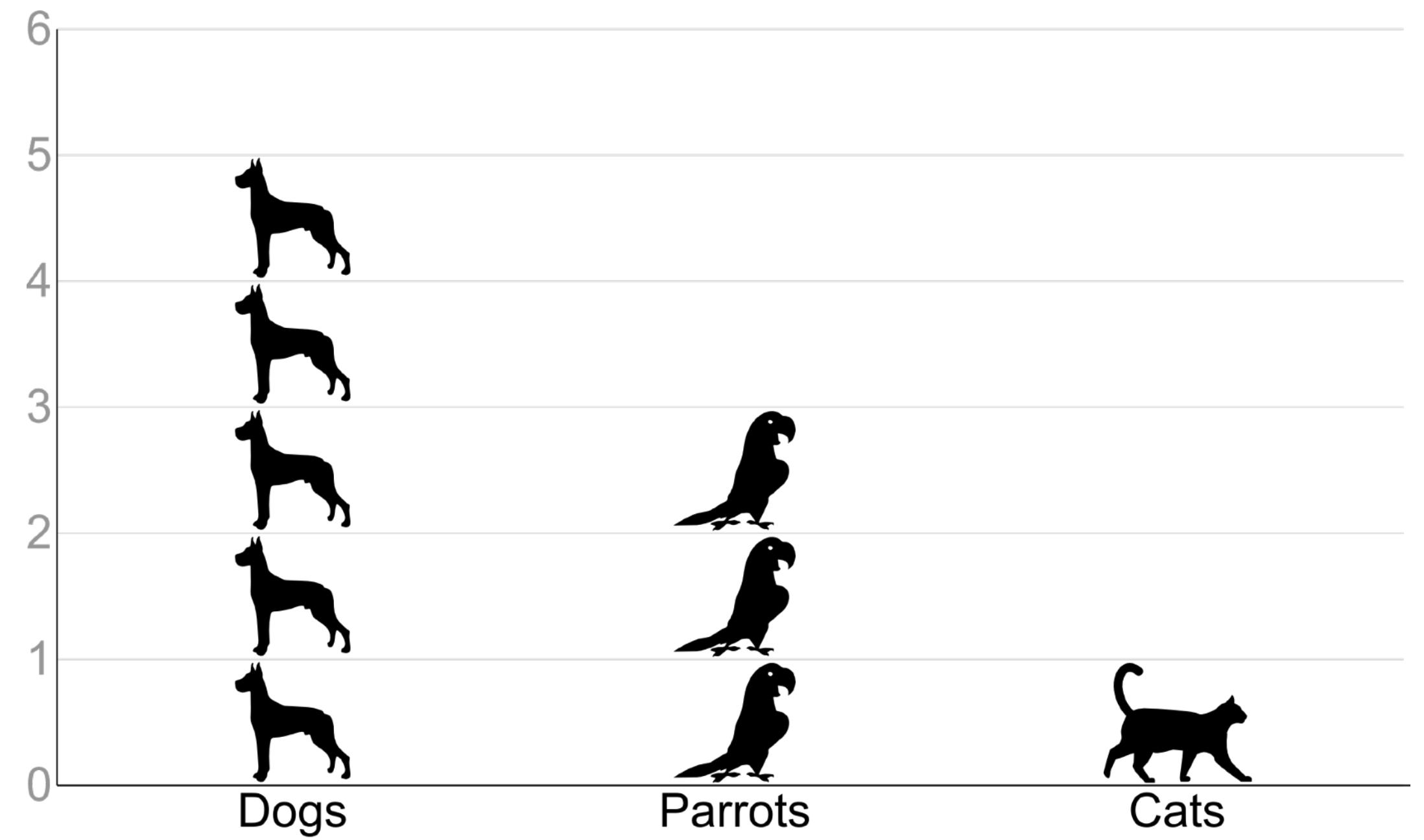
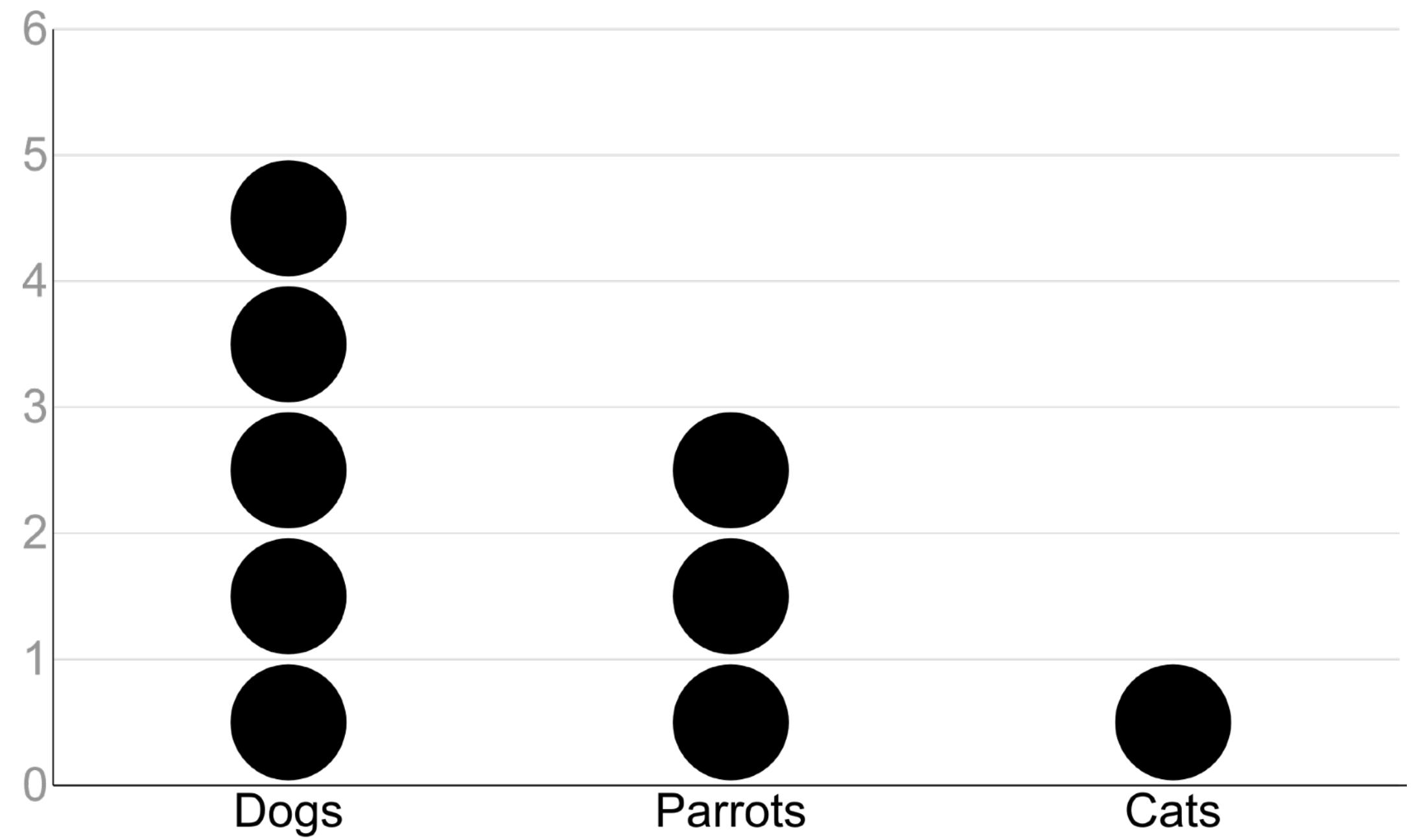
Each grey figure represents 5 million population

Each complete red symbol represents 5 million cattle

Each complete black symbol represents 5 million pigs

Each complete blue symbol represents 5 million sheep

Average for 1935 - 1939



## Arbeitslose

GROSSBRITANNIEN

1913



FRANKREICH

1913



DEUTSCHES REICH

1913



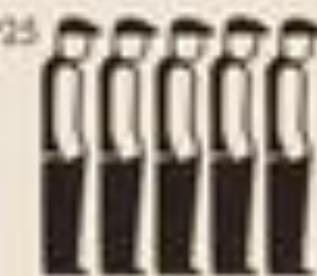
1920



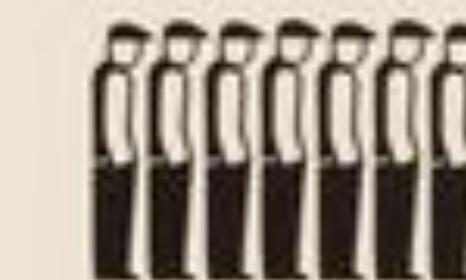
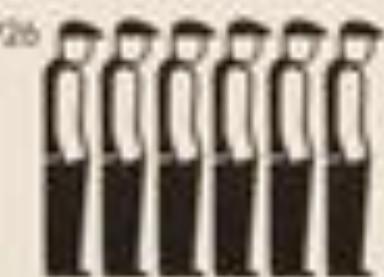
1920



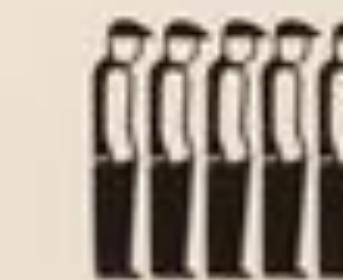
1925



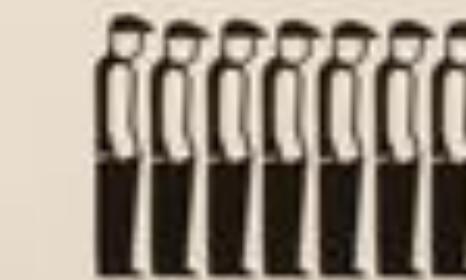
1926



1927



1928



Jede Figur 250.000 Arbeitslose

Quellen: FAO, Weltwirtschaftsbericht 1929, Berlin, und Wirtschaftskundliche Rundschau 1929, Berlin

## Streiks und Aussperrungen

GROSSBRITANNIEN

1913

1920

1925

1926

1927

1928

Jede Faust 10 Millionen verlorene Arbeitsstunden

FRANKREICH

1

2

1

1

1

DEUTSCHES REICH

1

10

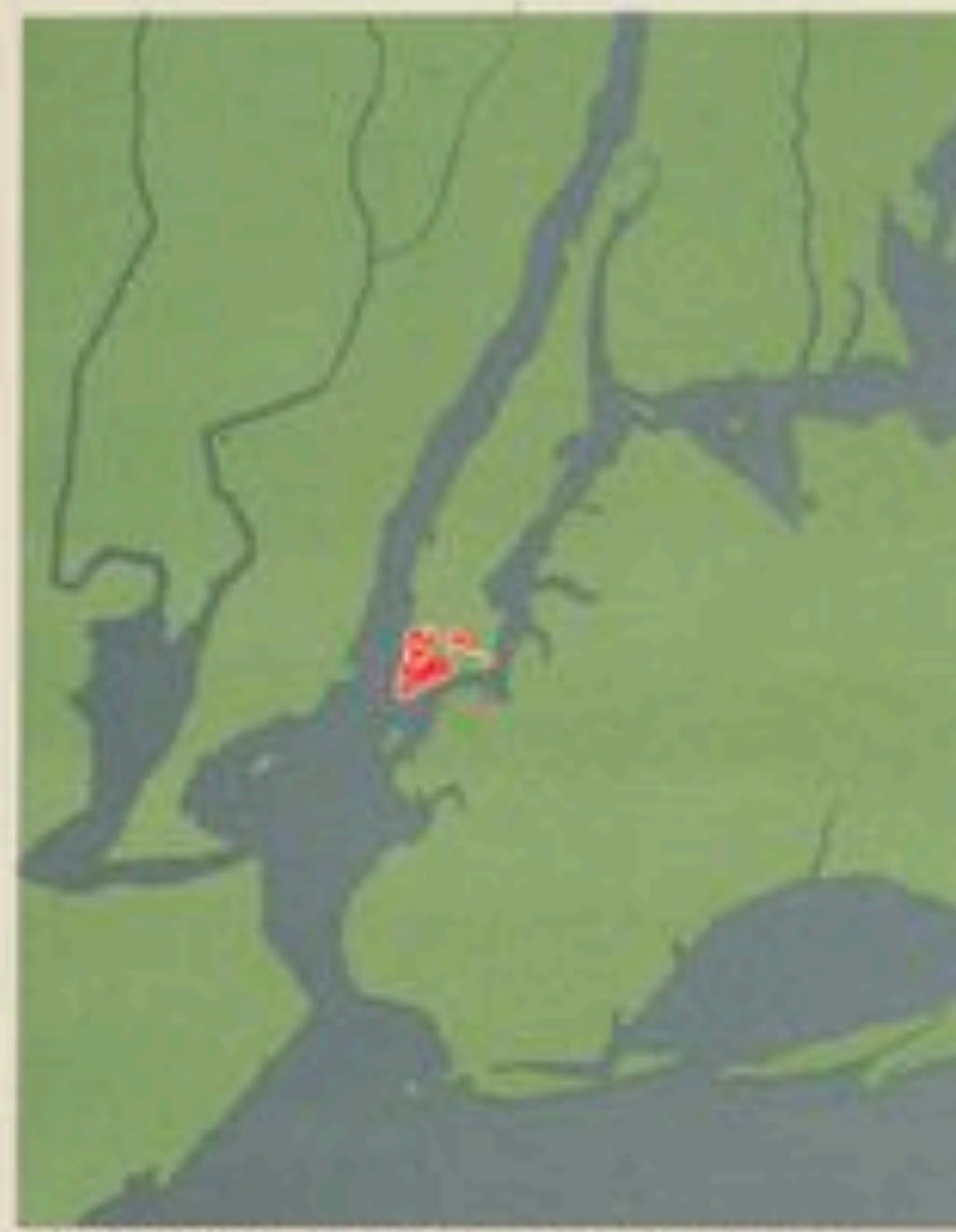
2

1

2

Angefertigt für das Bibliographische Institut A.G., Innsbruck  
Geschäfts- und Wirtschaftsseminar in Wien

# New York



1767 Englischer Handelsplatz holländischen Ursprungs



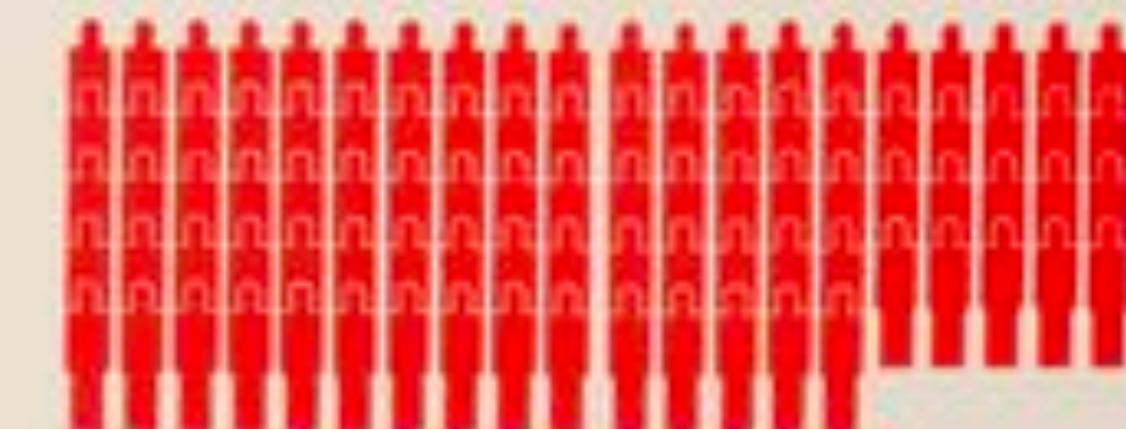
Jede Figur 100 000 Einwohner



1805 Beginn stärkerer Entwicklung



1930 Moderne Stadt



Angefertigt für das Städtebauliche Institut w2L, Leopold  
Grauholz- und Wirtschaftsmuseum in Wien



## Arbeitslose

GROSSBRITANNIEN

1913



FRANKREICH

1913



DEUTSCHES REICH

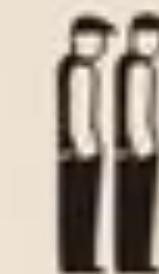
1913



1920



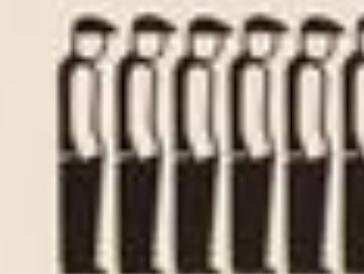
1920



1925



1925



1926



1926



1927



1927



1928



1928



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2

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1

DEUTSCHES REICH

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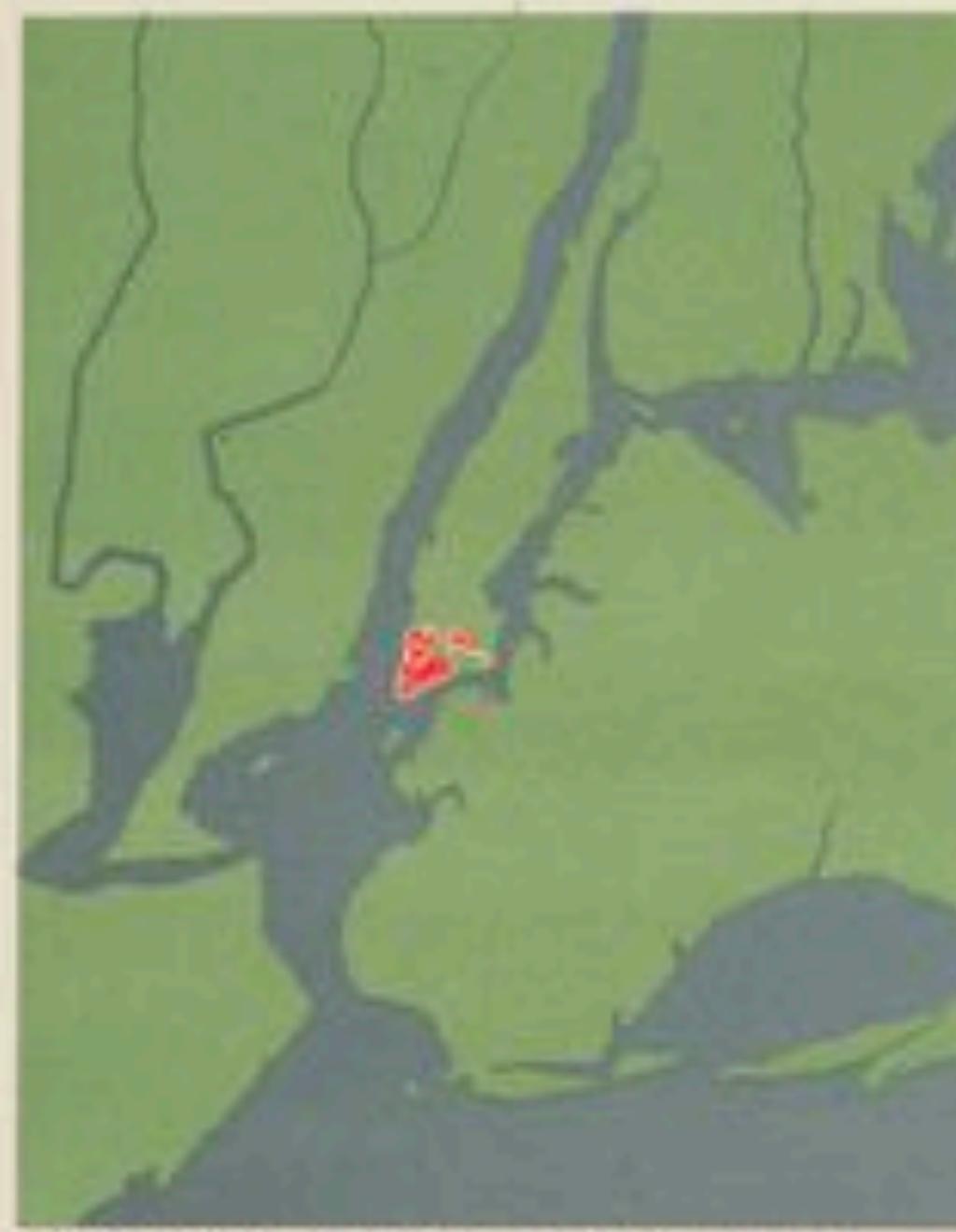
2

1

2

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# New York



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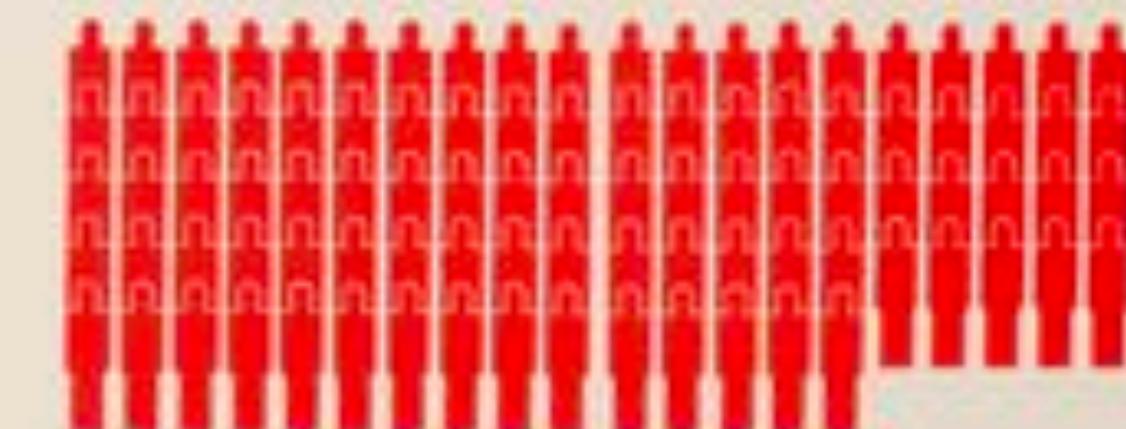
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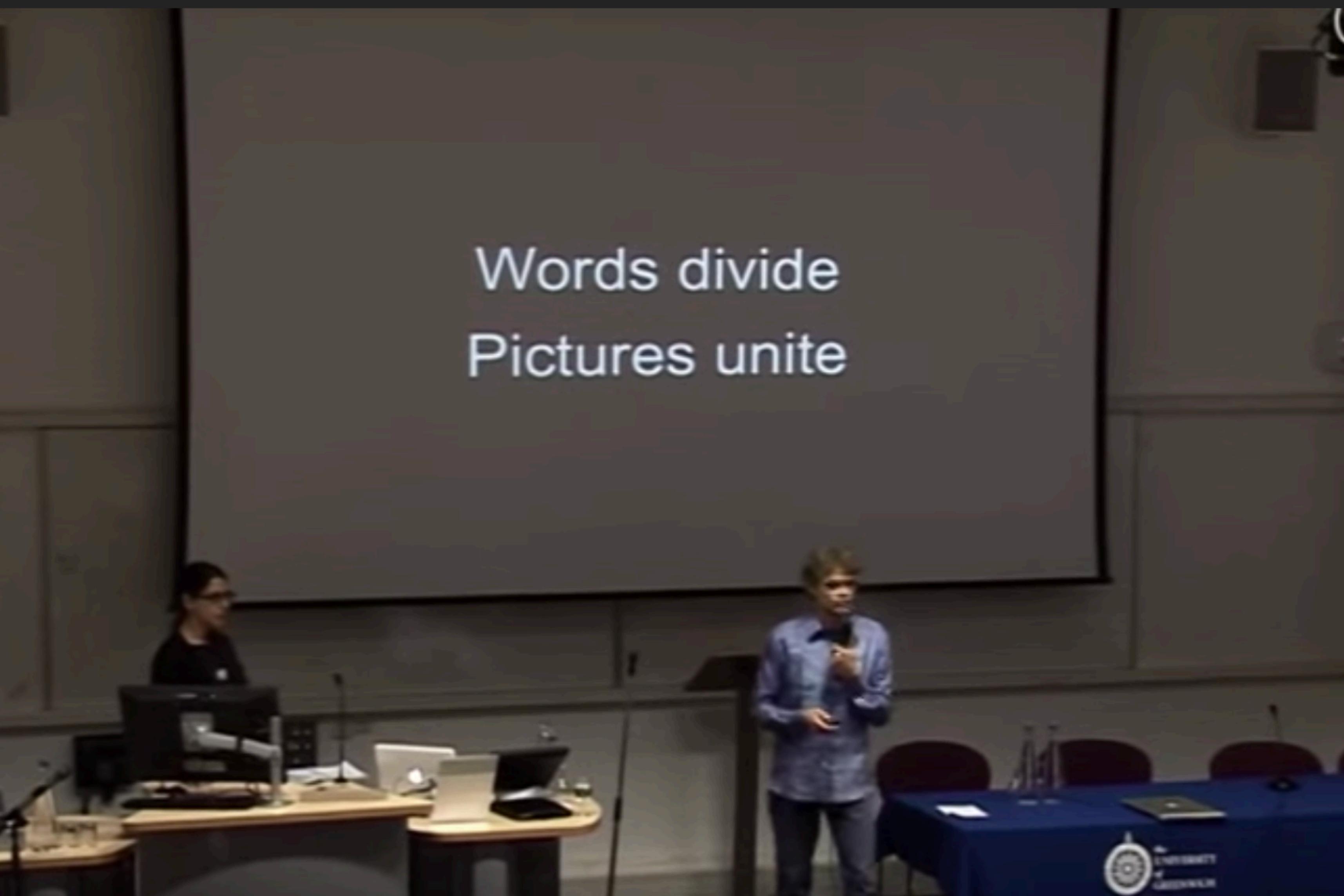
1930 Moderne Stadt



Angefertigt für das Städtebauliche Institut w2L, Leopold  
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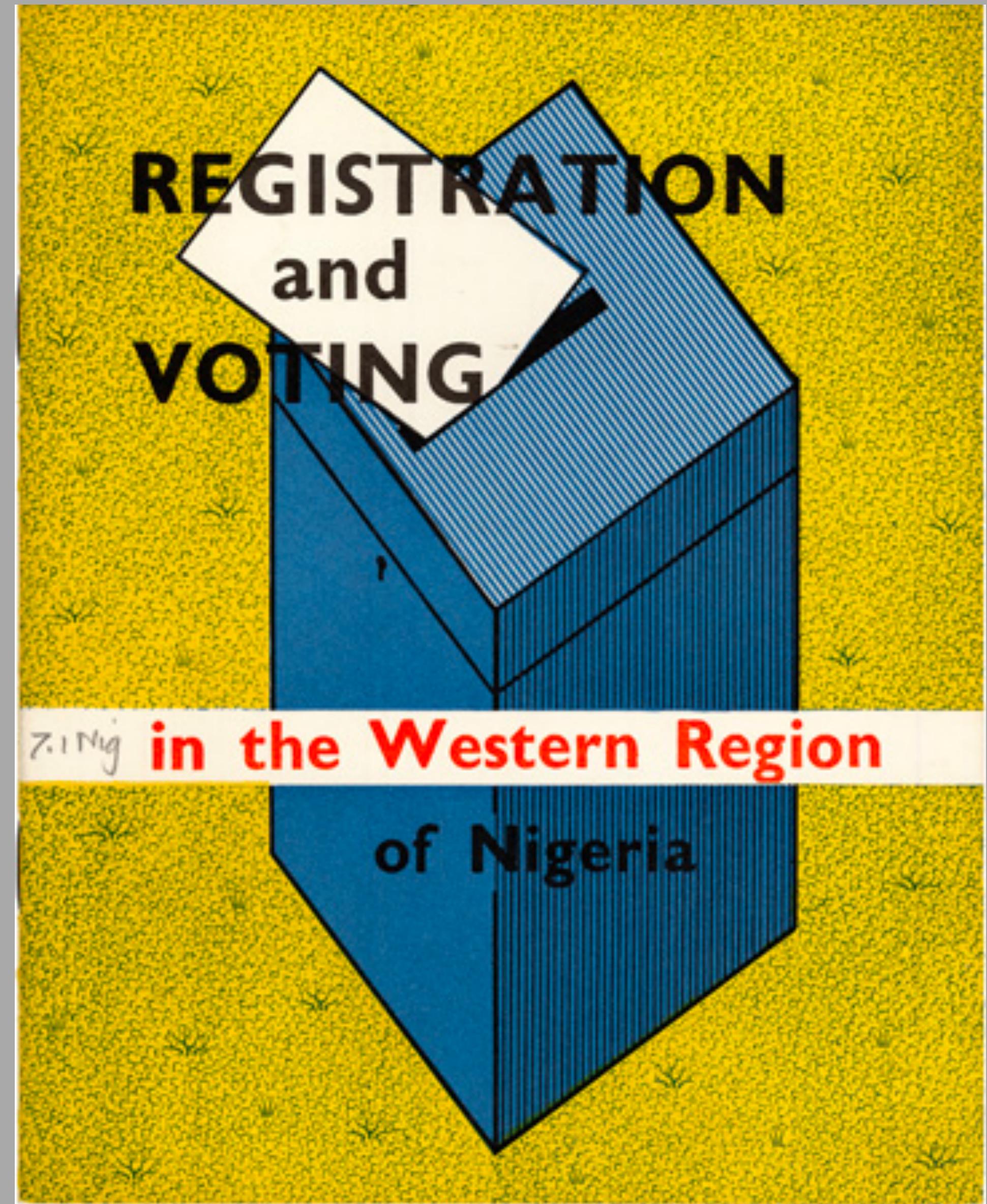




A man in a blue patterned shirt stands on a stage, gesturing with his hands as he speaks. He is positioned in front of a large projection screen displaying a slide with the text "Words divide" and "Pictures unite". To his left, a woman sits at a desk with a computer monitor and other equipment. In the foreground, the audience is seated at tables covered with blue cloths, facing the speaker. The University of Guelph logo is visible on one of the tables.

Words divide  
Pictures unite

**“To remember simplified pictures is better than to forget accurate figures”**



Bi o ba fę dibò nigbàkúgba, ti a o yan asojú-oşelú, o nilati ri i pe

## O FI ORUKO RĘ SINU IWE ADIBÒ NI OŞU OKTOBA 1955



Nigbati Oktoba yi ba de

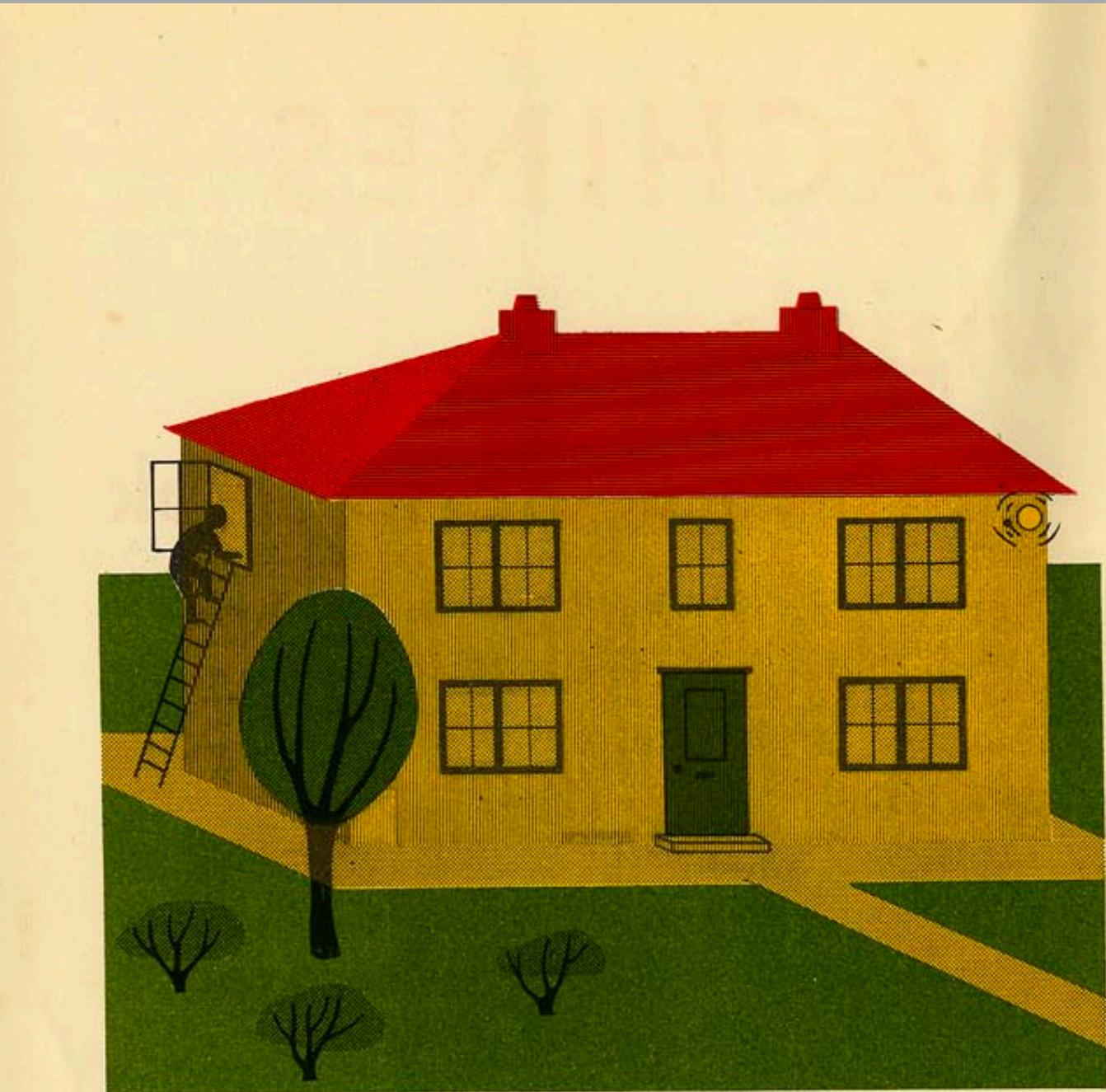
**O NILATI LỌ SI ILE-IFORUKO-SINU-IWE NI ADUGBO RĘ**

Ki o si fi oruko rę sinu iwe nibę

# Tips for Tots



An ISOTYPE Book  
on The Seasons

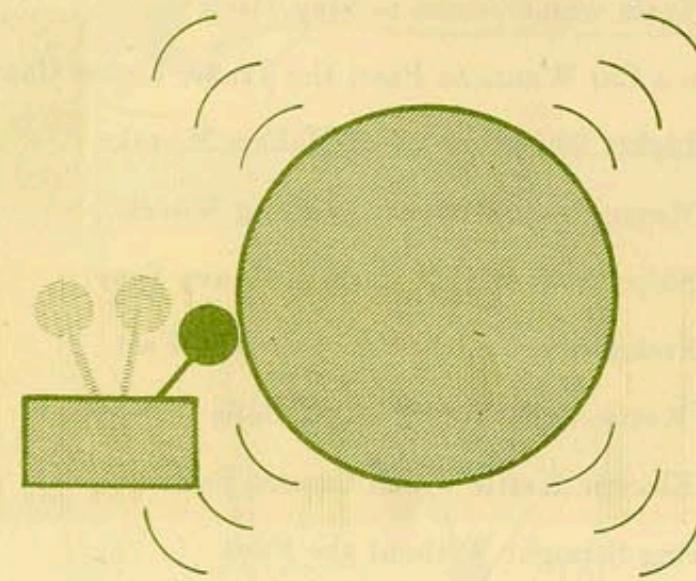


ISOTYPE

FIRST PUBLISHED 1954 · PRINTED IN GREAT BRITAIN BY GRAPHIC

# MACHINES which seem to think

Marie Neurath



REPRODUCTIONS LTD. LONDON

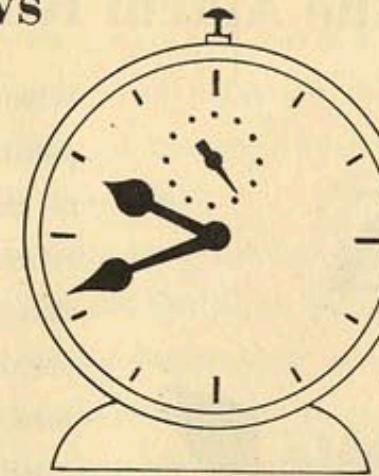
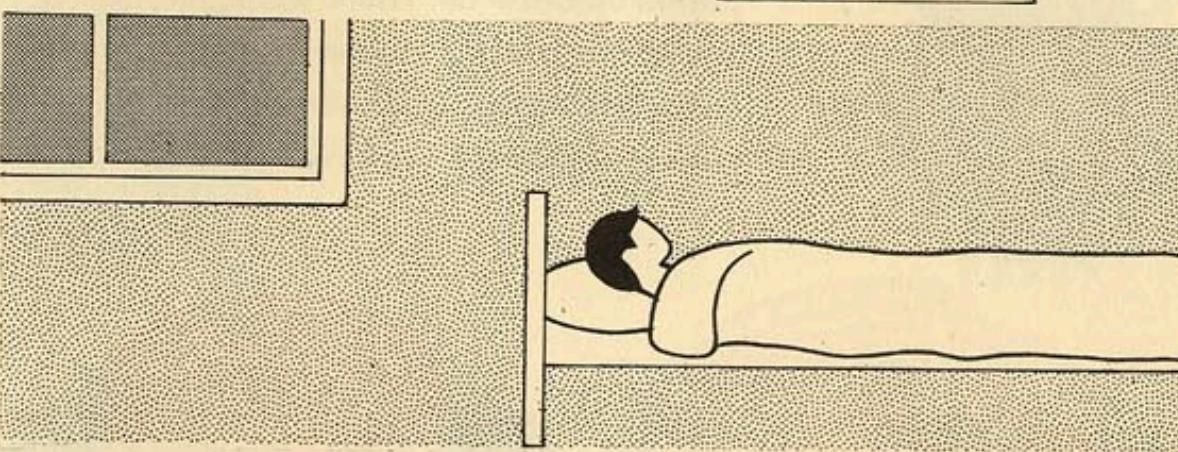
Max Parrish London

## List of Contents

The Clock which Knows When to Wake You	5
How the Alarm Rings at the Right Time	6
Neither Too Hot Nor Too Cold	8
The Silent Burglar and the Loud Alarm	10
The Toast Pops Out Before it Burns	12
The Door which Opens by Itself	14
How a Machine Can Give the Correct Change	16
The Train which Seems to Stop Itself	18
When a Car Wants to Pass, the Traffic Lights Change	20
The Lights which Must Not Make a Mistake	22
The Moving Belt and the Counting Wheels	24
The Ship which Rights Itself in Heavy Seas	26
The Steamroller which Won't Go Too Fast	28
This Kettle Calls You When it Boils	30
The Electric Kettle which Cannot Burn	31
Steering Straight Without the Pilot	32
A Spinning Wheel Keeps the Plane Straight	34
The Lamps which Darkness Lights	36

## The Clock which Knows When to Wake You

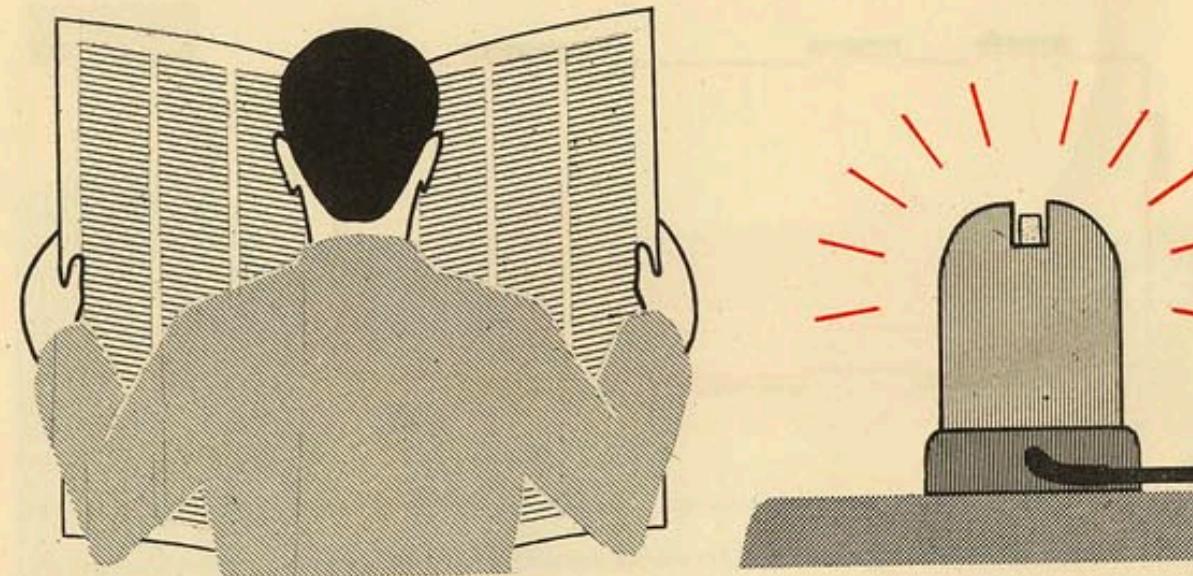
All night long this clock ticks away the seconds while the boy sleeps. Its two big hands creep round the clock-face; the hand of the small alarm dial, pointing to ten minutes to five, never moves.



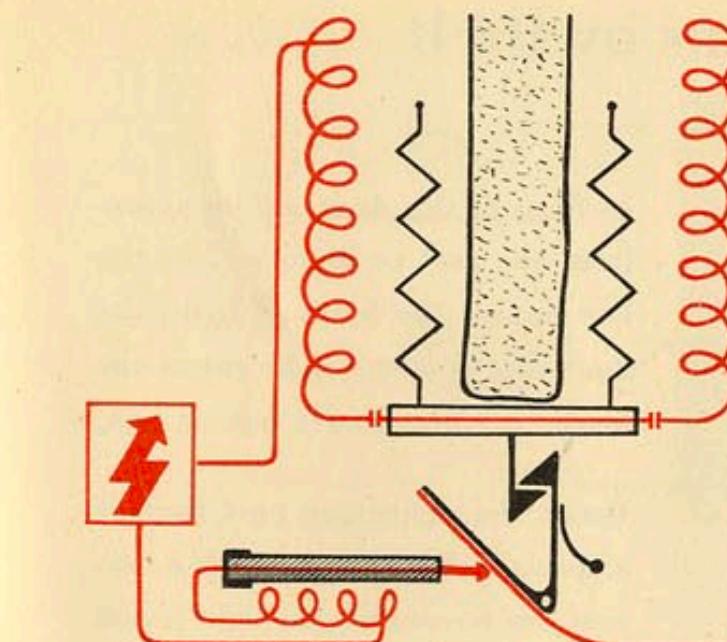
Suddenly, at ten minutes to five, the alarm bell rings and the boy wakes up.

Why did the clock ring the bell just then? Turn over and you will see what happened.

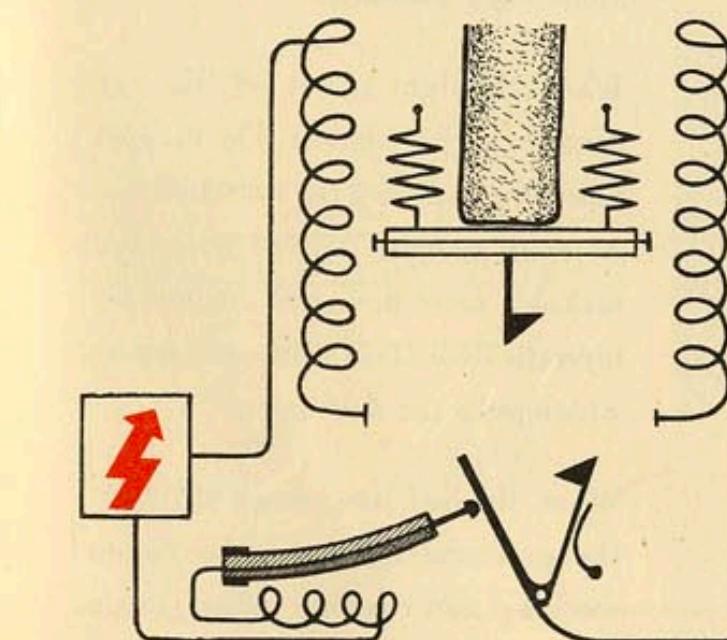
### The Toast Pops Out Before it Burns



This man has placed a slice of bread in the electric toaster and settled down to read his morning paper. The moment the toast is crisp and brown, it will pop out.



When the bread is put in, the platform on which it rests is pressed down and held in place by the catch below it. The current can now flow and heat the fine wires to cook the toast. But current can also flow through the smaller coil which heats a rod of two metals. As the rod becomes warmer, it bends upwards and begins to push the catch aside.



At the right time, just when the toast is nicely brown, the catch slips off, the springs pull up the platform and the toast pops out.

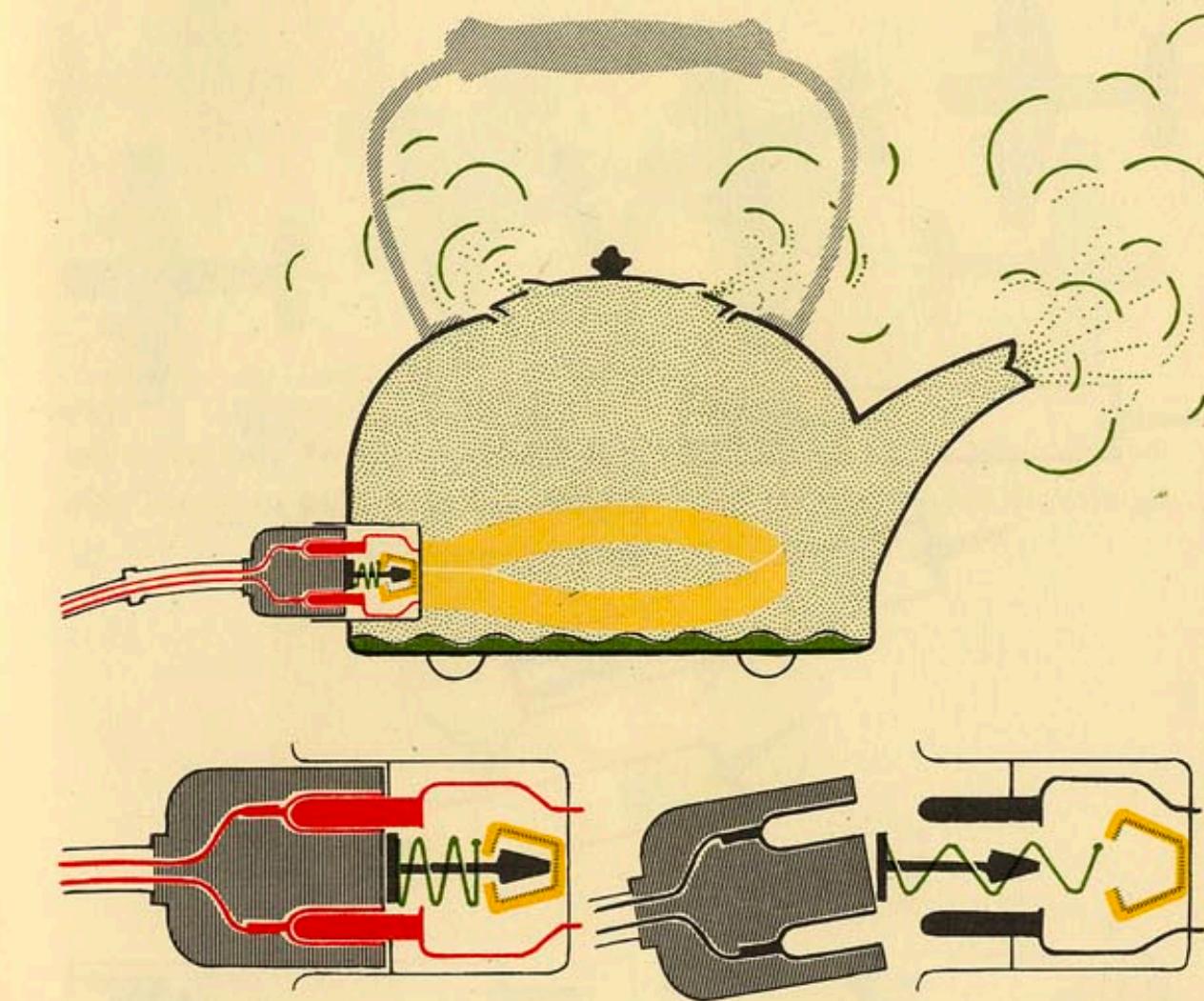
The current is cut off and the rod cools and bends back. The toaster is ready for the next slice.

### This Kettle Calls You When it Boils



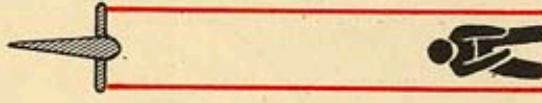
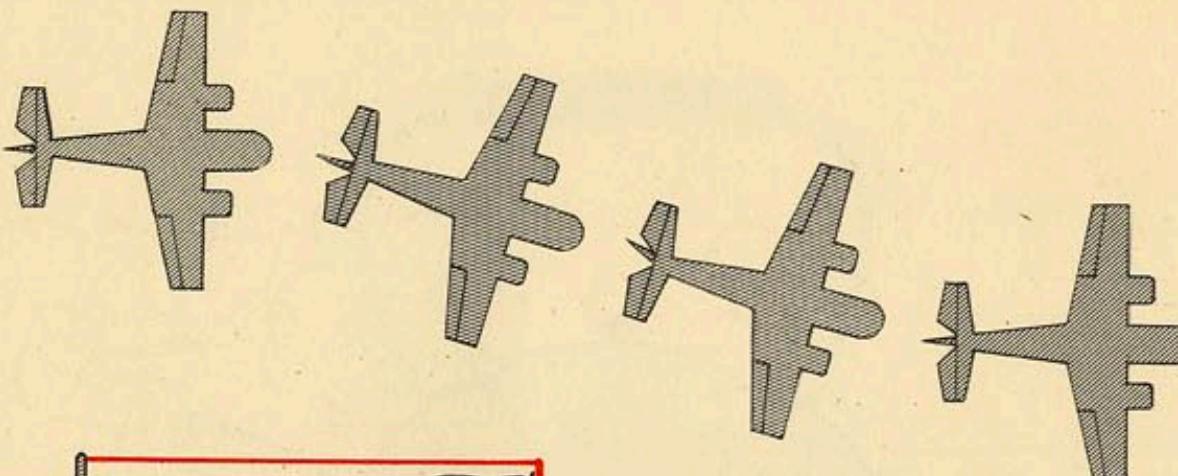
Here is a kettle which will not let you forget to turn out the gas when it comes to the boil. In the middle of the lid, which fits rather tightly over its wide spout, are two small holes. When the kettle boils, steam comes rushing through them with a shrill whistle before it escapes from the holes at the top.

### The Electric Kettle which Cannot Burn

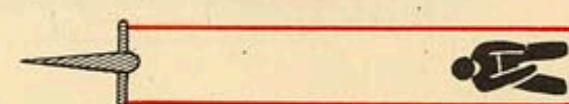
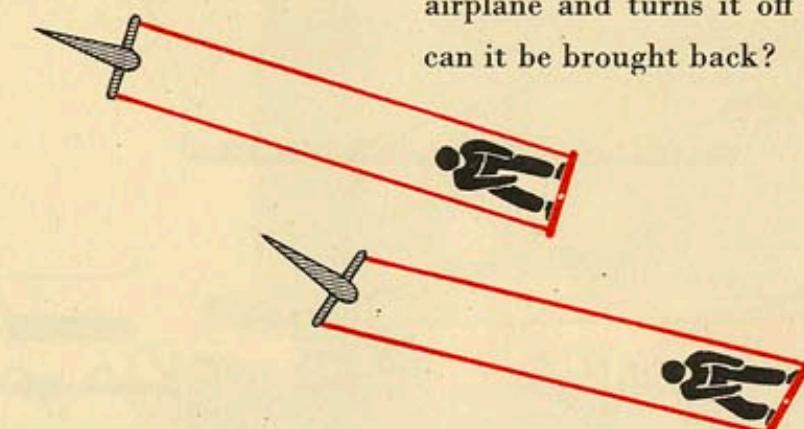


This electric kettle has almost boiled dry. If the current were still allowed to flow, the expensive heating element (shown yellow) would burn. But as the element becomes too hot, a pair of jaws made of two metals expand and release a spring. The spring pushes out the electric plug and the current is cut off.

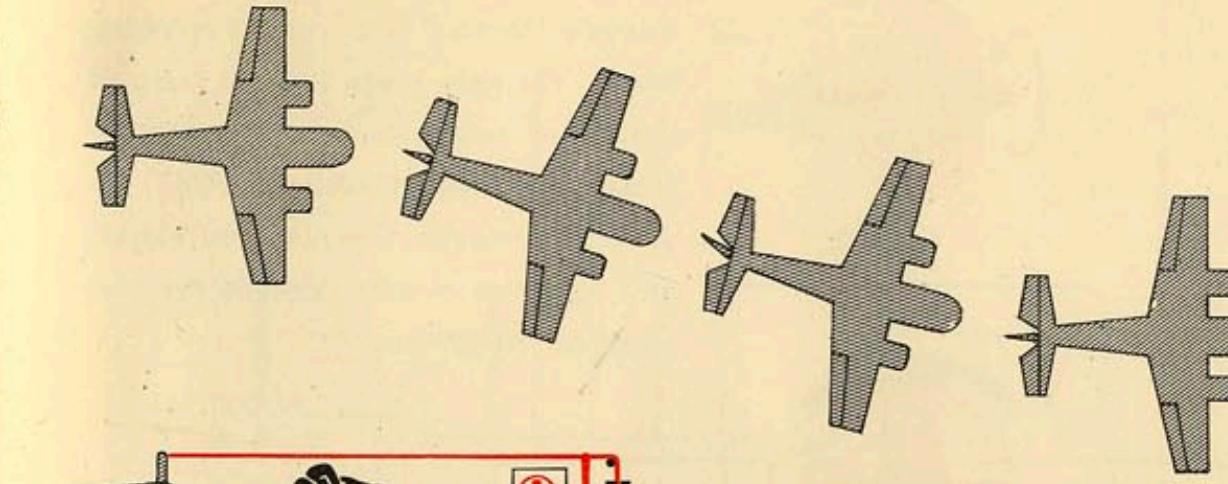
## Steering Straight Without the Pilot



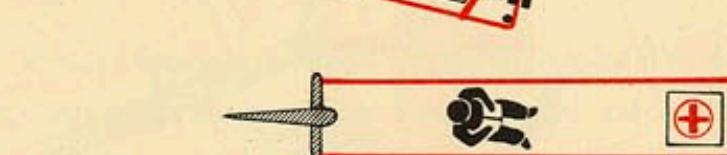
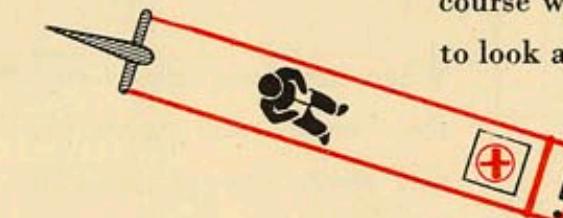
A sudden sharp gust of wind meets this airplane and turns it off its course. How can it be brought back?



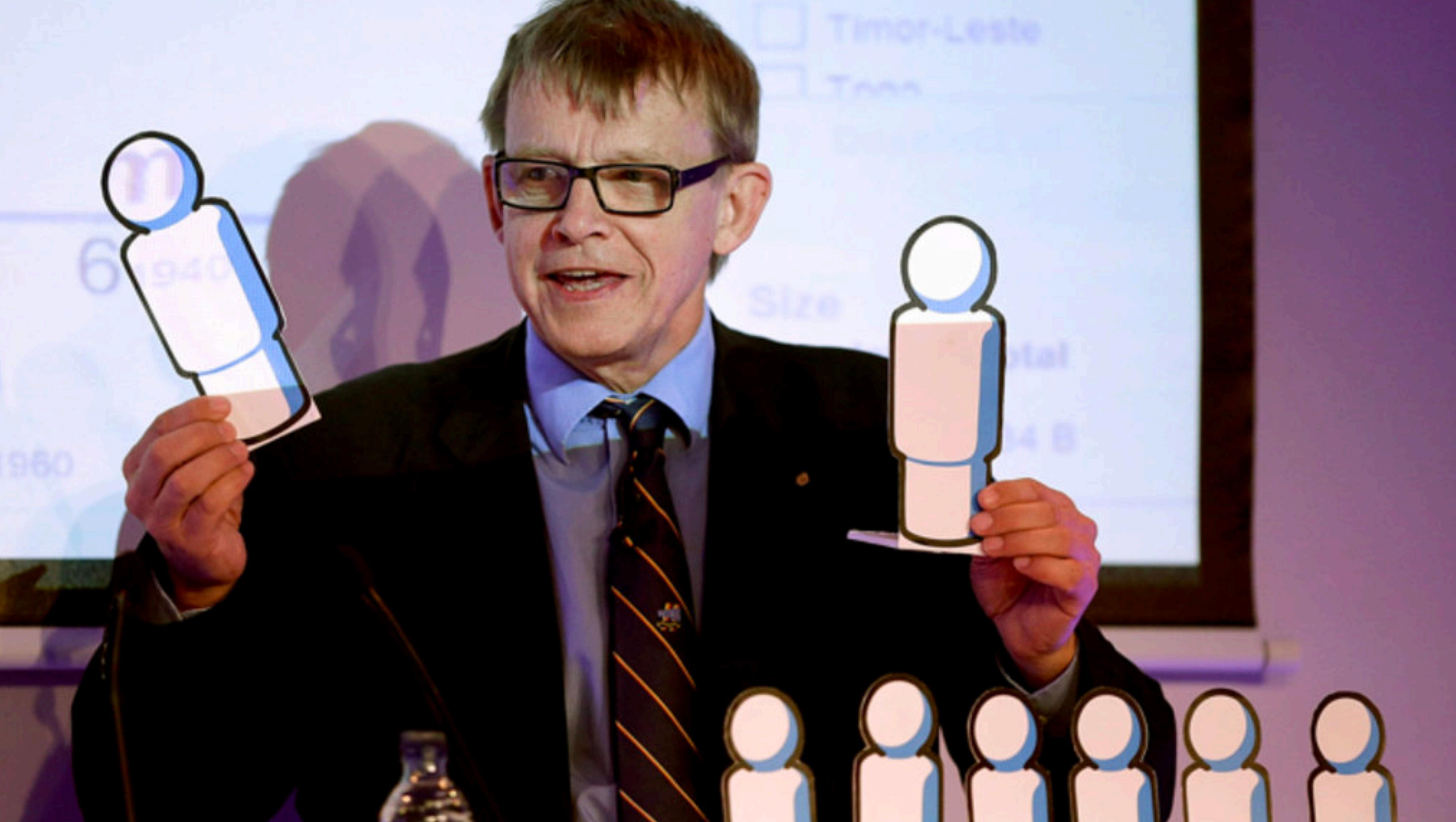
As the plane turns to the right, the pilot pushes his left foot against the rudder-control. A cable pulls the rudder over to the left and air presses against it, swinging the plane back on to its proper course.



But what happens if the plane gets off course while the pilot has left the controls to look at his charts?



A very wonderful machine, which the pilot usually calls *George*, must think and act for him, pulling the rudder-cable the correct way at the correct moment. Turn over and you will see how *George* works.



# Where do the 7 billion live?

You

A

B

C

