information and entertainment in newspapers, magazines, movies and television produced atleast a strong visual antidote to the formerly merely almost exclusively, verbal food of the mind.

It is safe to say that even poor people in this country today can consume more visual food via newspapers, magazines movies and T.V. in a week or month than Alexander the Great or other world conquerors of former periods saw in a life time. They had to be on the spot, in person, to see what anything or anybody looked like. This direct contact is also possible today at a great speed and quantity through travel. Trips to 10 or 20 different countries in a few weeks are available to great numbers of tourists, and at rates undreamed of in the past. (Unfortunately too many return from world tours or all-Europe trips quite untouched except for memories about Hotels & Food. Much of this new visual communication seems already to share the fate of the verbal language, through massproduction, super mass consumption and the degenerative influences of unscrupulous production for profit instead of for mental (vital or other) nutrition. In that respect, the difference between devitalized pictures and devitamined food becomes negligible--especially when gulped down on the run. One can today speak of visual poluetion.

Like in so many other fields, which we tried to interpret according to the superstition of an one-dimensional evolution in a straight line from a primitive beginning towards a progressively superior state and final perfection, we now have to look for a rhythmic curve following that biological development of an organism.