

Mr. McCARTHY. Mr. Chairman, could I ask Mr. Prisk a question?

Here is a good example, although some of the others are even better. The number of words there is—20 words. At Ohio State they did a study funded by the Bureau on how long it takes to read these signs, and they did this on official signs and on billboards. It showed the direct correlation between the number of words and the amount of time needed. Now, a car going 60 miles an hour goes 88 feet per second. They showed it took from 1 to 9 seconds, depending upon the amount of copy and number of words in the sign, to read these signs. It shows that excessive wording is going to take the driver quite a bit of time—he is going to be traversing a great distance.

Now, I would think that this excessive wording is a contributing factor to the fact that you have four times the normal number of runoffs. What are you doing in this area?



Mr. PRISK. Well, you put your hands on a very important problem, certainly. First of all, you mentioned 18 or 19 words on the signs. This is the difficulty we get into on some of our expressway situations, where there are a great many destinations to be served. If you are to move into this problem and have to decide which one of these words to drop off, I daresay, after a little study, it would be hard to take them off. Perhaps any of them.

The possibility we have been considering as part of our research program at the Bureau of Public Roads is to make some use of the audio capacities of individuals as well as their visual capacities, to give them notice of exits and destinations to be served at a particular