

ing the turnoff point and all of a sudden make this last-minute discovery. To me this is one item that needs to be given a priority, I believe, as far as evaluation by the committee plus the subcommittee recommendations.

Would you all agree with this as a panel?

Mr. RICKER. I am sorry; I am saying I don't quite agree there are not enough signs there.

We do have a need for a better communication with the public so they know what they should be expecting and how to use the signs.

Signs are there, but we need to explain them better so that they can plan their trip and look for the proper sign.

Mr. CLAUSEN. What you are suggesting, then, is content rather than numbers?

Mr. RICKER. No. As a matter of fact, driver education, if you wish to call it that; public understanding. We need some articles by people like Jim Wilson in Life magazine or Saturday Evening Post to tell people what we are doing.

Mr. CLAUSEN. All right. Mr. Wilson?

Mr. WILSON. If the requirements of the Bureau of Public Roads and the requirements as set forth by the National Joint Committee and other responsible highway officials are met—and they are in fact; they are followed on the Interstate System, I think, quite precisely throughout the country as far as advance notices are concerned—this is just about all you can do, except to instill in the motorist himself the idea he has to plan his trip a little bit better. I get a lot of complaints, a lot of letters just like Mr. Ricker does, and quite often we will go out—in fact we do go on and investigate these complaints and find the complainant has driven past two or three signs that said precisely what he was looking for.

Mr. CLAUSEN. Yes.

Mr. WILSON. But with the driving task this day and age and the traffic you have to handle, it is a very complex problem and you have to plan ahead.

Mr. HOWARD. I have one brief question I would like to ask the panel.

You are familiar with the practice in Europe; many of the directional signs and informational signs are used by merely using a picture or drawing. This is done mainly because of the language differences that you run into over there.

It is true, however, that you can see, once you get used to them, much more quickly what the information is that the sign is trying to convey than by reading several, sometimes many, words.

Have you any opinions as to the serious consideration that maybe we ought to give to this idea of information?

Of course, I am aware of the fact the name of a town could not be done any other way, but "Go Slow; Children at Play," things like that, could be done so much quicker with pictures.

Is that being used in the country extensively, at all, or is it considered to be not very good for us?

Mr. WILSON. If you will look at any State sign chart—and I am sure every State has a sign chart giving standard signs—you will find a great many symbol signs on it. All your curve signs, of course, are symbolized, and I am sure you are familiar with these.