

I think the last meeting of the national joint committee adopted a symbol for notifying "Telephone Ahead."

Mr. HOWARD. Yes.

Mr. WILSON. Just a picture of the hand set. I cannot recall any others right now, but I am sure there is some consideration.

Mr. HOWARD. School zoning picture.

Mr. WILSON. I think one of the pictures that has slowed this activity down here is the fact I think there were studies in Europe and Mr. Prisk can probably verify this, or he may disagree with me entirely, but I understand there is not a very good understanding of the symbols they are using in Europe. They are poorly understood by the bulk of the people.

Mr. HOWARD. That may be it. I know they use them because of the language barriers over there, for "Parking" and "No Parking" and things like that.

I didn't understand it very well myself, but I assumed they did. If we had it over here, in time we would get to understand; it might make it easier for people, for information.

Mr. PRISK. I think it might be worth saying, Congressman, that the Bureau of Public Roads about 2 months ago entered into a contract with a private consulting firm, to undertake a behavioral type study of reaction and response to symbols and shapes and colors and sizes of signs, so as to get down to the foundation of our physical and human reaction to signing and the use of symbols in particular, and how many of these can be made to be meaningful.

The sign that is most understood by you is the one you are most familiar with, usually, and so if we move toward adopting new principles for a signing system, we must be careful to see that these are understood and acceptable to a substantial number of our population. Some of these signs that Mr. Wilson referred to that they had difficulty with in Europe are based on the fact that the symbol is a rather abstract and arbitrary type of symbol. Where a symbol was used such as a railroad train moving toward a crossing, and you have a picture of a locomotive and crossing gate, it is well understood that you are approaching a railroad crossing, so we are in a process really of picking and choosing now or will as soon as this research is completed.

Among the symbols are a great many that I think can be gradually introduced into our own system, through the medium of the committee that Mr. Wilson heads.

Mr. CLAUSEN. Well, Mr. Wilson, will it be your attempt then to get a cross section opinion from the traveling public? I think there is a tendency sometimes maybe to have engineers talk among themselves and what they understand is not necessarily what the average citizen will understand. Will it be your intent to conduct a survey among members of the driving public?

Mr. WILSON. Well, it will and probably through consultants or the University of California, and the Institute of Transportation and Traffic Engineering. We have had that organization do quite a bit of work for us in connection with signing. We have several small contracts with them, and I might mention one and this deals with a symbol too. We were looking for some device to keep people from entering ramps in the wrong direction, and Dr. Slade Hulburt out at UCLA made an intensive study of the European symbol and also compared it