Dear Mr. Brown:

The EURAILPASS EXECUTIVE COMMITTEE informed us of your inquiry, dated March 27, 1965 with regard to "pictograms". We enclose our press-release concerning this matter and also a diagram containing the pictorial designs.

A special committee, appointed by the International Union of European Railroads(UIC), selected a total of 21 symbols and recommended that the member administrations of UIC use the symbols within their territories as of Jan. 1, 1964. An add. number of 30 pictorial signs, to be used also in railroad stations and passenger cars, is under discussion.

Gradually, all railroad stations as well as passenger cars, will be supplied with "pictogram" signs for the convenience of international passengers. In the meantime, the international organization of the East European Railroads also accepted the UIC "pictograms" for their network. Eventually, all of the European railroads will use the signs to break the language barrier in international tourism.

It might be of interest to know that the "COMMITTEE for the YEAR OF INTERNATIONAL CO-OPERATION 1965" of the United Nations in New York contacted the UIC for a report about the development and use of "pictograms".

We hope that the above information answers your inquiry.

Sincerely yours,

Juergen Arnold,
Public Relations Manager

Encl.
JA/hd
FOR IMMEDIATE RELEASE

December 28, 1964

FROM: Juergen Arnold,
Public Relations Manager

EUROPEAN RAILROADS INTRODUCE PICTURE LANGUAGE

International travel has increased greatly in the last 15 years; the number of passengers unfamiliar with the language of the country in which they find themselves is constantly growing. This has prompted the European railroad administrations to provide helpful and easily understood travel information for the foreign passenger. Following an international competition, the administrations belonging to the International Union of Railways have selected a number of symbols that will easily guide the passengers to the most important counters, offices etc.

The GERMAN FEDERAL RAILROAD takes pride in introducing 15 of the most important pictorial signs that will be posted in all major European railroad stations. With the introduction of pictorial symbols, the European railroads have taken an important step towards establishing their own international "PICTURE LANGUAGE".

The GERMAN FEDERAL RAILROAD has announced that the world-famous "RUPINGOLD EXPRESS" will be operated as a "TRANS-EUROP-EXPRESS" and, as in the past, will begin its daily run at Hook-of-Holland with through-cars from Rotterdam and Amsterdam and continues on to Geneva (Switzerland) along the romantic castle-studded Rhine river valley and through the Black Forest area. Through-cars to Bern and (Zurich) - Chur will be added. Passengers, heading South, can connect in Lausanne with the "TER LINEAO" which operates between Geneva and Milano.
With the summer schedule going into effect May 30th, two other deluxe trains, the "RHEINPEL" operating between Dortmund and Munich and the "BLAUER ENZIAN" operating between Hamburg and Munich, will join the league of TEE's.
Dear Mr. Brown,

This will acknowledge the receipt of your letter dated 17 April 1965.

Please find enclosed two pamphlets on United Nations plans for International Co-operation Year.

You will note that further work in the development of new- and the standardization of existing glyphs, was merely suggested as a useful task during International Co-operation Year. No further reference to this subject was made in the Committees' discussions. A copy of the working paper of the Committee for the International Co-operation Year is also enclosed together with a copy of the symbol recommended for use in connexion with ICY activities.

Your interest is appreciated.

Very truly yours,

Alice V. R. Smith
Chief
Public Inquiries Unit
Visitors' Service

Mr. William M. Brown
Facilitating communication

It has been suggested to the Committee for the International Co-operation Year that one of the useful tasks which could be encouraged during the International Co-operation Year would be the development of a kind of symbol, known technically as a glyph. A glyph is a symbol which has meaning that is separable and independent from the names given to the symbol in different languages. The development of glyphs is already widespread in the sciences and in mathematics. Examples in the field of mathematics are as follows: + - %. Road signs are also glyphs, as are the flags used by ships for communication.

With the great increase in international contact and the development of new forms of communication, especially through the use of communications satellites, it would be advantageous to have more symbols which are independent of language. The development of new glyphs and the standardization of glyphs already in use would reduce the difficulties involved in foreign travel and in international communication and facilitate international co-operation. For example, now that there is more international travel by car and travellers often rent cars locally, safety would be promoted if road signs in all countries used identical symbols.

The Committee considers that this suggestion is in harmony with the aim of the International Co-operation Year. Since glyphs are independent of language or culture, the suggestion is also consistent with the criteria specified in the report of the Preparatory Committee.

The Committee could not itself suggest specific fields in which new glyphs might be developed or in which existing glyphs might be standardized. But, the Committee would like to call attention to the importance of glyphs as a means of
communication and the advantages to be gained through their further elaboration. It would be for the specialized agencies, Member Governments and voluntary organizations, both international and national, to consider whether possibilities existed in their own fields of co-operation for expanding the use of these useful symbols.
Dear Mr. Brown:

In reply to your letter of April 12, the enclosure briefly describes the signs and route markings used for traffic control and information in the United States. The European system is quite different, since it depends entirely upon symbols rather than words. This is necessary in a relatively limited area where there is a great diversity of languages. I have no material available on the European system to send to you. It is possible that you may find some material in your library or in encyclopedia articles; and it is possible that the United Nations might have material available.

Sincerely yours,

E. A. Stromberg
Special Assistant to the
Federal Highway Administrator

Enclosure
May 11th, 1965.

No. ENQ.1(2)/65(0515)

Mr. William M. Brown,

Dear Mr. Brown,

This refers to your letter of April 26th forwarded to this office by Air India.

The only graphic symbols (if they may be so called) presently in use in India are the internationally accepted traffic and road signs. Generally availability of public amenities and facilities is indicated by the word itself lettered on signboards etc.

Yours sincerely,

(Mrs) B. Krishnamurti
Assistant Director (Admn)

bk/ab
May 13, 1965

Mr. William M. Brown

Dear Mr. Brown,

I can think of no particular symbols which have been developed in Japan for the benefit of tourists. Looking over some of our own bi-lingual literature, I find that the art work is illustrative rather than symbolic.

Japan's effort to communicate with tourists has been remarkable, but it has taken the direction of putting signs and directions in English and Japanese, rather than attempting an international symbolism. The exception to this is in the field of automobile traffic, where international roadmarkings are adapted and adopted. We have no specific information on that in this office. However, you might obtain it from the American Automobile Association in Washington, D.C.

Cordially,

Donald C. Langley
May 18, 1965

Mr. William M. Brown

Dear Mr. Brown:

To the best of my knowledge no graphic symbols are used by any hotel organization to assist in overcoming language difficulties.

However, the best source of information I would suggest would be the United States Travel Service, whose headquarters are located in Washington, D. C. You might also communicate with the international division of the United Automobile Association who are also located in Washington. Another source of information could be the American Hotel and Motel Association located at 221 West 57th Street, New York 10019. Anything that this association provides would be for the benefit of travelers from abroad to this country.

I hope that these leads will be productive in the development of your thesis.

Very truly yours,

J. P. Richardson
Manager - Advertising

WORLD PEACE THROUGH INTERNATIONAL TRAVEL
Dear Mr. Brown:

In response to your letter of April 23, I will be very happy to keep my eyes open for anything along the "Picture Language" line. I'll also go through my recent files and see if there is anything. If I find anything I will send it along to you.

Sincerely,

Paul Tanner
Travel Editor

William M. Brown
SELF CLAIM

MATCH NUMBERS TO IDENTIFY BAGGAGE
BAGS LOOK ALIKE
BE SURE YOU HAVE YOUR OWN BAG
SKY CAP AVAILABLE IF DESIRED
Bibliography


Cassirer, Ernst. An Essay on Man; an Introduction to a Philosophy of Human Culture. New Haven, 1944.


Letters were sent to the following agencies.

The addresses are arranged by category.

GENERAL

The Fund For the Advancement of Education
Ford Foundation
477 Madison Avenue
New York, N.Y. 10022

Committee For the International Co-operation Year
United Nations
42nd Street and First Avenue
New York 17, N.Y.

TRAFFIC

Mr. Phillip Walter
N.Y. State District Engineer
Barge Canal Terminal
Rochester, N.Y. 14604

Institute of Traffic Engineers
Suite 508
1725 DeSales Street, N.W.
Washington, D.C. 20036

Kinney Rent-A-Car
501 Fifth Avenue
N.Y. 17, N.Y.

Department of Motor Vehicles
William S. Hults, Commissioner
Albany, N.Y.

Rex M. Whitton, Federal Highway Administrator
Bureau of Public Roads
Atomic Building
1717 H Street
Washington, D.C.

William H. Keeler, Director
Rochester Safety Council
55 St. Paul Boulevard
Rochester, N.Y.
Eugene L. Simm, Traffic Engineer
Public Safety Department
Public Safety Building
Civic Center Plaza
Rochester, N.Y.

I also visited the American Automobile Association office in Rochester.

TOURIST

Paul Tanner, Travel Editor
DEMOcrAT & CHRONICLE
35 Exchange Street
Rochester, N.Y.

The Cunard Steam-Ship Company, Limited
25 Broadway
New York 4, N.Y.

Eurailpass
Department B8
Box 191
Madison Square Station
N.Y. 10010, N.Y.

T.M.A Dept. 400
P.O. Box 1460
Grand Central Station
N.Y. 10017, N.Y.

Mr. R. Richardson
Hilton International Company
The Waldorf-Astoria
N.Y. 22, N.Y.

Air-India
Public Relations Department
266 Fifth Avenue
N.Y. 10019, N.Y.

Japan National Tourist Organization
45 Rockefeller Plaza
N.Y. 10020, N.Y.

Japan Air Lines
Box 2721-S.A
San Francisco, California
Government of India Tourist Office
19 East 49th Street
N.Y., N.Y.

Hong Kong Tourist Association
Box 2597
G.P.O.
Hong Kong, B.C.C.

Hilton Hotels Corporation
National Sales Office
Public Relations Department
Palmer House
Chicago 90, Illinois

I also visited the Sargent Travel Agency in Rochester.

INTERNATIONAL CORPORATIONS

Mr. D.J. Tierney
Asiatic Petroleum Corporation
One Rockefeller Plaza
N.Y. 10020, N.Y.

Leonard H. Siennick
Graphics Manager
General Dynamics Corporation
One Rockefeller Plaza
N.Y. 10020, N.Y.

Eastman Kodak Company
Public Relations Department
343 State Street
Rochester 14650, N.Y.

International Telephone and Telegraph Corporation
Public Relations Department
320 Park Avenue
N.Y. 10022, N.Y.

General Motors Corporation
Department of Public Relations
General Motors Building
Detroit 2, Michigan
Shell Oil Company
50 West 50th Street
New York 20, N.Y.

Information Section
Ford Motor Company
3000 Schaefer Road
Dearborn, Michigan
Gentlemen:

I am working towards a Master of Fine Arts Degree at the Rochester Institute of Technology. My thesis will be concerned with the development of graphic symbols used to communicate to people the world over. Special emphasis will be placed on traffic signs developed in the United States and in Europe.

Any information you can send, or direct me to, will be appreciated.

Thank you for giving this your attention.

Sincerely,
Gentlemen:

I am working towards a Master of Fine Arts Degree at the Rochester Institute of Technology. My thesis will be concerned with the development of graphic symbols used to communicate to people the world over. Special attention will be given to graphic symbols for tourists.

Since you are likely to deal with tourists who speak many different languages, I am wondering if any graphic symbols have been developed for them. How, for example, do your tourists find washrooms, the telephone, or exits?

Any information you can send, or direct me to, will be appreciated.

Thank you for giving this your attention.

Sincerely,
Form letter sent to corporations having overseas units.

Gentlemen:

I am working towards a Master of Fine Arts Degree at the Rochester Institute of Technology. My thesis will be concerned with the development of graphic symbols used to communicate to people the world over.

Since yours is a world-wide corporation, I am wondering if any symbols have been developed for the workers either in your United States or your overseas units. Such symbols would help the workers to understand their jobs more fully, would direct them about the plant, and would indicate danger areas. If your company has developed any symbols, may I have information about them and about their designers?

Any information you can send, or direct me to, will be appreciated.

Thank you for giving this your attention.

Sincerely,
April 17, 1985

Committee For the Year of International Co-operation
United Nations
42nd Street and First Avenue
New York 17, N.Y.

Gentlemen:

I am working towards a Master of Fine Arts Degree at the Rochester Institute of Technology. My thesis will be concerned with the development of symbols, or glyphs, used to communicate to people the world over.

I have read of your committee and its efforts to urge member nations to develop new glyphs and to standardize glyphs already in use. If it is possible, I should like to have a report on the findings of your committee. This, and any other information you can send, or direct me to, will be appreciated.

Thank you for giving this your kind attention.

Sincerely,

William M. Brown
Gentlemen:

I am working towards a Master of Fine Arts Degree at the Rochester Institute of Technology. My thesis will be concerned with the development of graphic symbols used to communicate to people the world over. Special attention will be given to graphic symbols for tourists.

In doing my research, I discovered that in 1959 or 1960, Mr. Rudolf Modley was asked by your Fund to conduct an exploratory study to determine the need for a science of symbology and what it could do for international communication. Can you send me information about this study? Did Mr. Modley go beyond an exploratory study?

Any information you can send, or direct me to, will be appreciated.

Thank you for your kind attention.

Sincerely,
May 13, 1965

D.J. Tierney
Asiatic Petroleum Corporation
One Rockefeller Plaza
New York, N.Y. 10020

Dear Mr. Tierney:

Thank you for your letter of May 4th regarding my thesis, which you will remember, is concerned with the development of graphic symbols used to communicate to people the world over.

To be more explicit, I am wondering if any graphic symbols have been developed for the workers either in your United States or your overseas units. Such symbols would help the workers to understand their jobs more fully, would direct them about the plant, and/or would indicate danger areas. If your company has developed any symbols, may I have information about them and about their designers?

Your kind attention is greatly appreciated.

Sincerely,

William M. Brown
May 13, 1965

Mr. R. Richardson
Hilton International Company
The Waldorf-Astoria
New York 22, N.Y.

Dear Mr. Richardson:

I am working towards a Master of Fine Arts Degree at the Rochester Institute of Technology. My thesis will be concerned with the development of graphic symbols used to communicate to people the world over. Special attention will be given to graphic symbols for tourists.

Miss Gertrude M. Hickman, Assistant Director of Public Relations for the National Sales Office of the Hilton Hotels Corporation, suggested that I write you for information concerning the international hotels. Since yours is a world-wide corporation, and since you are likely to deal with tourists who speak many different languages, I am wondering if any graphic symbols have been developed for them. How, for example, do your tourists find washrooms, the telephone, or exits? Any information you can send, or direct me to, will be appreciated.

Thank you for giving this your attention.

Sincerely,

William M. Brown