

The Director
Chamber of Manufactures of N.S.W.
12 O'Connell Street
S Y D N E Y

18th September 1951

Dear Sir,

Please receive for distribution to the Safety Committees of your Members

INDUSTRIAL EMERGENCY SIGNS

which - like Road Signs - could be read and understood by New Australians in any of their languages.

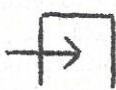
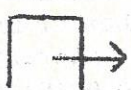
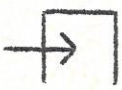
Almost every factory in N.S.W. employs New Australians. The majority of them are feeling strangers in a strange land. The main reason is language. Unfortunately, this is not a passing phase. Many of the "unskilled worker" type never learn to speak really English. Many Italians in N.S.W. speak mostly Italian throughout their life; so do Greeks, Hungarians, etc. In South Australia, there are towns where only German is spoken - in the 4th generation. In Queensland there are Italian towns. In Canada, the United States of America, etc. millions of people speak almost exclusively the language of their forefathers who came into the country centuries ago. English is for them a foreign tongue - to all intent and purpose.

But emergency warning signs must be understood and quickly. Your factory may ~~burn~~ down because a New Australian just didn't care to learn the meanings of INFLAMMABLE and DON'T SMOKE. Moreover lives are at stake.

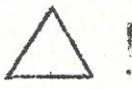
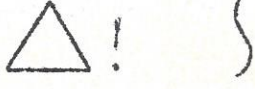
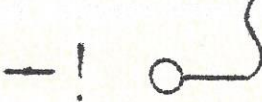
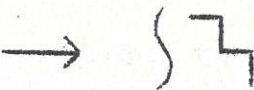
Foreigners and naturalised British citizens in Great Britain said this in the traffic courts: Until they grasped the words HALT or CHILDREN AHEAD, which they had to translate subconsciously into their mother-tongue - it was just too late. This is one of the reasons why warning signs, written in the native languages are taken down on the deadly highways of the world and replaced by pictographic symbols which can be read and understood in all languages. A bent arrow means a CURVE in any language. →

Semantography is the logical continuation of the work of the road engineers. It provides pictographic symbols for any meaning in any language. It has been highly praised by great scholars, like Earl RUSSELL in Great Britain, Professor Carleton Washburne, Professor Oliver L. Reiser in the United States, Professor A.G. Mitchell of Sydney, etc. etc.

The symbols of Semantography are composed from simple Symbol elements, which are shown below in the left column. If you are interested in the application of this idea, the Institute for Semantography will bring out a folder for distribution among your New Australian employees. For every symbol, there will be the equivalent word in 10 different European languages in 10 columns. The symbols are simple pictures, easily to grasp. They need not even be "translated" into the various mother-tongues. A door looks like a door, etc. Furthermore THE ENGLISH WORDS stand always below the symbols.

Symbol Elements		Symbol Combinations	
			
door	direction	ENTRANCE	EXIT
			
yes ! (positive)	no ! (negative)	NO	ENTRANCE

(please turn over)

Symbol Elements	Symbol Combinations
 International Safety Sign  electric (lightning)	 DANGER  ELECTRIC
 Fire (flame line)  mouth	 DANGER INFLAMMABLE  NO SMOKING
 Stairs	 FIRE EXIT  TO FIRE STAIRS

These are only a few examples. ANY MEANING can be expressed in the simple Symbols of Semantography (Greek a meaningful writing). Moreover, any meaning on machines, switches, vats, instruments, etc. can be thus expressed. Furthermore, directions on knobs, handles, etc. on products, which you manufacture and send to a variety of countries. If you include a folder, showing the meaning of the symbols in a number of languages in separate columns, then your product can be sold in any country, without the necessity to put different plates on. Likewise directions on tins, boxes, etc. Thus, a cancelled order can go to another country, without any change.

The above examples of Industrial Emergency Signs are almost self-explanatory. Some are already in use, as the safety triangle, the electric sign, the arrow. Within some years symbols like such will be adopted internationally. Semantography is an Australian invention, and it is pioneered from Australia. In the United States, Professor Oliver L. Reiser of the University of Pittsburgh said in a paper for the American Association for the Advancement of Science: "This system provides a powerful aid and stimulus to President Truman's "Point Four Program". Bertrand Russell wrote, when in Sydney, that material aid to this idea means "performing an important Service to Mankind".

The Institute for Semantography is a Non-Profit Institution. It will waive the copy-rights for the use of Emergency Warning Signs in N.S.W. Factories, provided that the following common-sense conditions are adhered to:

- (1) that you should not invent symbols of your own. Otherwise we would soon have a Babel of Symbols. In doubt, you must consult the Institute.
- (2) that you should adhere to the forms, and proportional outlines as prescribed by the Institute.
- (3) that you should print the corresponding English words beneath each symbol, e.g. NO ENTRANCE, but not ENTRANCE PROHIBITED, because you don't show the symbol for "prohibited".

If you are interested to adopt these international emergency signs, please communicate with the Chamber of Manufactures. Folders, blueprints, etc. will be forthcoming at self-cost.

If you are interested in Semantography as such, and if you want more information, or if you want to acquire some brochures, or the 3 Books on Semantography, please communicate with the Institute.