

Pictorial Symbols?

Can they be instantly understood without a little learning
by putting the native word underneath?

No! says Bliss

No! says Punch

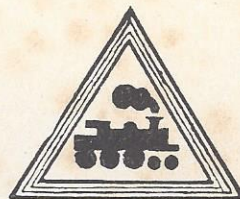
the celebrated British Magazine of Laughter, and proves it with a punch in the new British road warning signs herebelow and on the second page, reprinted by kind permission of the editors from the Punch issue December 22, 1965.



No Riderless
Bicycles Allowed



Beware of
Low-Flying
Motorcycles



Veteran Locomotive
Rally On The Move



Sophia Loren
Ahead

"All graphic Symbols must be learned"

says Rudolf Modley, the noted expert on graphic presentation in the article "Graphic Symbols for World-Wide Communication" in the book SIGN IMAGE SYMBOL edited by Professor G. Kepes of the Massachusetts Institute of Technology (published by George Braziller New York 1966) In this book mention is made and samples shown of the work of

C.K. Bliss, B. Sc. the inventor of Semantography (Blissymbolics) the only complete pictorial symbol system which uses about 100 basic pictorial symbols to express every meaning needed in Communication, Commerce, Industry, and even Science. An example from Bliss' book SEMANTOGRAPHY is shown on the second page.

Picturegraphs or Blissymbols?

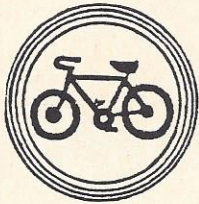
According to university surveys about one third of a population has faulty vision, yet only about 3% wear glasses. For the other 30%, complex picturegraphs (like the ones shown above) appear as a blur. In contrast, Blissymbols consist of the barest minimum of lines which are better visible and easier grasped. Tests have proved that adults and even children learn to read them within minutes, and are able to form whole sentences.

KNOW YOUR ROAD SIGNS

says Punch (December 22, 1965, making fun of the new Traffic signs of Great Britain, and saying:

"We never have understood (and probably never will) what the artist was driving at. Admitting this, how downright dangerous is it to face us with cabalistic signs needing instant understanding and prompt action - even at only 70 miles per hour."

Face to face with the list of these signs - in a booklet the authorities don't send us - we find ... (see below)



No Riderless
Bicycles Allowed



No Eel Fishing
Allowed On
The Clearway



Steep Hill Upwards
(or is it Downwards?)



Hardly Noticeable
Hill Downwards
(or is it Upwards?)



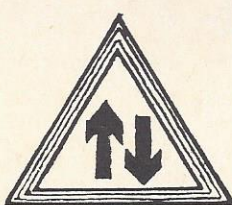
Disintegrating
Lorry Ahead



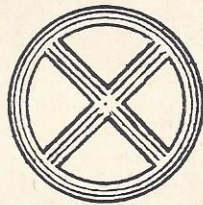
Beware of
Low-Flying
Motorcycles



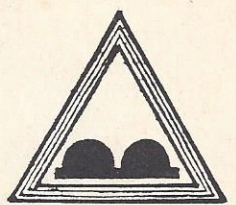
Roadmen
Sawing Down Trees



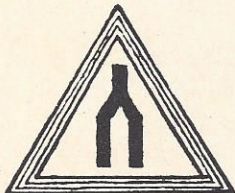
Roadmen
Sawing Up Logs



Is Your
Steering Wheel
Done Up Properly?



Sophia Loren
Ahead



Water Diviner
Ahead



Outdoor Pop Art
Display



Veteran Locomotive
Rally On The Move



Unusual Roadman
Ahead



?

One Writing for One World SEMANTOGRAPHY - BLISSYMBOLICS

by C. K. Bliss, B.Sc.

Retail price (including postage) U.S. \$12.00

Libraries 25% discount U.S. \$ 9.00

Order the book through your favourite bookseller or from the United States Depository for North and South America.

ACME CODE COMPANY, INC.

102 First Street, Hackensack, New Jersey 07601, U.S.A.

BLISSYMBOLS in public places

must (as a reasonable condition) always carry the native words underneath (as shown below), in order to acquaint everyone with the symbol combinations.



EXIT



SORTIE



SALIDA



USCITA



AUSGANG

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