

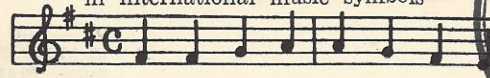
Ships of all Nations at Sea
communicate in international flag symbols



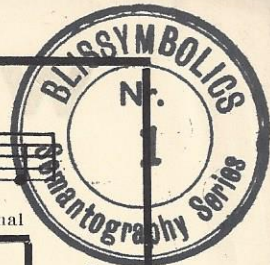
I understand you s o s



Beethoven, 9th Symphony
in international music symbols



All man-kind unites fra - ter - nal



100 SYMBOL ELEMENTS TO OVERCOME BABEL in reading, writing & thought



2 wars
(symbol of crossed swords)

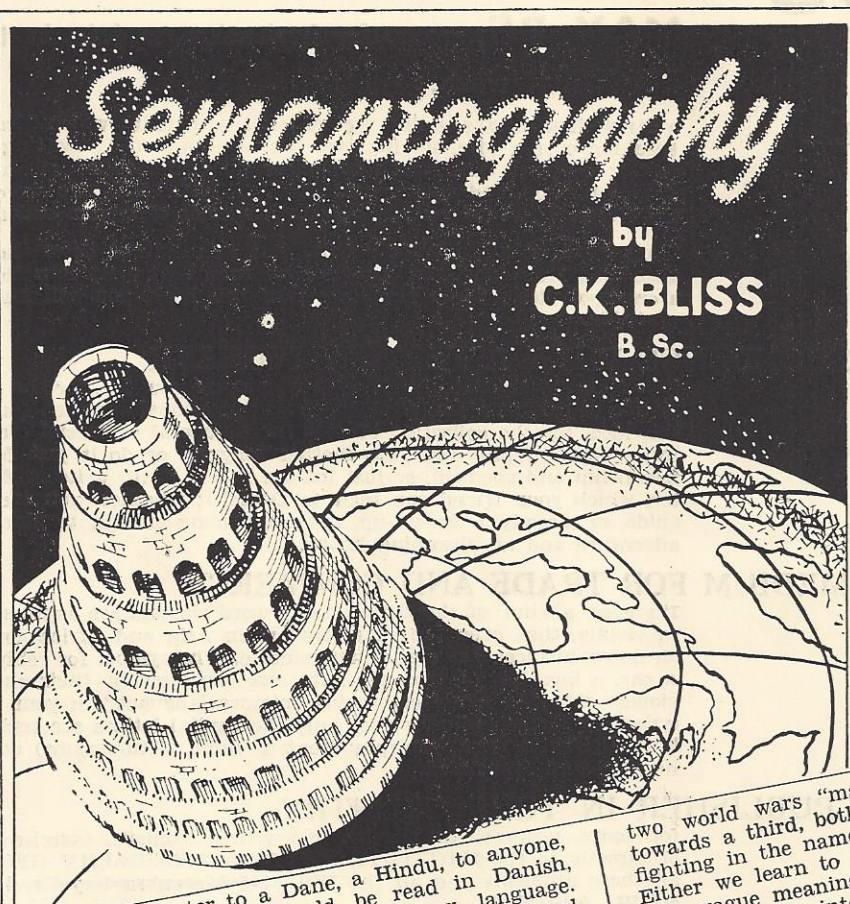
deux guerres

dos guerras

Δύο Πόλεμοι

兩戰

दो संग्रह



man progresses

l'homme progresse

el hombre adelanta

Ὁ Ἄνθρωπος Προοδεύει

人類進步



SYDNEY, 14th April, 1949.—After seven years of work, Mr. C. K. Bliss, B.Sc., a research chemist, believes to have realized the idea, conceived 300 years ago by the great mathematician Leibnitz, and attempted by Bishop Wilkins—a symbol and word-charlatanry resembles somewhat the confusion of the alchemist age, he analysed language, and separated the elements of meaning. Each got a simple, almost self-explanatory symbol (see the above examples: two wars; man progresses).

The first practical application may well be sensational. With an adjusted typewriter of ordinary size (which carries the alphabet too) or by hand, you could write a let-

ter to a Dane, a Hindu, to anyone, and it could be read in Danish, Hindustani, or in any language. We use already many international symbols in daily mathematics, geometry, science, technology, industry, commerce, traffic, writing, music, signals, etc (see above examples). Now we have simple symbols to cover the whole range of language for such practical purposes.

The second practical application of semantography (semantics-significant meaning) may be even more sensational. After a few months' training, you could point out in any speech or ordinary writing (a business agreement, for instance) the vague words which may cause arguments. Take the word "progressive" used by any party (or person) from left to right. After

two world wars "man progresses" towards a third, both sides already fighting in the name of "Progress." Either we learn to recognize words with vague meanings and learn to translate them into concrete ones, or we will perish through our own muddled way of speech and thought.

The third practical application: three-quarters of the world's population cannot read and write. There are about 3,000 languages, over 2,000 without a phonetic alphabet. The learning of foreign languages (even compulsory, and including Esperanto) has mostly proved a failure. Here is a simple "picture language" for reading and writing in all languages. Here is one primer for one world.

The 4th practical application may

Founder and Director:
C. K. BLISS

INSTITUTE FOR SEMANTOGRAPHY

A Non-Profit Educational Research Organisation
5 Macoubra Bay Rd., Pagewood, Sydney, N.S.W. Australia.

Leaflet No. 1.
SEMANTOGRAPHY SERIES
Issued by the

WE ARE IN THE ALARMING POSITION

of having enormous control over the forces of Nature, and very little reasoning power to guide our actions—in fact, very much like a lot of children playing with loaded guns. Man, it appears, is still handicapped by his . . . muddled way of thinking. May it not be that much of this unreasonable muddle is due to the simple fact that our symbols for thought—language—are not yet set in order; that in the matter of thought-symbolism we are still much in the same state of confusion as the Romans were in their arithmetic? We should be horrified at the difficulty of multiplying MDCCIX by LVII; to the educated Roman it seemed natural and inevitable, but his arithmetical powers suffered in consequence.”

The Physicist, Prof. Sir Richard Paget (3).

UNESCO MUST SEEK

to discover what are the various barriers to free, easy and undistorted dissemination of news and knowledge between nations, and (must) see that they are lowered or, if possible, removed. And the study of language, notably of semantics, as its scientific basis, is a necessary step towards improving language as a tool of description and communication, and safeguarding ourselves against promoting misunderstanding instead of understanding.”

The Biologist, Prof. Julian Huxley (66)

IDEOGRAPHIC WRITING

will surely achieve the final victory over phonetic writing.”

The Linguist, Prof. Basil Hall Chamberlain (9)

TO YOU

WHATEVER AND WHEREVER YOU MAY BE,

goes the invitation to join in this fascinating PIONEER work.

EVERY NEW IDEA,

a car without horses, a ship without sails, a machine which flies, a box which talks, speaking over a wire, singing over the air—and now a writing which can be read in any language, and which can clear up confusion of meaning—every new idea was first recognized and worked out by PIONEERS, who were amateurs, because there are at first no professionals in new fields of human endeavour.

“A CRACKPOT IDEA,

that’s what it is,” said the people. But this did not deter the PIONEERS. They cheerfully braved ridicule, because they knew that every new idea is first considered a crackpot idea. When you have read this book, you will know that the idea is workable.

START A CORRESPONDENCE WITH A FELLOW PIONEER

in a far-away country. Do it for any purpose you like, for the exchange of stamps, photos or views on technical, medical, educational matters, for the furtherance of this idea, for the collection of data for a general or special dictionary or a primer (on semantography and your mother tongue), or do it just for the promotion of friendship and goodwill, or just for the fun of it (to write in English a symbol letter, which your friend can read in Danish); whether you are a boy scout or girl guide, or already a grown-up, but still young enough to plunge into a thrilling adventure and an absorbing hobby.

THIS IS A NEW MEDIUM FOR TRADE AND COMMERCE

It’s even a kind of shorthand. Long word clusters are expressed by a few symbols so vividly, that even the small traders in Asia and Africa could soon read them on notes, invoices, cases and merchandise. The symbol for “ship” looks like a ship; a car, a box, bags, drums, tins, etc., are expressed by their outlines. You too, can pioneer this new world-embracing “picture language” in your place of work. The typewriter is the ordinary one; only the capital letters are replaced by geometrical lines. Cables in semantography (sent as radio picturegrams) don’t need to be coded, decoded and translated.

WRITE TO THE PUBLISHER IN YOUR COUNTRY

for books, primers, dictionaries, typewriters, stencils, exercise books, courses, etc., or directly to the INSTITUTE FOR SEMANTOGRAPHY (IFS), which deals with all these problems and all the IFS, at ~~6 Macquarie Bay Road, Pagewood~~, Sydney, N.S.W., Australia.

ORGANISE A BRANCH OF THE SOCIETY OF SEMANTOGRAPHY (SOS)

in your school, university, circle, club, office, workshop, factory, village, town or country. Become its first secretary, or teacher, or executive.

ALL THIS IS STILL TERRA INCOGNITA.

Only a few scientists have so far penetrated into “the thick jungle of meaning” in naturally grown languages. Other scientists have shown that unambiguous symbols in mathematics, chemistry, music and other human activities, can bridge all languages, can bring agreement, co-operation and success.

THE THIRD WORLD WAR

—if we don’t prevent it—will be an “ideo-logical” war. We will kill each other, because of a difference of opinion, which we often express with the same words, meaning different things. Bombs will fall, because of confused ideas in confused minds, expressed in confused language. “War begins in the minds of men.”

HERE IS YOUR CHANCE,

wherever you may be, in a thronged city or a lone cabin, to contribute to a new idea, to absorb yourself in a new hobby, which will give you satisfaction and advantages. It will make you understand the working of language, it will make you acquainted with the intricacies (and fallacies) of your own language, it will make you immune against all those words and phrases, which are fired from all sides (including people around you) with intent to hurt or to confuse, it will give you the system and the logic to silence big-mouthed debaters, who cover their ignorance by throwing around long words—it will lift you up and above the humdrum of daily life, and **IT WILL MAKE YOU A PIONEER.**