

any foreign language. Describing the chemical event, Semantography excludes idiomatically expressions, which literally and physically are nonsense (like "high tea"). This made foreign language learning a curse and a failure. Further advantages make Semantography suitable to become the **PLANETARY MEDIUM OF SCIENTIFIC HUMANISM.**

have found that natives, tutted in superstitions, will not take to improvements in agriculture, hygiene, etc., without the stimulus of literacy. Semantography offers a simple universal "Picture Writing," typable (believe it or convince yourself) on an ordinary-sized typewriter. Here is **ONE PRIMER, ONE PAPER, ONE PRINT FOR ONE WORLD.**

more **ONE WRITING FOR ONE WORLD.** Anything written, typed, or printed in Semantography can be read (just like this writing: 1 + 2 = 3) in any and all the languages of the World. It should be used only when needed for interlinguistic communication, esp. in Science, Industry, Commerce, Traffic, etc., everyone using only his respective mother tongue.

desperately needed items of Education are not taught in the primary and high schools of the World: "how to think logically" and "how to recognize vague, ambiguous and fallacious words," which threaten, and often wreck the family, the nation, the whole world. Here's a simple way to deal with -isms and -ologies.

"A brief examination of the "100 Symbol Elements" idea of Mr. C. K. Bliss, shows it to be ingenious. . . ."—Carleton WASHBURN. ". . . it should be developed as rapidly and as widely as possible."—James HEMMING. (See full texts).

"With the Art of Writing, the true reign of miracles for Mankind commenced . . . Democracy is inevitable." — Thomas CARLYLE.

# THE INSTITUTE FOR SEMANTOGRAPHY

*A Non-Profit Institution for the Promotion of Semantics and Semantography*

Founder and Director: C. K. Bliss, B.Sc.

**5 MAROUBRA BAY ROAD, PAGEWOOD, SYDNEY, N.S.W., AUSTRALIA**

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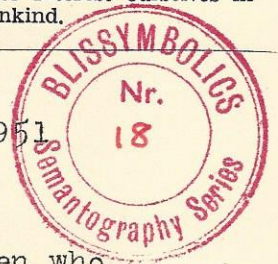
GREAT BRITAIN: 9 Hanover Terrace Ms. London N.W.1.

When Louis **BRAILLE** in 1825 invented a new auxiliary Writing, which filled a desperate need of the blind people, the Academy and the proper Institutions rejected it, and even his colleagues obstructed it—the usual fate of unusual new ideas.

**SEMANTOGRAPHY** too is a new auxiliary Writing, which fills a desperate need of mankind. It offers advantages, never before comprised in any existing writing system, and it has already been highly praised by learned men.

**BUT** it is going to suffer the same treatment as Braille's Writing—unless enlightened persons anywhere in the World, realise the urgency and are instrumental in its examination and adoption in their country.

This concerns **YOU** and all men of learning, and the World will judge **YOU** according to **YOUR** attitude towards new Ideas, whether it is one of (1) prejudiced rejection, (2) polite inaction, or (3) enlightened action. **WE ALL** have a responsibility to interest ourselves in new Ideas which can benefit Mankind.



Sydney, May 1951

Dear Australian Publisher,

Bertrand Russell wrote about my work: "Any man or men who will spend the money necessary to get your work printed will, in my opinion, be performing an important service to Mankind!" He referred to my 3 volumes on **SEMANTOGRAPHY**, which I "printed" from timestencils, and which sell for five Pounds in the U.S.A., Great Britain, etc. (see Metcalfe and Wolsky letter).

The Minister and the Department for External Territories Canberra, the South Pacific Commission, comprising 6 Governments, the Indian Authorities, UNESCO Paris, etc. etc., are interested in Semantography. Prof. Hogben, author of bestsellers says it's "fascinating". Prof. Meredith wrote in a 2000 words review ( **THE NEW ERA**, London ) that he couldn't stop reading "through sheer fascination."

At present I want to publish a Children's Primer (see title page enclosed). I feel sure that you have the vision to realise that, before long, a world movement will start with hundreds of thousands of children, boy scouts, stamp-collectors, etc. writing letters to each other, without knowing each other's language.

I attach the invitation from the **SYDNEY UNIVERSITY EXTENSION BOARD** to attend my lecture, Tuesday the 15th of May 4 p.m. in the Wallace Theatre, the University.

Will YOU be there? Will an Australian Publisher implement Earl Russell's words, or will a Publisher abroad grasp the chance of this Australian idea?

Yours Sincerely

**"Semantography . . . I think very highly of it . . . an important service to mankind."**  
**Bertrand RUSSELL**