

# THE INSTITUTE FOR SEMANTOGRAPHY

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

~~5 Maroubra Bay Road, Pagewood, Sydney, N.S.W., Australia~~



To the Member of the Group of Experts,  
Transport and Communication Commission  
5th Session, LAKE SUCCESS, New York. N. Y.

Sydney, 6th March 1951

The Australian Federal Department of Transport favoured my approach to the Geneva Conference in August 1949. However, my work on road symbols was not taken into consideration, and all I know is this Geneva Reference No. G IX/12/6/1/5/5314.

I learned now from official sources that you have decided in favour of symbols and against inscriptions. Then you will surely be interested in Semantography, a simple symbol writing, covering the whole range of language. A group of experts, foremost the greatest living authority on logical symbolism, Earl (Bertrand) Russell, Professor Lancelot Hogben (Birmingham), Prof. Carlton Washburne (New York), Prof. Patrick Meredith (Leeds) and other scientists have found words of great praise for it. (see the attached leaflets no. 7 and 11, which contain symbol samples).

The Motorist Association of New South Wales, Australia has studied the road symbols and declared that "the adoption of this system of symbol writing throughout the world, would contribute towards much safer traffic conditions in international motoring".

You can now express any meaning you wish in simple pictographs. The international motorist in a foreign country can even have a menu card in symbols and order in writing: "A rumpsteak, underdone, but no onions, please!" He can argue in writing with the traffic cop (if he let him) and he can write in the traffic court "I am innocent", and explain what happened.

My large chapters on road symbols are contained in Volume I (p. 72 ff) and Volume II (p. 357 ff, also p. 335 ff, p. 346 ff, p. 224 ff, p. 236 ff, etc.) You can get these 2 Volumes within a few days by sending the enclosed order form and your remittance to my agent in the U. S. A. :  
Mr. F. Treuer, P.O.B. 167, YELLOW SPRINGS, Ohio.

If you take my work into consideration, the money will be fully refunded. However, should you be inclined to let this second approach go into another filing grave, will you please consider that you - the Representatives of the Nations of the World - have the obligation, at least, to examine this new world-embracing idea of an international symbol writing, which could bring understanding not only on the highways of the world, but also in all phases of international co-operation. Awaiting therefore your personal reply, I am

Yours Sincerely,

Encl: Leaflets No. 7 and 11. Order Form.

C. K. Bliss