

THE INSTITUTE FOR SEMANTOGRAPHY
Circular



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

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

Sydney, 25th November 1951

Dear Sir/Madam,

This is firstly to thank you for your kind response to the ad in THE HUMANIST and secondly to ask you kindly to excuse the long delay. You have received a communication from my friend and agent in the United States, Mr. Fritz Treuer. Now you may be surprised to receive a letter from Australia. I, the inventor of Semantography, am an employee of General Motors of Sydney, and live in this blessed country which many visitors call New America, and indeed we have very much in common. Now, thanks to airtransport, it is possible for people to unite - across the seas - in work for new ideas.

In interesting yourself in Semantography, you will indeed become a pioneer for a world-embracing idea, and in spending some money on it, you will follow Bertrand Russell's appeal, who wrote that spending money for publicising Semantography means "performing an important Service to Mankind", and this means also a Service to yourself and your family.

The first advertisement was a test, and the enquiries received, indicating great interest, have shown that a short summary of this unconventional work may not be a sufficient answer. The result is a Brochure INTRODUCTION AND FIRST LESSON, containing well over 15,000 words, for the making of which considerable time and money had to be spent. The cover page is enclosed.

This is a Not-For-Profit venture. I myself, have for more than 9 years, spent my savings and earnings, my time and my effort, and have written 3 large volumes proving the application of Semantography for many human activities. Now that great scholars have found words of great praise for it, I am looking for interested people in all parts of the world to unite in work for a new idea, which can change the thinking of Mankind.

Pioneers are needed for this exciting adventure, and a Correspondence Course is the only way to find them. If you take this Course, if you find by your own experience the great benefit it will give you in your thoughts and decisions for a better life, then you will teach it to other people. There is a thrill in Semantography which captures the imagination of adults and children. You will realise this, when you have read the Brochure.

But these letters, the brochure and the advertisements cost money and much money at that. To cover these costs, you are asked kindly to send in 80 cents to the address in the United States, whereupon the brochure will be mailed to you. This money will then be deducted from the course fee. It is a small expenditure, considering that spending it, means "performing an important Service to Mankind" (and to yourself) - in Bertrand Russell's own words.

Yours Sincerely
C. K. Bliss
C.K. Bliss

Encl. Correspondence Course Cover Page

Cut the address below out and paste it on an envelope

Cut the form below out, fill it out, add 80 cents in stamps, check or money order, put it in the envelope and mail it

The Institute for Semantography
P.O.B. 167
YELLOW SPRINGS
Ohio

The Institute for Semantography
P.O.B. 167, YELLOW SPRINGS, Ohio
Enclosed are 80 cents for the Brochure
INTRODUCTION AND FIRST LESSON
of the Correspondence Course on
SEMANTOGRAPHY
the new simple Logic and Semantics
Name and
Address
.....

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

UNITED STATES: P.O.B. 167, Yellow Springs, Ohio.

GREAT BRITAIN: C/o Messenger Ltd., 100 St. Martin's Lane, London, W.C.2.

Dear Sir/Madam,

Sydney, 25th November 1951

Now that you have read the Brochure to the end, you may realise that, in interesting yourself in Semantography, you will become a pioneer for a new world-embracing idea, which may change the thinking habits of mankind, and may bring a better world about. In spending some money on this Correspondence Course, you will in the words of Bertrand Russell "perform an important Service to Mankind" and this means also a Service to yourself and your family.

This is a Non-For-Profit venture. Nearly one third of the cost will go into airmail fees. The rest must cover cost of the paper, the typing, the duplicating, and the costly advertisements. In all probability there will be a deficit. But this is usually the case with pioneering ventures. It is first a small group of men and women who have the vision to realise the benefits of a new idea for themselves and for mankind.

The Course will consist of

- 1 Brochure Introduction and First Lesson
- 10 Lessons, each containing up to 4000 words, altogether up to 40,000 words
- 10 Personal Letters to You, dealing with your personal queries, comments and arguments, each letter containing up to 600 words altogether 6000 words.
- 10 Corrections of your Working Sheets. You may use a 10 cent airletter.

The total cost, including airmail fees, etc. is..... \$ 12.80

If you have already acquired the first Brochure, please deduct 0.80

and send in only \$ 12.00

In these harrassed times, we spend many times this amount on doctors fees, on pills and tonics, because our worries play havoc with our body, our nerves and our mind. In immersing yourself in the happiness of a pioneering activity, the Logic and Semantics of Semantography will make you immune against words which disturb us mentally and physically. It will help you towards a better handling of your private and business affairs. Will you kindly excuse all shortcomings of this first approach. Will you realise that your interest will grow, when you know more about Semantography, and will you kindly endeavour to make this approach to you not a vain one.

Yours Sincerely

C. K. Bliss

C.K. Bliss

Please cut the address below out and paste it on an envelop. Fill in the from, cut it out, and put it into an envelope, together with your check, money order, etc. and mail it.

The Institute for Semantography

P.O.B. 167

YELLOW SPRINGS

Ohio

The Institute for Semantography
P.O.B. 167, YELLOW SPRINGS, Ohio

Enclosed are \$ 12.80 (or \$ 12.00) for my enrolment in the

C O R R E S P O N D E N C E C O U R S E
ON THE LOGIC AND SEMANTICS OF SEMANTOGRAPHY

Name and Address:

Dear Sir/Madam,

You have been kind enough to respond to the advertisement for a Correspondence Course on

S E M A N T O G R A P H Y

the new simple Logic & Semantics for Everyone

and your response shows that you are interested in new ideas for the betterment of Mankind. People like you are in a minority, and they are precious people worth cultivating. Therefore this letter to you. Moreover, the spirited and even enthusiastic letters of those people who have enrolled in the Course gives me the courage to approach you again.

You may or may not yet have spent the 80 cents on the 15,000 words brochure: INTRODUCTION AND FIRST LESSON ON SEMANTOLOGY. You may perhaps be unconvinced yet, or you hadn't time yet to write and to enrol. Would you then consider the following

- Proposal
- (1) If you haven't got yet the 15,000 word Brochure, would you risk 80 cents and order it, and be it for no other reason than to follow Bertrand Russell's appeal and by spending money on Semantography "perform an important service to Mankind."
 - (2) If you have the Brochure, would you be interested in the second lesson, containing over 8000 words. It's yours for 80 cents, incl. postage.
 - (3) Both the introductory brochure, first lesson and second lesson are available for the reduced price of \$ 1.50. These prices do not cover the cost of the ads, the promotion campaigns, and the airmail fees involved. For instance, this letter to you may turn out a total loss in time, money and effort spent. Will you let it come to that, or will you realize that a man, 55 years of age, who pioneers a new idea, craves to pass on an idea before he passes out.
 - (4) Will you enrol in the Course, and be it for no other reason, than to pass on the lessons to your friends among the teaching profession. You will receive
 - 1 Brochure and First Lesson (mentioned above)
 - 10 Lessons, each containing between 4000 to 8000 words
 - 10 Personal Letters to you, dealing with your personal queries, problems and arguments, each letter containing at least 600 words.
 - 10 Corrections of your working sheets, if you care to send them, otherwise, the personal letter to you will be increased in volume.The total cost is \$ 12.80, less the money you have spent already.

To be a Pioneer of a new world-embracing Idea will bring you creative Happiness.

In these harrassed times, we spend many times this amount on doctors fees, on pills and tonics, because our worries play havoc with our body, our nerves and our mind. In immersing yourself in the happiness of a pioneering activity, the Logic and Semantics of Semantography will make you immune against words which disturb us mentally and physically. It will help you towards a better handling of your private and business affairs.

Address your order to THE INSTITUTE FOR SEMANTOLOGY P.O.B 167 YELLOW SPRINGS, Ohio

Yours Sincerely

C.K. Bliss

C.K. Bliss, B.Sc.

April 1953

TO THE SUBSCRIBERS OF THE
CORRESPONDENCE COURSE ON SEMANTOGRAPHY

Dear Friends,

Months have gone by since you received my last letter and lesson and I owe you an explanation. During the last year I have been engaged in a struggle for existence, which took all my time and resources. An economic recession swept Australia and many thousands of people lost their jobs, including me. I decided not to take any employment, but to start a business of my own, which should give me the security and time to go on with my work Semantography. Now, after months of hard work, I believe I have succeeded and this letter to you is the first proof.

This course was started as a pioneering venture. I tried to find pioneers who would go along with me and build up this new idea. The first advertisement in THE HUMANIST proved encouraging, and I used all the money I had received from you to pay for advertisements in other journals. However, the slender means at my disposal allowed only for small ads, and these proved ineffective. This loss together with my struggle for a livelihood put an end to further efforts. I got a bit desperate and made a plea for help to the directors of the American Humanist Association. I attach this plea and regret to say that it proved abortive. More and more do I realize that a man with an idea "ahead of its time" faces a hard struggle. The more so do I appreciate your vision and interest.

Some of you became interested in my work because you are acquainted with the idea of General Semantics as developed by Alfred Korzybski. You may have been puzzled about my arguments in the last lessons concerning General Semantics. Here is my explanation:

It is a fact that a newcomer in a field absorbs the work of the men who worked before him in this field. The newcomer may realize deficiencies in the work done and may try to overcome these deficiencies. He starts where the others have left off. This process is called by Korzybski "Time-Binding". It was my great hope that all the adherents of General Semantics would be interested in my work as an extension of Korzybski's work, and that support for my work will come forward.

Alas, it is also a fact that many people who are adherent of a theory, believe that this theory is the ultimate wisdom, and that it cannot be bettered. They will refuse to see any deficiency and they will refuse to recognize the work of a newcomer. This has happened with a number of prominent men working in General Semantics, and one case is worthwhile telling here, because it represents an interesting study, worthy of your thoughts.

Professor Oliver L. Reiser of the University of Pittsburgh is one of the few men who will investigate any new idea. He is a supporter of General Semantics and he is a supporter of my work. He urged prominent men of General Semantics to take an interest in my work. As a result I sent some of my work to Mr. Hayakawa who is Editor of the General Semantics Magazine MPC. In addition, I wanted to give him a short cut to the Semantics of Semantography as far as it differs with regard to General Semantics. Naturally, a critic of General Semantics is necessary in order to show where Semantography adds and improves the theory of meaning. I attach herewith this INTRODUCTION TO THE SEMANTICS OF SEMANTOGRAPHY, which I consider an extension of my correspondence course lessons.

As you know, Hayakawa is the author of LANGUAGE IN ACTION. In this book Hayakawa gives one basic advice to be remembered: Cow₁ is not Cow₂ is not Cow₃. I too have followed Korzybski in saying in Semantography: Man₁ is not Man₂ is not Man₃. I used Hayakawa's cows to show the deficiency of General Semantics, and the improvement by Semantography. The result was disastrous. Hayakawa was apparently so much annoyed by this - he broke off relations. Other prominent men in the field of General Semantics who received the INTRODUCTION AND FIRST LESSON TO THE CORRESPONDENCE COURSE ON SEMANTOGRAPHY remained silent.