



To the editorial and advertising  
officers of the prominent  
Student Paper, as adressed

Sydney, 10th April 1952

Dear Colleagues,

This letter comes to you from far-away Australia, and here is my

Introduction by enthusiastic Students and eminent Scholars

Students of Sydney University wrote in their Papers HONI SOIT and UNION RECORDER:  
"You could not forget having heard Bliss lecture on "Semantography". Professor Meredith  
(Leeds) wrote: "unconditional eulogy." Professor Lancelot Hogben wrote: "fascinating,  
ingenious", and many more of such superlatives by many more scholars and students.

A 300 years old prophecy coming true at last.

Desperately needed items of Education are not taught in the primary and secondary schools of the world - for lack of a simple method. These items are (1) "How to reason" and (2) "How to recognize vague, ambiguous and fallacious words" which often wreck the family, the community, the whole world. The great mathematician Leibnitz (1646-1716) dreamed of a simple and universal Algebra of Thought, "very agreeable to the people", which "would guide the mind", "render our conceptions more real", "give thoughts less absurd and verbal", and "would be of service for easy communication with distant nations." But all this was considered a mere philosopher's speculation, impossible to realize. Now, eminent scholars agree that I have realized Leibnitz's dream.

The struggle for a new idea.

I perfected "Semantography" during 7 years of intensive work. Then during the following 2½ years I tried to interest the learned world. I spent my savings and earnings on printing and posting many hundreds of letters, leaflets, brochures and books. Professor Carleton Washburne, grand old man of American Education, Professor Joseph A. Lauwerys, Head of the Institute of Education, London University and others, tried to interest the men of UNESCO, Bertrand Russell wrote that spending money to make my work known means "performing an important service to Mankind." Professor Oliver L. Reiser (Pittsburgh) extolled my work at the recent annual meeting of the American Association for the Advancement of Science and termed my struggle "heroic". My handicap seems to be that I have no professorial title, being an industrial research chemist by profession. But Professor Carleton Washburne, speaking of Education in our World, said this in 1949: "We take easily to technical innovations, but we resist any change, we even pride ourselves with the antiquity of our educational innovations."

Success at last - through students.

The enthusiasm of Sydney students gave me a new lead. My American friend Mr. Fritz Treuer of Yellow Springs, Ohio, inserted an ad, advertising a Correspondence Course on "Semantography", and now, I have a number of enthusiastic students in America and I am preparing a similar approach in Great Britain.

Will you help pioneering a new idea by inserting the attached ad?

I have still no money for further ads, but if the responses of the readers of your esteemed paper are sufficient, I shall pay for a second ad. In this case, please send me your rate card, together with the copy in which the first ad appeared. I enclose the letter facsimile of Bertrand Russell. To send more material gratis is beyond my means. Will you help? Or will you have these papers burned, via dustbin and incinerator. A new idea is at stake, and I feel that Bertrand Russell's appeal to "perform an important service to Mankind" by giving me a few inches of space, will not be in vain. Moreover, enlightened librarians are already collecting all my writings, and the list of all student papers supporting and pioneering Semantography will go out to various libraries. I remain with thanks in anticipation,

Yours Sincerely  
C.K. Bliss  
C.K. Bliss, B.Sc.

Encl. Leaflet No. 8, Bertrand Russell's letter