



A SHORT NEWSPAPER ARTICLE ON

SEMANTOGRAPHY

dedicated to

FRITZ TREUER in gratitude

and to his son

BOB TREUER in expectation

A LOGIC AND SEMANTICS FOR THE PEOPLE

Semantography, a Mathematician's Dream, coming true after 300 years.

Some of the most 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.

Logic, the science of reasoning, and Semantics, the science of meaning have remained highbrow affairs throughout the centuries. Nearly 300 years ago, the great mathematician Leibnitz (1646-1716) dreamed of a Symbolis Universalis, an Algebra of Thought, but not with the hair-raising abstract symbols which fill the university books of today. Instead he wanted pictorial symbols "to make our conceptions more real", and to be "very popular" and "very agreeable to the people", and to "give thoughts less absurd and verbal than we now have". In addition, he said that this "would be of service for easy communication with distant nations." But all this was considered a mere philosopher's speculation, impossible to realize.

Now word comes from far-away Australia that Leibnitz's dream has been realized at last. Eminent scholars, foremost Bertrand Russell and others have found words of great praise for the author C.K. Bliss, B.Sc. an industrial research chemist by profession, of Sydney, Australia. That a chemist has fulfilled Leibnitz's expectation is no mere coincidence. "We chemists", says Bliss, have found agreement by using a new logical Symbolis Universalis, a new "meaningful writing" (Greek semantography) in our chemical symbols. Boys and girls in the highschools of the world have learned to handle the Logic and Semantics of chemical Semantography. H_2O tells you more about water than the phonetic letters w-a-t-e-r, and - as Leibnitz predicted it - H_2O has the same meaning (water) in all languages of the world!

But not only his scientific analytical training made Bliss the author of Semantography. He learned through harrowing experiences what words can do to men. He was a tragic victim of the semantic confusion and the illogical reasoning spread by demagogues and dictators. He went through German concentration camps and through Japanese segregation and realized that the most desperately needed education for the peoples of the world is a simple method to recognize the fallacies (Greek falsehoods) of totalitarian propaganda. He built up his Semantography in nearly 10 years of work and applied it even to the most controversial meanings of our time. Semantography, he maintains, may prove to be the antidote to the war of words within the family, within the nation and within the family of nations. For the individual, Semantography will be of help in his thoughts, his conclusions and decisions in his private and his business life. Its principles are so simple, that they can be taught even to children, indeed children love it.

The man who recognized the value of Bliss's work first in America is Fritz Treuer of Yellow Springs Ohio. He has helped Bliss to gain enthusiastic students of correspondence courses. Great American libraries, universities and scholars have acquired Bliss's writings. If you are interested in this new idea, write to FRITZ TREUER, THE INSTITUTE FOR SEMANTOGRAPHY, P.O.B. 167 YELLOW SPRINGS, Ohio. (include a stamp for the answer) The Institute for Semantography is a Not-for-Profit Pioneering Venture. Bertrand Russell wrote that spending money on Semantography means "performing an important service to Mankind!"

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