



Sydney 22nd June 1952

Sir Stanley Unwin, LL.D.  
Chairman  
George Allen & Unwin Ltd.  
40 Museum Street, London W.C.1

Re: Your letter of June 6.

Sir,

This is to thank you for your kind letter and promise to give "careful consideration" to a publication proposal on Semantography, the first practical realization of Leibnitz's simple pictorial Logic and Semantic for the People. Professor G. Patrick Meredith, University of Leeds, wrote in 1950

"Semantography is such an important creative advance in language design that the strategy of its presentation to the world merits as much care as the author has devoted to the system itself."

In accordance with my strategy, I beg to submit to you first the following documents:

- (1) The Christian Science Monitor's article BLISS AND SEMANTOGRAPHY by A. Norman  
Editorial page, May 17, 1952  
The children referred to in this article are the twin girls (age 12) of Dr. Peggy Volkov, Editor of the London Educational Journal THE NEW ERA 1 Park Crescent W.1 who wrote to me: "My children...are thrilled with it." She will confirm too that Dr. Gattegno Reader in Mathematics, Institute of Education, University of London has taught Semantography to youngsters and they are "absolutely fascinated" with it, also that Mr. A.A. Bloom, Headmaster of St. George-in-the-East has informed her that he "is going to arrange for one class at his school to work on Semantography as an ordinary school lesson for a whole term." Prof. J.A. Lauwerys supports my work too, also Lancelot Hogben, etc. etc.
- (2) The Draft of a Leaflet which a prominent Lecture Manager of Boston is now going to use in preparation of a Lecture Tour through the Colleges and Universities of the Eastern States of the U.S.A. This leaflet contains the most up-to-date exposition of my work, and I recommend to you its study.
- (3) My letter to Bertrand Russell, in which I recalled for documentary purposes his examination of Semantography when in Sydney. I asked him to give me any statement to be analysed in Semantography. He gave me some of the most controversial political and religious statements, then studied my 3 mimeographed books and wrote a letter, which closes with these words:

"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." (facsimile attached)

You Sir, are thousands of miles away and I cannot ask you to put my work to a similar test. I shall therefore demonstrate my pictorial symbolic logic by analysing the two words in your letter "careful consideration."

Consideration takes place in a mind, and this organ is symbolized by the outline of the upper skull, thus  $\cap$ . Consideration is an Action of the brain cells. We add therefore the symbol for Action, which (for the less imaginative student) is the first letter in Actus, or (for the more imaginative student) outlines the first primeval Action on our earth, the throwing up of volcanos and mountains  $\Lambda$ .

Consideration is therefore symbolized as a "mind-action" thus:  $\cap\Lambda$  and these 2 typings of the semantographic typewriter stand for all the synonyms to consider, to contemplate, to think, to meditate, to speculate, to ponder, to reflect, etc. etc. as well as for all such words and synonyms in all the languages of the world, including the ancient languages long dead and all the languages still to come. This is an incredibly boisterous statement, but if you consider ( $\cap\Lambda$ ) that the symbols of Semantography are independent of any grammatical law of any language, but picture only a biological fact, than the statement becomes self-evident.

In your Publishing House there are many minds or:  $\cap_1 + \cap_2 + \cap_3 + \cap_4$  etc. Your mind is no. 1, and related to all the other minds. This is expressed with the relation symbol which we learned in school  $a > b$  (meaning a in relation to b is bigger than b). In our case:  $\cap_1 > \cap_2$ . The relation symbol being undefined teaches the student to ask: "in relation to what?" Your first co-worker ( $\cap_2$ ) may be in relation to poetry, mathematics, crossword puzzles, etc. the greater mind thus  $\cap_1 < \cap_2$ . But in relation to who has the first and last word in a publishing venture, the first formula is valid. This formula pictures also that  $\cap_2$  must think also in relation to what  $\cap_1$  may think about  $\cap_2$  thinking, or in words: if your co-worker thinks that Semantography is not strange and not absurd, will you perhaps think that it is strange and absurd? A dilemma for  $\cap_2$ . Therefore please study this material yourself, and don't get your opinion from secondhand or thirdhand. Then hear the others.

Careful expresses an evaluation of the mind-action of "consideration". We can speak of a careful consideration, of a not careful consideration and of a careless consideration. The evaluation symbol represents the letter V in Valere or the outline of a cone standing on its point, a position termed in physics as "labile". Indeed, any mind-evaluation or  $\cap V$  is very labile, and will "topple over" when challenged. You may have given a manuscript to your co-worker and he would have given it his most careful consideration, and would reject it. Another publisher would make a bestseller of it. You might then evaluate  $\cap_2$ 's former consideration as careless, whereas he would maintain that he was never more careful in his life. The moral of Semantography is that heated debates centering around mind-evaluation words  $\cap V$  lead nowhere. Yet, most debates are fought about words containing a  $\cap V$ .

Therefore I do not ask you for your careful consideration. I ask you only to study first this material. Then with ordinary mail I am going to send you something definite, and then I shall ask you to make the following consideration: Either it is going to be a total flop, and we shall lose say £ 1000, or we shall get out with our expenses recovered, or we might strike something terrific, something which would have to be translated into all languages, because it fits all languages. But this refers only to the Logic and Semantics of Semantography. The Graphics of Semantography may lead to books and primers for children, natives, for commercial correspondence, technical and scientific applications, etc. etc. A new Medium, "One Writing for One World."

Encl.

Yours Sincerely

Copy to Earl Russell

C.K. Bliss, B.Sc.