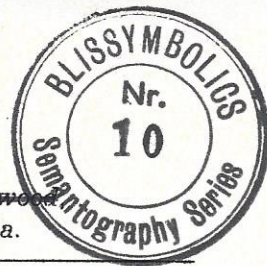


THE INSTITUTE FOR SEMANTOGRAPHY

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

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



Sydney 24th July
1950

NEWS ITEM

"If Western civilisation is to prevail, the Western countries must raise the standard of living in the backward areas of the world", says Bertrand Russell, in his Australian lecture series "Obstacles to World Government".

In Sydney, Lord Russell found the man and the very tool for the first step, the establishment of a truly universal literacy. C.K. Bliss, B.Sc. has fulfilled the prophecy of the great mathematician Leibniz (1646 - 1715), who visualised a simple picto-ideography (picture writing) which would also comprise a simple logic and semantics.

With Bliss' "Semantography", people of all languages can write letters to each other, and could read the same paper, printed in this new auxiliary "Writing for One World". Moreover, ambiguous words and fallacious conclusions can be spotted at once.

Underwood Corporation is now helping in the adaptation of an ordinary typewriter, in which the capital letters only are replaced by lines for the composition of the simple picture symbols.

Bliss has written an extensive work, showing the detailed applications for Science, Industry, Commerce, Communication, Education, etc. Russell said in a written statement: "I think very highly of it. The logical analysis is good. The symbols are ingenious and easy to understand and the whole is capable of being very useful. Any man or men who will spend the money necessary to get Bliss' work printed will, in my opinion, be performing an important service to mankind".