

any foreign language. Describing the chemo-physical event, Semantography excludes idiom-atic expressions, which literally and physically are nonsense (like "high tea"). This made foreign language learning a curse and a failure. Further advantages make Semantography suitable to become the PLANETARY MEDIUM OF SCIENTIFIC HUMANISM.

have found that native ingulfed in super-positions, will not take to improvements in ag-riculture, hygiene, etc., without the stimulus of literacy. Semantography offers a simple univer-
sal "Picture Writing," typable (believe it or convince yourself) on an ordinary-sized type-
writer. Here is ONE PRIMER, ONE PAPER, ONE PRINT FOR ONE WORLD.

more ONE WRIT. FOR ONE WORLD. Anything written, typed, or printed in Seman- tography can be read (just like this writing: 1 + 2 = 3) in any and all the languages of the World. It should be used only when needed for interlinguistic communication, esp. in Science, Industry, Commerce, Traffic, etc., everyone using only his respective mother tongue.

simple LOGIC FOR THE PEOPLE. The most desperately needed items of Education are not taught in the primary and high schools of the World: "how to think logically" and "how to recognize vague, ambiguous and fallacious words," which threaten, and often wreck the family, the nation, the whole world. Here's a simple way to deal with -isms and -ologies.

"A brief examination of the '100 Symbol Elements' idea of Mr. C. K. Bliss, shows it to be ingenious"—Carleton WASHBURN. ". . . it should be developed as rapidly and as widely as possible."—James HEMMING. (See full texts).

"With the Art of Writing, the true reign of miracles for Mankind commenced . . . Democracy is inevitable." — Thomas CARLYLE.

THE INSTITUTE FOR SEMANTOGRAPHY

A Non-Profit Institution for the Promotion of Semantics and Semantography

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

~~5 MAROUBRA BAY ROAD, PAGEWOOD, SYDNEY, N.S.W., AUSTRALIA~~

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

~~GREAT BRITAIN: 9 Hanover Terrace Ms. London N.W.1.~~

When Louis BRAILLE in 1825 invented a new auxiliary Writing, which filled a desperate need of the blind people, the Academy and the proper Institutions rejected it, and even his colleagues obstructed it—the usual fate of unusual new ideas.

SEMANTOGRAPHY too is a new auxiliary Writing, which fills a desperate need of mankind. It offers advantages, never before comprised in any existing writing system, and it has already been highly praised by learned men.

**NEW ADDRESS
BLISS' INSTITUTE**

**2 Vicar St., Coogee
Sydney, N.S.W. Australia**

TEL. BK 8110

To the Member of the
Research Council of the
South Pacific Commission
University of Sydney

Sydney, 11th August 1950



Dear Sir,

From the newspapers I learned this week about the existence of this Council and your meetings. Kindly excuse therefore this hasty intrusion.

You are now making your recommendations to cope with the tremendous educational problems in the South Pacific. And as you and your colleagues in Africa have found out (see left) the establishment of universal literacy is of paramount importance.

The diversity of languages (in East New Guinea there are more than 100 languages among 1 million natives) makes the problem very difficult. But now a modern, simple "picture writing" has been evolved. Now even natives of different languages can communicate with each other. Now one book can be printed for all Pacific territories.

Read in the attached brochure what scientists like Bertrand Russell, Lancelot Hogben, Carleton Washburne, etc. and teachers of the of the Australian School for Pacific Administration have to say about this new idea.

Allow me to give you a short demonstration. Convince yourself of the utter simplicity of this new mode of writing. Eventually I shall offer it for free use to your Government. At least, you could say that you have not refused me a demonstration. I will come to you anywhere, any time, in your hotel room or the conference room.

I seek neither money nor a post. I seek your ear. Please grant me a hearing. Thank you!

Yours Sincerely

**"Semantography . . . I think very highly of it . . . an important service to mankind."
Bertrand RUSSELL**