

# YOUR BOOKMARK

for this book which marks a new era in human communication and co-operation.

**But first,  
mark these 10 points!**

## **1. MARK YOUR SENSE OF WISDOM**

**Try this experiment:** Just think that you, and we all, have been taught in school to add, subtract, divide and multiply say MMMDCCLXXXIV by CCCCLVIII. Our teachers know only the Roman symbols.

**Then an ancient Arab comes along** and tells you that it is better to count in silly symbols like these 1 2 3 4 5 6 7 8 9 0. How would you react?

**Would you condemn it as crazy,** or consider it calmly, trying to realise its advantages? This is exactly the situation you are facing, when facing this book.

**Incidentally, how long did it take** after the invention of the Arab numerals, until schoolmasters abandoned at last the Roman numerals, and began teaching the symbols 1 2 3 4 5 6 7 8 9 0?

**Not very long. Only 600 years.**

**How long will it take** until they will teach these new symbols? This will depend on all of us.

**Columbia University reported recently** that it takes 50 years until an improved conventional teaching technique reaches all American schools. How many years more until it reaches all schools of mankind? 100 or 200 years?

## **2. DON'T THINK FOR A MOMENT**

**that we should give up** our familiar alphabetical writing. These international pictorial symbols are only a helpful auxiliary tool to be used where the language barrier must be bridged, as in international travel, communication, commerce, industry and science.

**Besides, a few of these new Blissymbols** will help you to think logically, and to recognise vague, ambiguous, fallacious and demagogic words. Blissymbolics is a simple symbolic logic which even children can learn to use.

## **3. BE SURE TO READ FIRST**

**the first 60 pages.** They will give you full information about this work. If you want to go on, read the informative lines about the contents of all chapters (pp. 67-76).

## **4. BEWARE OF BROWSING!**

**Imagine you have never heard of** mathematics. Then you open a book full of mathematical symbols. If you try to understand it by browsing, you will soon give up in despair or disgust.

## **5. IF BROWSE YOU MUST**

**then read the title on top of each page** to see that this idea has been worked out for practically all fields of human endeavor.

Please turn over.

# YOUR BOOKMARK

Begin reading overleaf

your, including politics and poetry, philosophy and religion.

If you try to guess the meaning of a symbol compound when browsing, please read at least the foregoing and following paragraphs where the combinations of the basic symbol elements are outlined and explained.

## 6. DON'T TRY TO UNDERSTAND THESE SYMBOLS

"right away" at first glance, because you think that pictorial symbols should be "self-explanatory." Remember your own childhood. It has taken you quite a time to realise the meaning of the pictorial arrow symbol.

## 7. DOES THIS $\longrightarrow$ MEAN AN ARROW ?

No! It is a directional sign only. In science and in semantography, the arrow means an active force and a directed movement. Consequently this symbol appears in many symbol combinations, even in those which "picture" a DEMOCRACY or a DEMAGOGY.

## 8. WHO IS A DEMOCRAT, AND WHO IS A DEMAGOG ?

Every democrat and demagog represents a driving force and a directed movement. Both proclaim, that they are leading us  $\longrightarrow$  forward  $\longrightarrow$  in progress. How then can we tell truth from lies?

By applying the simple semantic rule of Blissymbolics for the arrow symbol every time we hear or read in the papers a word which contains the arrow symbol in semantography. It's simple. Even children can learn it. But it must be learned. Everything in life which can help us, needs some learning.

## 9. DON'T BE ANNOYED

by all the faults in the text of the typewritten pages of the first edition (pp. 63-795). Read on page 65 "The Story of this Manuscript," and realise the immense difficulties that faced an engineer, who tried to make a preposterous idea a practical reality, complete even with a simple typewriter. And then forgive him all his faults, his typings, his drawings, his words and his woes.

## 10. LAST, BUT FOREMOST, MARK THIS:

The survival of the human race will depend on our ability to break through the barrier of non-understanding and misunderstanding, by beginning to understand how we can recognize by their words the demagogues, the dictators, the destroyers. With this work, the dawn of their doom is near—provided it is taught to all children in all schools.

Until that distant day, teach it to yourself and your children. May they be spared the extermination camps where Bliss languished, a prisoner of the war of words by which over fifty million people perished in the second world war.