

2. SEMANTOGRAPHY, being a simple, modern Picture Geography, offers furthermore **ONE WRITING FOR ONE WORLD.** Anything written, typed, or printed in Semantography 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 mothertongue.

3. SEMANTOGRAPHY offers furthermore **LITERACY FOR THE BILLION.** Scientists have found that nations engulfed in superstitions, will not take to improvements in agriculture, hygiene, etc., without the stimulus of literacy. Semantography offers a simple universal "Picture Writing," typable (believe it or convince yourself) on an ordinary-sized typewriter. Here is **ONE PRIMER, ONE PAPER, ONE PRINT FOR ONE WORLD.**

4. SEMANTOGRAPHY offers furthermore the quickest way to acquire a basic stock of any foreign language. Describing the chemophysical event, Semantography excludes idiomatic 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.**

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).

THE INSTITUTE FOR SEMANTOGRAPHY

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

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

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



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.

BUT it is going to suffer the same treatment as Braille's Writing—unless enlightened persons anywhere in the World, realise the urgency and are instrumental in its examination and adoption in their country.

This concerns YOU and all men of learning, and the World will judge YOU according to YOUR attitude towards new Ideas, whether it is one of (1) prejudiced rejection, (2) polite inaction, or (3) enlightened action. WE ALL have a responsibility to interest ourselves in new Ideas which can benefit Mankind.

The idea of this leaflet was born out of a desperate situation in which I found myself during the years 1949-1951. I had sent out many letters to many scholars, professors and teachers. Each letter was accompanied by a number of pamphlets on Semantography. But with few exceptions I received no answer, not even an acknowledgement of the material sent. And all this in spite of Bertrand Russell's recommendation. I just could not understand it.

And so the idea occurred to me that professors are simply swamped with many letters and publications. They cannot get around to study them. I thought then that a letterhead which tells the story in a few words would rivet their attention at least for a few minutes. When this did not help, I devised a yellow sticker, attached to my letters and material sent. But it was all in vain.

How naive I was during those years! I believed that professors and professional scholars are paid for taking an interest in any new idea by which mankind could progress. I did not know what I know today 10 years later: that the innovations of new ideas which are

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"A brief examination of the "100 Symbol Elements" idea of Mr. C. K. Bliss, shows it to be ingenious. . . ."—Carleton WASHBURN.

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1. SEMANTICS FOR THE CITIZEN, and a 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.

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K. Bliss

**If YOU
do not let go to waste**

Bertrand RUSSELL

and in his own words —
YOU "will be performing an important service to Mankind."

See Lord Russell's full statement on Semantography in Brochure No. 6 and facsimile in Leaflet No. 8, SEMANTOGRAPHY SERIES.

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