

Men who pioneer unusual ideas of great benefit to mankind—must they, even today, waste away their lives without help?

The inventor of Semantography, C. K. Bliss, an industrial chemist, is now an employee of General Motors in Sydney. For more than 9 years he has given his savings and earnings, his thoughts and efforts to this world-embracing idea. No publisher wanted to hear of it, not even of an abstracting brochure. Being a production man, he wrote, typed,

drew and mimeographed 3 large volumes containing detailed chapters on Chemistry, Physics, Medicine, Agriculture, Communication, Logic, Semantics, etc., in over 500,000 words, over 20,000 drawings, over 700 pages (9 x 11). He demonstrated the case for Science in Lectures at the University of Sydney.

BERTRAND RUSSELL, foremost Authority on logical Symbolism, wrote:

"Semantography . . . 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 this work printed will, in my opinion be performing an important service to Mankind." Yet, in spite of Russell's appeal, in spite of the most favourable comment of other great scholars, Bliss could not find any financial assistance. He is now burdened with 2 mortgages, 1 overdraft, 55 years of age. He works in a factory to make ends meet. He should be put to work solely on this idea, especially the Universal Science Abstract.



EARL RUSSELL
(Picture by kind permission of Prof. P. A. Schupp, North West University)

Bertrand Russell appeals in the name of Mankind to YOU and your Friends

Financial Help is needed from

- Foundations and Universities
- Publishers and Libraries
- Typewriter Companies and
- Private Patrons of the Arts

FOR THIS

"ONE WRITING FOR ONE WORLD"

You may order the 3 volumes on SEMANTOGRAPHY for your Library (Order Form attached).

Or you may get brochures, pamphlets, etc., by sending in 1 Dollar to

THE INSTITUTE FOR SEMANTOGRAPHY

5 Maroubra Bay Road, Pagewood, Sydney, N.S.W., Australia.

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THE INSTITUTE FOR SEMANTOGRAPHY
A Non-Profit Institution for the Promotion of Semantography

presents this leaflet to the Participants of the

S Y M P O S I U M

"OPERATION KNOWLEDGE"

at the 118th Annual Meeting of the

AMERICAN ASSOCIATION

FOR THE ADVANCEMENT OF SCIENCE

Philadelphia, 30th December, 1951

An additional information to the LECTURE given by

Professor OLIVER L. REISER

University of Pittsburgh

on

UNIFIED SYMBOLISM

FOR WORLD UNDERSTANDING IN SCIENCE

containing a short account on

SEMANTOGRAPHY

Propheesied 300 years ago by **Leibnitz**

Praised by **Bertrand Russell** (London)

Professor **Carleton Washburne** (New York)

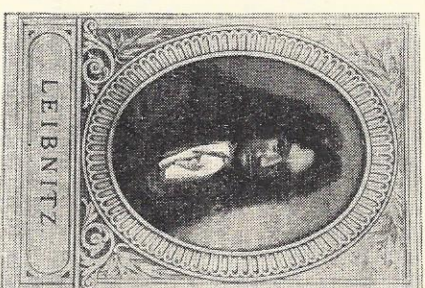
Professor **Lancelot Hogben** (Birmingham)

Professor **V. A. Bailey** (Sydney)

Professor **A. G. Mitchell** (Sydney)

Professor **Patrick Meredith** (Leeds)

Sir **Richard Paget** (London), etc., etc.



SEMANTOGRAPHY

is an **AUXILIARY** simple Picto-Ideography for interlinguistic Communication between Scientists, Technicians, Businessmen, and People who don't understand each other's Language.

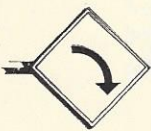
A Letter, a Primer, a Paper, even a Poem, printed, **TYPED**, or written in this "One Writing for One World"

can be read and understood in **ALL LANGUAGES** without the usual translation. Its simple Logic and Semantics teaches people to spot instantly fallacious word propaganda. It provides the planetary Medium for Scientific Humanism.

1. **PROFESSORS AND PRIMITIVES**, Scholars and School-Children don't like to learn foreign Languages, including Esperanto and Basic English. But $1 + 2 = 3$ can be read and understood in all mother-tongues.
2. **THE BABEL OF SCIENTIFIC PUBLICATIONS** is a social Problem of the first Magnitude (Hogben).
3. **THREE-QUARTERS OF THE WORLD'S POPULATION** are illiterate, and divided into thousands of Languages and Dialects.

PICTOGRAPHS BRIDGE ALL LANGUAGES

They have proved successful in the Sciences, in Radio Engineering, on the deadly Highways of the World. Semantography is the logical consequence. It can be typed on an adjusted ordinary-sized typewriter.

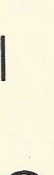
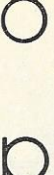


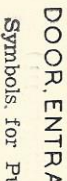
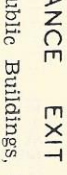
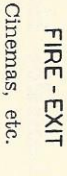
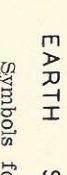
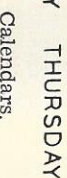
SEMANTOGRAPHY, THE MEDIUM FOR AN INEXPENSIVE UNIVERSAL SCIENCE ABSTRACT

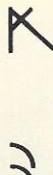
Small mimeographed filing cards shall be issued half-yearly by every University, containing the research results in 100 words in English (in Anglo-American Universities), in French (in French Universities), in Swedish (in Swedish Universities), etc. **AND THE PICTOGRAPHS** above the words. If you know the language you need not bother about the symbols. Otherwise you can read every Abstract in your Mother-tongue. Distributed and exchanged by an International Centre, every Scientist, Doctor, Engineer, etc., could subscribe to these inexpensive cards for his particular field.

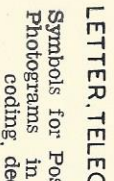
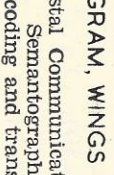
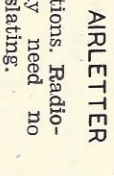
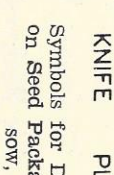
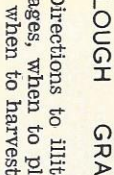
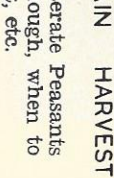
EXAMPLES FROM "SEMANTOGRAPHY" by C. K. BLISS

100 Symbol Elements to overcome Babel in Reading, Writing and Thought

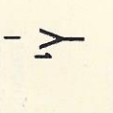
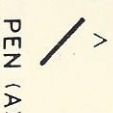
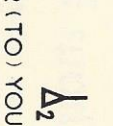
     

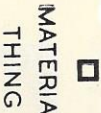
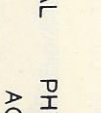
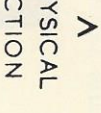
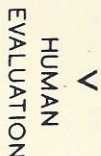
     

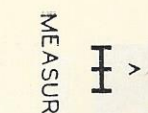
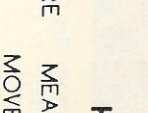
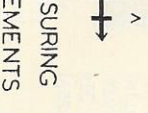
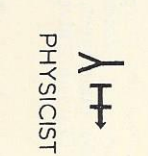
   

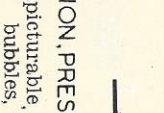
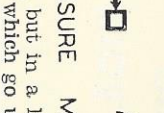
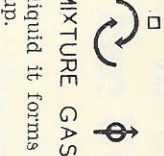
   

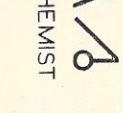
The A-action indicator over the PEN (inclined writing position) means TO PEN.

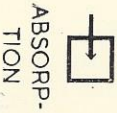
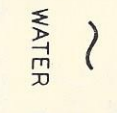
These are the 3 main symbols of the "grammar" of Semantography, dividing all words as referring to **MATTER** (square in-dicates structure), **ENERGY** (A-ctus, Action) and **MIND** (V-alere, Valuation).

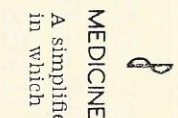
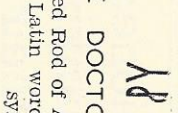
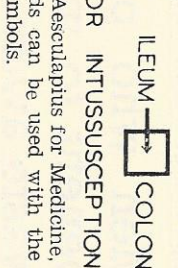
   

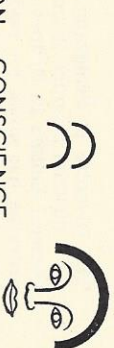
   

The outline of a reort is an age-old symbol for Chemistry. ANALYSIS is "analysed" as (1) Chemical (2) Division of (3) Matter.

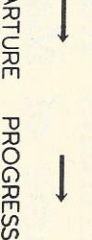
  

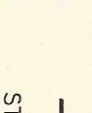
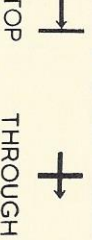
  

The Heart is a conventional old symbol. The superimposed Mind signifies, according to Freud, the Mind of the Father, Mother and People in Authority. According to Jung it is the Mind of God.

Symbols for Believers and Unbelievers—in accordance with Greek Philosophy—the rational Mind contemplating Nature, its Harmony signified by geometrical configurations.

These Symbols can be used for Rail, Road, Ship and Air Communication. They show 2 Symbol Elements, (1) the **ARROW** indicating that something is moving, and (2) the **LINE OF REFERENCE**, indicating the space-time co-ordinate. Example: **START**: Professor Reiser introduces Semantography to the AAAS, or **YOU** wherever you may be, start reading this Leaflet. **PROGRESS**: Your mind is contemplating this new Aspect of Science. **ARRIVAL**: What Conclusions are you arriving at? Where is this going to stop? In a dustbin? On a dusty shelf? What will it mean to the Inventor? Dust to Dust? Please turn over.