



To the Patrons of the Arts
approached by Prof. L.L. Castetter
of Indianapolis, Ind.
on behalf of Semantography

Sydney 17th March 1952

Dear Sirs/Madams,

This is to thank you first for being kind enough to consider help to a new idea and indirectly to thank Prof. L.L. Castetter for introducing my work to you. Being myself an engineer, the idea as expressed in Castetter's "Human Engineering" appeals to me tremendously. I have worked with delicate instruments, which had to be understood and handled delicately, otherwise they just refused to co-operate - I understand that the most delicate, the most miraculous and most fearful instrument in our living world is the human brain, of which - alas - we understand so little. All scholars in this field agree now that "Thought is Language", or in simpler words: "we think in words" and muddled thought is expressed in muddled language, which creates muddled thought in other minds. Hence the necessity of a simple Algebra of Thought - Semantography.

Consequently in Semantography, the most important and ever recurring symbol is the symbol for the human mind, which is indicated by the outline of the upper skull, which encases the brain, thus: $\cap$. As such, this symbol stands not only for thought and thinking, but also for that mysterious and miraculous force which we call creation, and which, within the cells of our brain, makes us create poems and symphonies, apparatuses and ideas for greater harmony within the communities of cells and human beings. We learn now, that according to Hoyle, continuous creation is going on in the depths of the Universe, electrons and protons being drawn together to form Hydrogen, but Hoyle does not go further and does not try to give an answer: what creates the electrons and protons? This answer has been given by the great astronomer Sir James Jeans who said that it may well be, that the same mysterious force which fluctuates in our brain and body, and makes ourselves creators of new human beings, creates the electrons, the atoms, the nebulae and the stars. We may call it Creator, or Nature, or any other name.

In Semantography, the symbols for scientist and engineer incitates clearly that it refers to a human being, who through his mind creates new systems of harmonious co-operation of molecules, or machines, or men. (see Book II, p. 334). I have been a chemical engineer and industrial executive, later on a business man of my own. After the war, I could have started a new business of my own. Instead, I used up my savings and worked out Semantography. Somehow, I hoped that the educators of the world will grab this new idea for universal literacy, and I shall helpfully be given the means for going on with this work. These hopes have been shattered, and when I had to make a living again, I found that my brain refused to be burdened with managerial responsibilities. Consequently, I work now as a manual labourer, a spotwelder, at the factory of General Motors, which is most conveniently situated just across the road opposite my home. Working away the whole day, my mind is free to contemplate the letters and the writing I am going to do in the evening. However, this is very hard work, and a pioneer of a new idea should not waste away the best hours of the day and the best years of his life like this. I have written and printed and posted thousands of leaflets, and brochures to attract the attention of the educators and the educational authorities. Now I find myself entrapped in mortgages, and debts and sinking fast. This shouldn't happen to a dog.

And so I find myself in a position, which I, a factory man and scholar, never encountered in my life. I am forced to go a-begging for funds to carry on this work. Prof. Castetter realises that my mind is the only one in the whole world, in which this new idea is well ordered, ready to be imparted to other minds, and he realises too, that I, a man 55 years of age, cannot go on indefinitely under this physical and mental strain. In altruistic endeavours he fulfils his idea of "Human Engineering" in its noblest form in trying to help a fellow worker. He has not only sent me his works gratis, he has bought my books, he has enrolled in my correspondence course, he has offered me money and now he tries to interest other people - you - in material help for my work. I have no words to express my gratitude, and I sincerely hope that his endeavours will be successful and you will kindly give me your help.

In considering the immediate help which can be given, I beg to bear in mind that there are

THE THREE ASPECTS OF SEMANTOGRAPHY

The first aspect is a medium for correspondence and communication transcending all languages. The 3 volumes of my work have been written to prove the possibility of this first aspect: that it is possible to write anything, including scientific communication with only about 100 symbol elements, many pictorial in outline and almost self-explanatory.

Your observation, when seeing my work was correct, namely that "some form of institutional adoption on a national or international scale is essential, and that it may require governmental consideration." (from Prof. Castetter's letter). I had the same thoughts and for the last 6 years I have written thousands of letters to the responsible men of many a country, and moreover to the various committees and organisations of the UNITED NATIONS and UNESCO. It was of no avail. Take for instance India, a country with 350 millions illiterate people speaking more than 250 different languages. I have written letters to the Government, to maharadshas, to high commissioners, to members of parliament, to wealthy philanthropists, to owners of newspapers, to professors, universities and libraries. I have written my heart out. The result of my Indian experience, as well as the results in other countries was nil, or rather less than that - it brought me on the verge of financial bankruptcy (the money spent on thousands of brochures, mail, etc)

BERTRAND RUSSELL wrote that spending money for making my work known, means "performing an important service to Mankind." These words made no impression whatever on the responsible men, including publishers. I have realised the truth in the history of new ideas "ahead of their time", that they were not hampered by the "man in the street", or by the housewives, or the parents, but by the men, whose responsibility it is to take to new ideas of benefit to mankind, to examine them and to introduce them into school and into life. And so, when I realised that a pioneer of new ideas must even today go down the grave, before his ideas are adopted officially, I decided to go to the people directly. And I could do this, because Semantography has another aspect.

The second aspect of Semantography is the realisation of Leibnitz's prophecy - a simple Logic and Semantics for the People (see attached pamphlet). This second aspect I have often announced with the following words: The most desperately needed items of Education are not taught in the primary and secondary schools of the world: HOW TO REASON and HOW TO RECOGNISE VAGUE, AMBIGUOUS, AND FALLACIOUS WORDS which often wreck the family, the community, the nation, the whole world. Leibnitz realised that a pictorial presentation would make "our conceptions more real", and would be "very agreeable to the people" and so - some months ago - I decided to go to the people - to the American people.

My friend and co-worker Mr. Fritz Treuer of Yellow Springs, Ohio, (P.O.B. 167) lent me \$ 10 and inserted an advertisement in a magazine with a small circulation, advertising a Correspondence Course on SEMANTOGRAPHY, THE NEW SIMPLE LOGIC AND SEMANTICS FOR EVERYONE. The result, measured proportionally was an outstanding success. What I could not achieve in 6 years running after authorities, one simple appeal to the lay public brought about: I am the owner of a bank account in the Miami Deposit Bank, Yellow Springs, Ohio. I have a number of students, who are enthusiastic about Semantography, and I am now busy using the money earned in buying more advertising space in other magazines (although one third of the money received must go into airmail fees for the lessons). I have now placed a small advertisement in the nation-wide magazine THE GRADE TEACHER (1 inch for \$ 20) However, little can be said in 1 inch only. I have therefore placed the second ad in a family magazine FAMILY CIRCLE. This magazine sells nearly 3 million copies in various editions, and I have bought the smallest ad of 1/6th page in the smallest edition, selling 25,000 copies in the chain grocery stores of Albers (which I believe operates in Indiana too). Here is the

TEXT OF AN AD IN THE AMERICAN MAGAZINE "FAMILY CIRCLE"

HAVE YOU WORRIES?

Who hasn't? Have you been worried sometimes about a conclusion to be drawn or a decision to be made? Have you sometimes an argument with your partner in marriage or your children? Who hasn't? Have you sometimes been hurt by a word and its meaning? And have you sometimes wondered why we are not taught in school a simple Logic (the science of reasoning) and a simple Semantics (the science of meaning)? There was no simple method available. Now we have

SEMANTOGRAPHY

THE NEW SIMPLE LOGIC AND SEMANTICS FOR EVERYONE

(continuation next page)

SEMANTOGRAPHY will help you in your thoughts, and your decisions in your private and business life. It will stop a War of Words. You can teach it even to your children, who will love it. Dr. Peggy Volkov, noted British Educationalist and Editor of the Magazine THE NEW ERA IN SCHOOL AND HOME wrote that her children are "thrilled with it." Dr. Gattegno of the Institute of Education, University of London taught it to youngsters and said that they are "absolutely fascinated by Semantography."

B E R T R A N D R U S S E L L

greatest living logician wrote that spending money for publications on Semantography means "performing an important service to Mankind". Perform this service to yourself and your children. Semantography can only be taught by lessons, and here is a Pioneer Correspondence Course for you, launched on a non-for-profit basis. Send in 80 c for 15,000 words brochure and 1st lesson, or save \$ 2 by sending the reduced price of \$ 10.80 (within 5 days of this issue) for the full course, which includes personal letters, answering to your personal problems. Write to

T H E I N S T I T U T E F O R S E M A N T O G R A P H Y

P.O.B. 167, YELLOW SPRINGS, Ohio

If you would kindly consider to finance such ads in other parent's magazines, I would suggest that the following lines should be added at the end of each ad:

The author of Semantography gratefully acknowledges his indebtedness to Mr. and Mrs. of Indianapolis, who have carried the financial burden for this and other ads, believing that they have thus followed Earl Russell's appeal, and have performed an important service to that part of Mankind, which forms the American Nation.

Donations for more ads are urgently wanted. Only when a sufficient number of pioneer students among the parents have benefited by the knowledge of Semantography will they be in a position to ask the educational authorities to incorporate the teaching of Semantography in the schools of the United States, and elsewhere in the world.

It is clear that such an ad cannot be brought into a few inches, and that more space is needed to attract sufficient attention. Furthermore, a full page or half page ad in a parents' magazine with a nation-wide circulation cost much money, which I have not. I propose therefore that you may kindly consider an investment of say \$ 5000. Judging from the first ad, where \$ 10 brought in 9 times as much, it may be a good guess to say, that as a result of such a campaign about \$ 40,000 might be expected. In any case, the price of the introductory brochure and 1st lesson sold at 80 c is calculated to bring in the cost of the ad, even if no student enrolls in the course. In other words, I shall be able to repay the sum of \$ 5000, and such a proposition suits me much more than an outright grant. I beg therefore for a credit of \$ 5000 to be used solely for such ads in American parents' and teachers' magazines, and propose that Professor L.L. Castetter shall be the trustee of this money and shall pay it out only on the presentation of bills for advertising of ads in American magazines. You may of course, consider a smaller sum, but as it is with advertising, it is the large advertisement which attracts more attention than 10 small ads.

Prof. Castetter has already received the introductory brochure and 1st lesson, also the second lesson, and as said before, I have already received enthusiastic letters from students. Your generous action in lending me the proposed sum would have the most beneficial effect of taking me out of the factory, and enabling me to devote my whole time for this new idea. And there is more to it, than mentioned above.

The third aspect of Semantography. I attach my pamphlet SEMANTOGRAPHY AND THE PURPOSE OF MY INTENDED VISIT TO THE UNITED STATES. I beg you to read this pamphlet carefully and I feel sure that you will agree how important the third aspect of my work is, and how necessary it would be if I could speak about this to the American nation. Trusting that you will give my serious plea your serious consideration and that you will help a new idea along, I remain with thanks to you and Professor Castetter

Yours Sincerely

C.K. BLISS