

THE INSTITUTE FOR SEMANTOGRAPHY

A Non-Profit Educational Research Organisation.

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A N A P P E A L T O Y O U T H

When Bliss arrived in 1946 in Australia as a new immigrant he hoped to find young people who would be ready to work together with him on the idea of Semantography. He published therefore the following appeal in papers read by new immigrants. The result was nil.

T O A L L W H O A R E Y O U N G I N S P I R I T

By C.K.Bliss B.Sc.

To all of you, no matter what your age, who are young in spirit, who enjoy an intellectual talk, a game of chess, a puzzle, here is something to think of, something to work on, something which could have a great future if some bright fellows (of both sexes) band together. It's a crazy idea, I admit it, but a sane and sound one. Ideas like such, have always brought the world a step forward.

Prof. Dr. Joseph Needham of Caius College Cambridge, Director of the Sino-British Science Cooperation Office and Member of the Preparatory Committee of the United Nations Educational, Scientific and Cultural Organization (UNESCO) has already taken all particulars to London to forward it to the Special Committee of UNO dealing with such questions. He has shown great interest in it.

You will agree with me, that the ultimate aim of all progressive movements is a peaceful world, with all nations at peace with each other. Although this ideal is a far way off, you will agree that every attempt in this direction, should have our sympathetic understanding. And you will agree with me, that the language barrier is one of the main obstacles on the road to a common understanding. I hope then, that any new idea to overcome this obstacle will meet with your interest and perhaps with your co-operation. I assure you a fascinating and even thrilling experience.

During my six years stay in Shanghai I studied Chinese writing, which is a pictorial writing, expressing the meaning, not the sound. In that Metropolis of 22 different nations I saw language at work. There I realized why Esperanto and for that any artificial language or even any foreign language, to be used as a world language, will never be successful. There I realized the tremendous strength of the mothertongue. There it became apparent to me that a new way, based on a completely new principle, must be found.

I am a scientific worker, a chemical engineer and a business man. From my 25 years of experience I know that Science, Industry and Business is in urgent need of a practical linguistic tool for international communication. There in Shanghai I conceived the idea of an international sign writing, simple and easy to behold and typable on an ordinary typewriter. A letter, a report, a notice written in my "World-Writing" is readable in any language, be it English, French, Spanish, or an Eskimo - or Fiji dialect. I worked on it for three years of black-out evenings in wartorn Shanghai. Now I am ready to present it to the world.

Here is my challenge. I maintain that it is possible to express almost everything with my 60 elementary signs, even most abstract words like subconsciousness, pugnacity and abhorrence. I maintain that these 60 signs are not just meaningless letters, permuted mathematically ad nauseam to express say 20,000 different words. I maintain that the outline of my 60 signs express directly or indirectly the meaning of most words of a dictionary of any language. I maintain furthermore that the great grammatical differences of all the many languages could be overcome with the new rules of my Universal Grammar.

This all seems phantastic and impossible and so it looked to me too when I started work. Now I believe I have made a discovery.

I challenge anyone to come out and prove that I am wrong. I am ready to give a lecture about it, if asked by any organization or school, but I am also ready to follow any private invitation from any interested person.

I am now forming a group of interested people, who could spare a few hours a week, and who have that youthful enthusiasm to make a fascinating idea work. All are welcome, especially those who speak different languages and who are or will be teachers. Being a practical man, I am firmly convinced - and I am ready to prove it - that for those who are ready to join me now, the knowledge of my World-Writing, may sooner or later even furnish part of their income.

As I said, I am ready to prove it and anyone interested, may write to me or call me up.

C. K. Bliss

Note: There was no response whatever. Worse even, one editor on an immigrant paper, Dr. Friend of "The New Citizen" turned the manuscript down as being "charlatanistic". Bliss learned then and later that no help will be forthcoming from his own people.

This was proved conclusively one year later, when Bliss inserted the following short article in the Sydney Jewish News as an introduction to a forthcoming lecture:

WHY ARE WE JEWS PERSECUTED?

A Lesson in Semantics

Greek sema a sign, semantikos to signify, Semantics a modern science involuntarily brought into world focus by Hitler and Goebbels, who showed how nations can be poisoned and a whole continent wrecked by mere words.

The Semanticists, mostly English and American scholars, say that the non-Jewish people are under a semantical delusion. The Jews are the victims of this. What does this mean?

Words are accidental names, attached as labels to very complex things. "Apple" is a collective label, attached to a multitude of very complex chemical things, which we can eat. A piece of plastics, shaped and coloured like an apple, does not deserve the label "apple." We can't eat it. That is the test. A rotten apple is decomposed. It gets the collective label of "compost". We can't eat compost. That again is the test in our search for truth.

What is a Jew? The semanticists say: "Jew" is a collective label for "human beings" subscribing to a religion laid down in the scriptures.

But the world subconsciously believes that the word "Jew" is a collective label for "rotten human beings", just like "compost" is a label for "rotten apples." Well, say the semanticists, apply the test. Approach some Jews. Test and try them. If you find only one agreeable, not rotten, then the whole antisemitic label theory must collapse.

Our only hope for a better future of the Jews is general re-education along these lines. Children in all schools today are taught how to find the truth in mathematical, geometrical and chemical problems. They must be taught how to find the truth in language, how to analyse words and slogans.

Come to the lecture "A new method to bring General Semantics into primary School Education." by C.K.Bliss, B.Sc. noted lecturer and scholar. Time: next Thursday 31st July 7.30 p.m. sharp. Admission 2/- non-members. Place: Australian Psychology Centre, 296 Pitt Street,

Mr. Bliss will then give a second lecture, independent from the first lecture, under the title "Language for Sanity" showing other aspects of his new idea. Place: Northern Sydney Hebrew Congregation, Warringah Hall. Time: Sunday 17th August 1947, 7.30 p.m. Admission free. (This short article was accompanied by a paid advertisement (paid by Bliss, of course).

The Summary and the Lecture Notes to the first lecture are to be found in S. Series No. 107 and 108. The second lecture was held on similar lines.