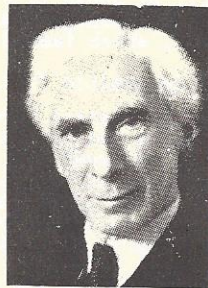


TO THE TRUSTEES OF HUMANITY - THE LIBRARIANS,

TO ALL LEARNED AND LAYMEN ALIKE

who appreciate a work for its potential usefulness for the generations to come, - and who are willing to bring it into the libraries of their hometown.

The Purpose of this Pamphlet is to acquaint you with a work on a new idea. It may take decades until the publishing business will see no monetary risk in these publications which are printed on a non-profit basis and offered below cost.



Bertrand Russell

BERTRAND RUSSELL wrote that spending money on this work means "performing an important service to mankind."

ENLIGHTENED LIBRARIANS HAVE RESPONDED

Harvard University, the Library of Congress, and others have placed standing orders for all past and future publications on

SEMANTOGRAPHY

3 Volumes by C.K.Bliss, B.Sc., of Sydney, Australia
(Library of Congress Catalog Card No. 55-65550)
and

THE SEMANTOGRAPHY SERIES

(Library of Congress Catalog Card No. 55-14351) comprising the growing collection of all pamphlets, brochures, books, university lectures, treatises, courses, controversies, correspondences, articles in newspapers and journals, etc.etc.

What is Semantography ?

It goes back to a 300 years - old speculation made by the great mathematician Leibnitz (1646 - 1716). He realized the immense practicability of mathematical symbols and their operations for solving many problems in many fields.

A new Mind Mathematics for Man

He prophesied therefore that one day a Universal Symbolism will be invented, in which every statement in every language could be written down in simple symbols and operated upon in order to find out the unknowns, the variables, the ambiguities, the demagogies, the falsehoods, and the truth.

A new Medium for Mankind

Leibnitz prophesied a happy by-product of this new mind mathematics. The symbols would provide a new medium for mankind. Just as $1 + 2 = 3$ is read and understood in all languages, so those new universal symbols would bridge all languages.

A letter, a book, a paper, even a poem written in this new "One Writing for One World" could be read and understood by all mankind in all languages without translation.

(continued next page)

BERTRAND RUSSELL: "Semantography..I think very highly of it.....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."

JULIAN HUXLEY: "Semantography provides something of real importance."

Prof. OLIVER L. REISER: "Bliss's heroic work...a powerful stimulus...he realized the ambition of the great mathematician Leibnitz."

Prof. LANCELOT HOGBEN: "interesting, stimulating, fascinating, ingenious."

Prof. G. PATRICK MEREDITH: "Sheer fascination...such an important creative advance."

Prof. CARLETON WASHBURN: "ingenious...could be of great value."

Prof. V. A. BAILEY: "deserves every encouragement by private and public means.... would be of great value to scientists."

Librarian JOHN METCALFE: "These books should be available in the larger public and university reference libraries throughout the world."

Even for Children and Illiterates

But, said Leibnitz, in order to be of help to all humanity, those symbols and their operations must be so simple as to be understood even by children and illiterates. In fact, he wrote, real things must be shown in pictorial symbols in order to distinguish them from abstract meanings, which indeed may mean anything.

An impossible Idea

This latter condition provoked the thought that Leibnitz's idea was impossible to realize. At last, the problem has been solved in Semantography. It fulfills all requirements of Leibnitz's prophecy. It has immediate practical applications in many fields.

Semantography for Safety

Leibnitz's idea is already in practical operation in a field where the bridging of the language barrier is a matter of life or death - on the motor roads of the world. The pictographic symbol of a bent arrow means CURVE in all languages.

Semantography for Social Relations

Parents and children, housewives and grocers, managers and workers, diplomats and demagogues do not argue whether $2 + 2 = 4$ or perhaps 5? They have learned of the symbols of mathematics and how to operate them.

But they argue terribly about other statements made at the breakfast table, or the conference table, at the political platform or in the paper. A short training in the operational Semantics of Semantography could enable even youngsters to realize at once which arguments will lead nowhere - except to the breaking-up of peace within the family, the community, the nation, the family of nations.

Semantography for Science

The greatest handicap to scientific research and progress is that results are published in too many expensive journals printed in too many languages. The inventor of Semantography, a scientist himself visualizes an inexpensive international science abstract on index cards to be exchanged between the universities.

The cards are printed or mimeographed in the language of the issuing university AND in the symbols of Semantography, which can be typed on an ordinary-sized typewriter. Thus all scientists can read them in all their languages - without translation.

Semantography for Society

The application of Semantography in many fields are treated in detail in the Books and the Semantography Series. Here are a few other applications in

LAW: Elimination of ambiguous terms which make justice a costly business, etc.

INDUSTRY: Justice for the inventive genius by providing a world patent applica-

tion in Semantography; Directions on technical equipment readable in all languages, etc., etc.

COMMERCE: Instant recognition and elimination of vague meanings in business contracts; catalogues, invoices, custom papers, circular letters, etc. readable in all languages; radio-photo cables which need no coding, decoding and translating; correspondence in Semantography between firms speaking different languages, etc.

COMMUNICATIONS: Traffic symbols on roads, railways, trams, buses, ships, planes, mail, time tables, public places, etc.

AGRICULTURE: Co-ordination of world research; directions on seed packages for illiterate farmers in backward countries divided by hundreds of languages, but being able to read pictorial symbols.

MEDICINE: Interlinguistic co-ordination of research; treatment of psychological disturbances caused by vague words, etc.

LOGIC: Semantography provides a simple Semantics for the Citizen, a Logic for the People.

What Semantography is not

It is not a new Esperanto. It is not a picture language. Esperanto needs translation like any other language. Semantography is readable in any mothertongue. You can write in Esperanto, or in other languages: "The Democratic People's Republic of Communist China". But if you write this in Semantography, it becomes as non-sensical as $3 = 1$.

Mankind's most urgent Need.

National differences and strife stem from language differences. Scientists agree that the first step to democratic government is literacy. Three quarters of the world's population are illiterate, divided by languages, dominated by demagogues and dictators.

Only one system has successfully bridged all languages and all arguments: the symbols of mathematics with their rigorous logic of truth versus falsehood.

Now we have a new Medium for Mankind, which provides also a new Mind Mathematics for Man. It may spell doom to demagogues and dictators in the political, and even in the domestic scene: the dominant father, the cheeky son, the nagging wife, the demanding daughter.

Semantography is the first cure offered for the miseries caused by words of all languages, which are vague, ambiguous, fallacious, and which endanger peace.

YOU, your Vision and your Help

The trouble with Semantography is that it is entirely new. It's not yet a money-making proposition for publishers. If you spend a little money for providing some publications for public or private libraries, then you will, in Bertrand Russell's own words "be performing an important service to mankind."

If no Catalog is attached to this leaflet, please ask for it by sending 15 ¢ or 1 s mailing fee (or 45 ¢ or 3 s airmail fee) or the equivalent in stamps of your country to

SEMANTOGRAPHY PUBLISHING CO. (Non-Profit)
5 Maroubra Bay Road, Pagewood - Sydney, N.S.W. Australia