

THE AMERICAN HOTEL ASSOCIATION AND  
INTERNATIONAL SYMBOLS FOR THE TRAVELLERS

A sequence of the frustrating approaches to the International Committee for breaking the Language Barrier, which are contained in the S.S. No. 237. This issue must be read first in order to understand the following correspondence.

The reader who has read the Issue No. 237 will understand my agony about that Mr. Soichi Kato, and my frantic desire to get into contact with those men who are interested in symbols for the traveller, and who have engaged that Mr. Kato and who have paid him a salary for many months without getting anything in return. I chose therefore from the names of organisations which have formed that International Committee for breaking the Language Barrier, the American Motel and Hotel association and wrote my first letter protesting about the delaying tactic of Mr. Kato. This letter must be in the Kato file S.S. 237. I cannot find it in order to start the correspondence. But this letter is not necessary. The answer of Mr. Scholz, Director of Public Relations tells the story, and my detailed letter of December 29 which follows. It is not necessary to add commenting sentences between the letters and therefore all the letters exchanged are reprinted herebelow one after the other.

American Hotel and Motel Association

221 West 57th Street,

NEW YORK. N.Y. 10019 U.S.A.

16th December, 1965

Dear Mr. Bliss,

Thank you for taking the time to write to me about your symbol system and the correspondence concerning it which you have had with Mr. Soichi Kato. I find it hard to believe that Mr. Kato would purposely ignore your letters or that he has a closed mind as respects your symbols.

While I personally have a number of reservations about the applicability of your symbols to the project of the International Committee for Breaking the Language Barrier, I have written Mr. Kato today suggesting that he hold up on a final decision on symbols until after your book has come on the American market.

As a personal note, I think the entire travel industry is greatly in your debt for the thorough and creative approach you have taken to the development of useful international symbols. Even if, in the end, a different symbol system should be adopted by our Committee, there is no question but that your pioneering work will have done a great deal to facilitate the acceptance of these symbols.

Sincerely,

William Scholz.

Sydney 29 Dec, 65

Dear Mr. Scholz, . . .

Your letter of December 16 has been on my desk for a number of days, and has been in my mind constantly, so much so that I cannot sleep. It is past midnight now and there is only one thing for me to do: to write to you. It may be a long letter, and I know that you are a busy man. I hope you will be able to read it carefully. If not, others will. The fact is that a number of librarians of the world have begun to collect not only my lectures, my articles, my courses, but also my controversies and my letters. These librarians have realised that here is a pioneer who in his thoughts is far ahead of all others. His life is now one long battle with all those who do not see what he sees in his visionary mind. And as usual, he is not recognised, simply because he is still alive, he is still a nobody. But it won't be long now. He is 69. However, he is more fortunate than many others who had to die in bitterness. He has the great fortune to be alive and to guide the second enlarged edition of his book, which will soon be on your desk, and on the other desks of men who have begun to realise that here is a man who has thought the same thoughts long before others have done it.

After this gloomy introduction let me thank you for your response. After the treatment I have received from the Committee and Mr. Kato during the last one and a half years, I did not believe that anyone of the Committee will answer. But you did, and so speedy too. This indeed is "public relations" at its best. You may be interested to know that we have much in common. I am in the hotel business too. The two telephones on my letterhead are not the phones of my Semantography

Institute. They are the phones of my hotel here at the seaside of Sydney. I have been an industrial research chemist and executive, but gave up my profession, because I wanted to devote my time to my work on this idea. My wife could not stand the terrible disappointments I received from many of the high and mighty of UNO, UNESCO, and especially the professional linguists. She fell ill, and her health declined. I felt I had to be with her day and night, and gave up my business, bought an old house at Coogee Beach, and converted it into a small hotel.

I am an engineer, a practical man. I had success in everything I took on. And the hotel owners and real estate agents here in Sydney are marvelling about my hotel business, and can't understand it. The fact is that since I opened up for business 8 years ago I have a full house all the time. Never is a room vacant even for one day. I have a hopeless waiting list, and discourage reservations which I simply cannot handle (perhaps maybe in 3 months time, but not sooner, I must tell people who want to get in). My secret is "public relations". I consider my guests and my employees as my personal friends, and I go out of my way to prove it to them. As I said before, I am a practical man, an engineer. This is the way to do business in my case, because my hotel almost runs by itself. And I can devote almost all my time for my Semantography.

Please consider the first page in the spirit of "public relations", an endeavour to establish a personal contact with you. Allow me to turn to your person of which I know only your name, and of which I see only your willingness and friendliness in the letter you wrote to me. But your name tells me a lot already. Your ancestors are German, and you are proud of this fact, otherwise you would have long ago changed your name into an English one, or at least into English spelling like Sholtz or similar. I may guess that your greatgrandfather came out after the 1848 revolution which drove tens of thousands of Germans to the land of freedom America. Many of them have settled around Milwaukee, and have started to make beer, or like Herr Heinz the 57 varieties. And their great-grandchildren still speak German, just as the descendants of French, Dutch, Polish and other settlers still speak their old mothertongue, though having learned English in school.

And this fact represents in a nutshell the futility of trying to develop an international language like Esperanto. It won't work. People around the world babble as their mothers have babbled to them when they were children. Only symbols which can be read like  $1 + 2 = 3$  in all languages, can overcome Babel. Hence,, I gave the explanatory title to my first 3 volumes:

#### 100 SYMBOL ELEMENTS TO OVERCOME BABEL IN READING, WRITING AND THOUGHT

The men of your hotel and motel association have realised this too, and the result is the formation of your committee. But alas, you all are in your thinking where I have been more than 23 years ago, when this idea began to take hold of me. You still believe that it is possible to draw up pictures, because "pictures tell more than a thousands words". This may be possible in a few instances, and you have limited the list of pictures to not more than 37 meanings, though you well know that in the travel, hotel and business there are several thousands words in use. But even these 37 meanings cannot be pictured by pictures alone. Your committee was forced to put the word TAXI underneath the picture of a motorcar. You should have put HOTEL (an international word) under your picture of a one storey house, which does not convey the meaning of a hotel. Indeed this example alone proves the futility of your assumption, and also explains why your committee may (as you write) "adopt a different symbol system" than mine. There is no different symbol SYSTEM of pictorial symbols available in the whole world. All that is available from other sources than mine are attempts by various people to evolve a few (a very few) pictorial symbols for a few meanings. When my book will be on your desk you will realise that I am the first man who has evolved a complete system, who has reduced the pictorial meanings to the fewest lines, and who has shown that only about 50 symbols (basic elements as I call them) of which we use already 24, because we have learned them in school, are necessary to express any meaning in international travel, hotel, and business relations. Moreover, my symbols can be printed as small as ordinary type, whereas the symbols proposed by your committee cannot be reduced to say 10 point typewriter or typeset print. Just think of the many tickets for various activities which an international traveller gets. My symbols can be printed on these tickets, yours may have difficulties. Moreover, my conditions for the use of my copyrights are that the words in English (and/or the native tongue) must be printed underneath the symbols in order to acquaint the onlooker immediately with the meaning of the symbol. This is already done on the highways where under a bent arrow we see the word CURVE. Furthermore, my symbols can be typed on a typewriter like the new IBM golfball typewriter. Thus, there is really no comparison between my system and the few symbols proposed by your committee, symbols which are taken from other organisations, who are in the same predicament.

A few days ago I got in touch with Icograda, the international council of

graphic design associations. The president Mr. de Majo wrote, and asked why I did not get in touch with him many months before, because he has been told about my work. My answer (which I am not going to tell him) is that the Committee for Breaking, etc. etc. has almost broken my heart, and I wanted to avoid a similar heartbreak with other organisations.

But from the papers they sent to me I realised that they are even less "advanced" than your committee. They have organised a competition for students of art schools, and the number of pictorial symbols that they propose is only 24 versus the 37 which your committee propose. But the conditions of the competition are less than ridiculous, they are for crying out loud, crying with tears about the "backwardness" of their thinking. Here is one:

"Les symboles doivent être directement intelligible à des personnes de tout nations, de tout degré d'intelligence, et de tout âge."

In the face of such nonsense, how can I ever hope to break through the barrier of their thinking? They have ordered my new book, and I have posted it by surface mail which will take 6 weeks to reach London. In the meantime I am going to write a paper, addressed to them, and to the other organisations engaged in symbol designing, including your committee. I shall give it the title:

IS IT POSSIBLE TO DESIGN PICTORIAL SYMBOLS WHICH CAN BE UNDERSTOOD AT FIRST GLANCE? Thi is Seman- tography Series 250

I am not going to repeat the nonsense that the symbols "should be directly understood by persons of all nations, of any degree of intelligence, and of any age." I shall deal with your symbols, the symbols of the International Union of Railways, Paris (U.I.C.) and the symbols of the British Railways. Both these organisations show the outline of a man (in trousers) and a woman (in a skirt), and I see that your committee has repeated these symbols in your yellow circular. Let me deal here only with one aspect of these 2 symbols.

You and the I.C.U. and the B.R. (and almost everyone else) think that these 2 outlines should clearly indicate to "any person of any nation, of any degree of intelligence, and of any age" toilets for men and women. Well, everyone is mistaken. Perhaps you have read the novels of the Italian writer Silone, who described the abject poverty of the peasants in the poorest provinces of Italy, Calabria, Apulia, Sicily, etc. They don't know of any toilet. Even the burgomaster, the priest, the teacher have no toilet in their house. Not even an outhouse in the backyard. They all go to some bushes. But there is a strict law about those bushes. There is a bush for the nobility, a bush for the intelligentsia, a bush for the authorities, and a bush (the farthest) for the poor peasants. What has happened to those poor peasants who emigrated last year to Australia I shall tell in a later paragraph.

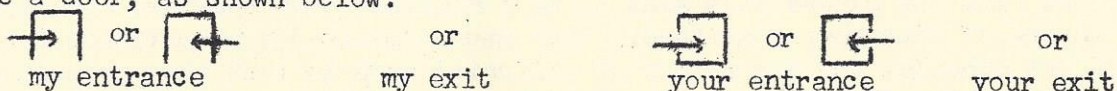
I have travelled through the whole of Italy on "viaggi di affari e viaggi di piacere" - voyages of affairs "business" and voyages of pleasure. And this is what I found in local trains and railway stations. There is a little cabinet but not separated for men and women. And inside is nothing but a hole in the ground, nothing but a hole. And the travellers do what they do behind the bushes. And this I found even in the prosperous, industrialised north of Italy. But there an improvement came about: a toilet bowl. And there was catastrophe.

I spoke with some railway officials, and they told me about their troubles with the toilet bowls. They knew their travellers, and therefore they did not put a wooden or plastic ring seat on top of the bowl, a seat which can be lifted up as in other toilets. They put up only two wooden short flat bars on both sides of the top rim for people to sit upon. But apparently they didn't know their Italian travellers. They immediately got the meaning of the two wooden bars on top of the bowl, and they tried to climb up, put their feet on these bars and then did the same as they do behind the bushes. The idea to sit down, simply did not enter their mind. And the inevitable happened, notice PLEASE DO NOT STAND ON THE TOILET BOWL. But how many are illiterate and cannot read?

Ah well, all this happened 30 years ago, before Hitler stopped my travels and allowed me forcefully to travel only to Dachau and Buchenwald. Meanwhile progress must have come to Italy, even in toilets. But there we are mistaken. Listen to this. Many thousands of Italians emigrate to Australia every year. Naturally they are the poor ones from the poor villages. And believe it or not, the Australian immigration authorities made unbelievable discoveries. They paid for the air travel of these poor peasants, but the hostesses reported abject misery and terrible embarrassment among the girls and women. They have never seen a toilet, and the idea to sit down was simply unthinkable. Well, the catastrophe grew to such proportions, that the Australian authorities were forced to have a movie made to be shown in Italian villages to prospective immigrants how to use a toilet. Unbelievable but true. And this happened in the year of grace 1965.

Well, what pictorial symbol does your committee propose for these nationals of one of the oldest European cultures, not to speak of nationals of Asia and Africa? Would you suggest the picture of a man and woman in the actual pose of sitting on a toilet bowl? It just would be meaningless to millions of people.

The idea upheld by your committee, by Icograda, I.C.U. and B.R. of pictorial symbols, and nothing but pictorial symbols, is already broken down, and by your own admission. Look at your symbols on the yellow circular for entrance and exit. Do they picture a door? Not at all. They show an utterly abstract geometrical configuration which means anything but a door, My symbol for a door looks like a door, as shown below:



My outline of a door looks like a door. No intelligent person could guess what your geometrical configurations really mean. Besides, my condition of using the copyright contains the clause (as mentioned before) that the word in English (and/or the native tongue) must be shown underneath. But we could add a transfer sticker showing the actual basic symbol element  and underneath door.

When I received your yellow circular with these unwieldy symbols for entrance and exit I immediately wrote Mr. Kato a long letter of 4 pages explaining why my symbols are better and easier to recognise. I also demonstrated how my symbol has to be painted on corridors, and next to the door itself, so that the arrow should point to the direction of the door itself (either from the left or right as shown above). This long 4 page letter carries the date May 4. To make sure to receive Mr. Kato's detailed reply to my demonstration, I enclosed a large airmail envelope with a 25¢ U.S. stamp on it. Surely he cannot ignore that, and he didn't. I got the envelope back from Mr. Kato, but what was in it?

Inside my stamped envelope was a small piece of paper which carried the words  
Dear Mr. Bliss,

I have returned to New York from Paris  
and found your manuscript. Thank you indeed!

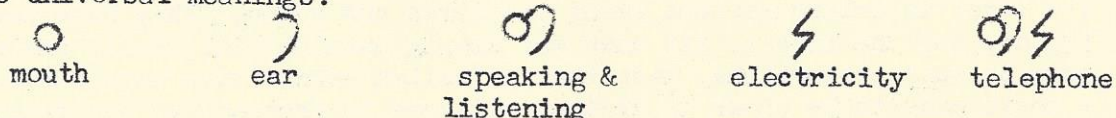
Soichi

This notice was in reply to my letter of May 4, and my filled-in yellow circular, and attached paper dated May 23, and another urgent letter dated May 24.

Mr. Kato did not bother to study my letters and demonstrations. He ignored them. How can I prove this monstrous charge? Simply by his own letter of October 1 in which he asked me the positions of my entrance and exit symbol for various situations. The very thing I had demonstrated to him 5 months before on May 4. Naturally he failed to explain how he would display his symbols for entrance and exit on a corridor leading to the far-away entrance or exit. He would have to use another arrow pointing to the direction of that entrance or exit. This is not necessary with my symbol because the arrow itself points to where the actual entrance or exit is.

I speak all the time of Mr. Kato's symbols, of the committee's symbols, etc. and only in recent days when I received the papers from Icograda did I realise that many of the 37 (or rather 35) are taken from the proposals of other committees. This I shall demonstrate in my forthcoming paper to these committees, the I.C.U. and B.R. I refer in this instance to the symbol for telephone which shows the usual handlebar now prevalent with many telephones. But is this symbol appropriate? It is not. And again I sat down and posted another long letter to Mr. Kato explaining the situation as shown in the next paragraph.

I explained that the constructions of telephones are changing, and this symbol of the handlebar piece, containing mouth and earpiece is already obsolete. The fact is that in the most telephone-minded nations of the world, there are thousands of forgotten villages on the Tobacco Road to Dogpatch where there is still the old wall type telephone with a hand crank, where the whole village can listen in when somebody makes or receives a call. Even in many small towns of the U.S.A. there are still millions of telephones where the mouthpiece is on a small stand, and the earpiece is hanging next to it. People from these villages and towns would not recognise the handlebar type as a telephone. They use quite another telephone in outline. But even the handlebar symbol is already obsolete, because the Bell Telephone Laboratories, and the Swedish firm of Ericson have already developed a new type of telephone which will soon sweep the world, because in it the stand, the dial, the earpiece and the mouthpiece is in one lightweight arrangement which utterly looks different from the handlebar type and the symbol. I explained that my symbols are independent of any alteration in telephone design because they deal with the universal meanings:



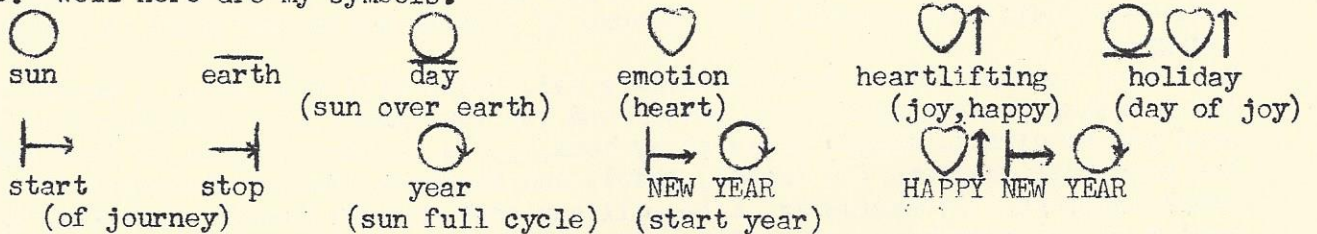
Naturally (as said before) the basic symbols can be explained during the first years underneath the main symbol, but the enormous advantage is that these basic symbols appear and re-appear in hundreds of other meanings used in international travel, hotel, and business; besides they can be typed and printed.

Well, I made all the drawings of the various telephones, and explained it all to Mr. Kato in my letter of April 1. And what did he do? He ignored it! In the same spirit he ignored my long and urgent letter of October 14. I waited nearly 6 weeks, and when I realised that Mr. Kato will not reply, I wrote my letter of November 23 to you and all other members. Then you kindly replied.

But a few days ago I got something from Mr. Kato. It may well be that your request that any decision is to be postponed until my book is on the American market has made him send me a New Year card. I am sure he sent it to you, and this personal New Year card is a splendid opportunity to demonstrate my symbols.

Mr. Kato begins with Dear...and my name in Japanese, and then follow 15 lines in 15 languages all saying Happy New Year. The types are arranged in such a way as to show the words in less and less alphabetical letters, until only 4 letters are at the end saying it in Chinese characters. How nice it could have been, had Mr. Kato shown beneath these 15 lines in the shortest expression HAPPY NEW YEAR in pictorial symbols. But is it possible to express this in pictorial symbols? According to the Icograda, C.I.U., B.R. and your committee it is impossible, because you simply cannot draw up a picture which says HAPPY NEW YEAR. But in my symbols you can show it, and in pictures too, as I shall now demonstrate.

Are my symbols for HAPPY NEW YEAR abstract? On the contrary, I take them from my timetable symbols for railways, my timetable for buses, ships and airplanes. In short from the very things any traveller needs. And as you know, the timetables of many countries abound with many symbols, crosses, asterics, alphabetical letters explaining that this or that train goes only on Sundays or holidays, or.. etc. Well here are my symbols:



Now think again of any time table. Almost every page abounds with explanations of abstract symbols. Now imagine that every time table contains on one page only an explanation of my symbols! Why, any child can understand them once it has been told in a simple way. And once learned, these symbols of the sun, the heart, the arrow, and the compound meanings day, joy, holiday, start, stop, etc. cannot be forgotten. Suppose the Hotel and Motel association send their customers a HAPPY NEW YEAR card explaining the symbols with accompanying touching little pictures. Why everyone would be astounded how easy they are, how simple they are, and how meaningful!

Enough of all this. I hope I have convinced you. If not, just tell me your objections and hear my answer. This is only fair! And now a few points:

1. You said in your letter that you "personally have a number of reservations about the applicability" of my symbols. Please give them to me, and hear my arguments. Please realise that I always was a practical engineer and manufacturer. I know how to drop a thing which is impracticable. And I have thought about every one of my symbols for more than 23 years. They stood the testing.
2. Many thanks for postponing any decision, until my book is on the American market. You can have it earlier. (see below)
3. Please ask Mr. Kato to send me the names and addresses of those 300 organisations which all have received Mr. Kato's circulars of the 1st phase (which symbols are important) and the 2nd phase (the yellow circular). As I stated again and again that I shall pay all the expenses of an approach to these 300 organisations in order to inform them that a complete system of symbols exists, I want to send them information about my work and about my new book. Please realise that I have spent already over \$50 on airletters to your committee, on salary to my typist, on mimeographing, paper, etc. etc. I am prepared to pay the expenses of approaching these 300 organisations. Again I have no material gains in mind, only the will that they be informed about my work before I die (which may be any day in my age).
4. Have you received my demonstration paper dated November 1, 1964 (yes more than one year ago)? I have sent 13 copies for distribution to all members of the committee, and to this very day I don't know whether they have been distributed or not. Or rather, I received information from Mr. Kato that there was no time at the committee meeting to discuss my paper. If you haven't one please tell me and I shall send it to you by airmail the very same day.
5. Have you received my demonstration paper dated May 23, 1965 which deals with the evolution of my basic symbols for the 37 symbols as proposed by your committee? If not, I shall send it to you by airmail immediately.
6. You surely have a copying machine in your office. Please make a copy of

this letter and send it to Mr. Kato, and to any member of your committee whom you want to inform. And thanks for this additional endeavour on your part.

7. More than a year ago I suggested to Mr. Kato that I come to the U.S.A. to show you how my symbols can be used for any meaning needed in international travel, hotel, and business. I pointed out, that I am not desirous of travelling. I have been a voracious traveller all my life, and I have been in America. I don't want to travel in my age, it may kill me, and I have still so much to do. But I am ready to come and here is the plan I outlined to Mr. Kato, which would not cost your committee one penny:

I am prepared to pay for my own eating, for my taxi expenses, etc. etc. As to the airfare to the U.S.A. and back I understand that travel organisations are among those who have installed your committee. Some of the planes leaving Sydney for the U.S.A. are threequarter empty. How about giving me a seat which would not cost the airline anything? And to stay in New York for the few days, I can stay with friends but this is an inconvenience for anyone. How about giving me one of the empty rooms in one of the hotels of your association. I don't want any breakfast, lunch, dinner, etc. gratis. I shall pay for it. Because I have to eat in Sydney too. Again no cost for the hotel. Please think of this idea. Let me come to New York for a few days, and let me explain and hear my arguments against any of your counterarguments. How about it? It would be worthwhile!

8. Now about my book. It will take some time until it reaches the American market, because my arrangements with the U.S.A. Wholesaler are not complete. It will take even more time until my book is reviewed by the press. This may take 6 months. So, I am prepared to send you my book right away, but not by airmail, because this will cost additional airmail, and because of another point discussed in the next paragraph.

9. I want to send you my book by surface mail which will take about 4 weeks. In the meantime you can study this letter and you can answer it. I am prepared to send you by airmail sample pages of my book, so as to show you how to look for the practical chapters for travel, hotel, and business, and to disregard all other chapters. Otherwise Mr. Kato will say that my work "needs education, a text book and many hours of study". To this I answered, and I demonstrate it with my symbol for entrance and exit, and his symbols for the same meaning that my symbols need less education and less study than his.

The book is a heavy volume of 882 pages dealing not only with all the theoretical aspects of international communication, but also with all fields of human endeavour including zoology and botany, and an international menu card (this is something for which millions of travellers will be immensely grateful, because my symbols show them which dishes they are already familiar with from their own cuisine, and which are specialties of other cuisines), but also in the fields of physics, chemistry, geology, medicine, up to poetry, religion and philosophy. Every one who takes my book in his hands realises that this man has done a complete job. HERE IS A COMPLETE SYSTEM not just a few symbols.

When I finished the first edition in 1949, the world was not ripe for the idea. And I always believed that I will overwhelm all authorities in road safety, hotel, travel, and business simply by the fact that I have worked it out for every meaning needed in these fields. I believed that people will pat me on the back and say: "Well done, buddy, pal, mate, YOU DID IT, good on you and God Bless you!" Instead, I am writing my heart out to people like Kato, and don't get even a reply. He makes a living by the very idea, and I have to make a living in my hotel in order to earn the money for my future letters to him. Confound it!

I had to mortgage my house in order to get the money for the printing of my book. My selfcost is \$9 per volume. I am prepared to send you one copy if you will agree to pay for it (it's postpaid). But I can't give it to you gratis. My house is mortgaged and I pay a heavy interest of 8%. I have to sell the book. Selfcost to you. Please tell me whether you want it, and perhaps some other members of the committee may buy it too. After all it's almost giving away money for charity to help a pioneer in his hopeless task.

10. Please think about the following argument. At present there are already over 300 organisations all busy with devising symbols. The result will be another Babel of Symbols. We had the same situation before. More than 100 years ago ships of all nations had different flag symbol codes, and just could not communicate with each other. Then in 1855 the London Board of Trade worked out a flag system (no matter how arbitrary) to be used by English ships only. And what happened? Britannia ruled the waves then, and quietly all other nations adopted the British flag symbol code without proposals and counter proposals, without conferences and insane assertions of some delegates. It was the simplest thing to do, and the most sensible one. Today even the Russians and the Chinese use the British shipping code and are glad of it, because it means survival and help. All nations have the British code translated into their languages and use it to the best effect.

What can we learn from this? Today the United States lead the world. And in

the hotel business the American Hotel and Motel Association is the foremost. If your association adopt my symbols and use it in all your folders, in all your menucards in all your dining rooms, in all your hotels and all motels, then what is going to happen? The very same thing as in shipping. Quietly all other hotel and motel associations of all nations will adopt the symbols of the American Hotel and Motel Association. It would be the most sensible thing to do, because the American tourist is the one who brings the dollars so much coveted even by the communist countries. America is foremost in everything. America will be followed. And this will mean credit to YOU.

At present we see the sorry spectacle of Mr. Kato going around a-begging to 300 organisations asking them what symbols are most important (1st phase). Was this necessary? Why, every hotel manager, every travel agent, every rail, bus, or airline employee could tell them to Mr. Kato. YOU alone could draw up the list. And the result: a meagre 37 symbols are all in the yellow circular, with a few hundred more totally disregarded. But even these 37 symbols show the utter incompetence of Mr. Kato, because there are only 35 symbols. Search as he may, he just could not find any possible symbol for FASTEN SEAT BELTS, and TRAVEL AGENT. As to the symbol for TRAVEL AGENT every travel agent could have taught Mr. Kato a lesson simply by showing him his letterhead. Because the letterheads of all travel agents around the world show pictorial symbols of a ship, with a railway engine, and bus to the left and right, and an airplane overhead. In my paper dated May 23 I have shown my symbols for these conveyances, reduced to the simplest lines and recognisable as pictures, and here I am, reduced to writing long begging letters to you more than half a year later. As to the symbol for FASTEN SEAT BELTS this too can be expressed in the simplest way, simply by picturing the two hands holding the endclips of the belt, and above these two arrows → ← for FASTEN, and ← → for OPEN.

How simple! How simple to realise that I have just the knack for devising symbols. How simple to invite me for a few days to New York. But how difficult! Mr. Kato declined the idea one year ago. He is an expert in symbols, not me!

I have started this long letter with a reference to you personally, so let me end it again with a reference to you. I don't know your age but judging from the speedy reply I received from you, you must be a young and vigorous man. Old men are often hardened in their arteries, and in their unwillingness to accept new ideas, and their promoters. It may well be possible that I am as old as to be your father. I am nearly 70, so let me say a few words to you as your father may do it.

You dear Mr. Scholz are Director of Public Relations of your Association. This is something, but it is only one department among others. You surely have ambitions as every American has. Why should you not one day be Chairman of the Board, or President of the American Hotel and Motel Association? Why not indeed? It could well come about, if you display the zest for the adoption of new ideas which could help all the members of the association by helping the travelling public. But look now at the yellow circular of your committee, and see that most symbols are taken from other organisations. What would your Chairman and your President say if they realise, that you propose the symbols for Mars and Venus for toilets? What would they do when they come to realise the mediocrity of the symbols to be adopted. They will be enraged. They will break up the Committee for Breaking, etc. And this will be a heavy blow to your prestige, and your ambitions, and to your prospects of advancement, etc. etc. !!! And if you will treat me in the end as Mr. Kato has treated me, I shall go to your bosses. I am an old man and I don't want a penny. I am fighting for an idea and I prefer to go down fighting. But you will go down too. Nothing more or less than your own future is at stake here. I am,

Yours sincerely,  
C.K. Bliss

Dear Mr. Scholz,

Sydney 31 Dec 65

Your speedy reply to my appeal has gladdened my heart, and I thank you for this. I have stated time and again that I do not seek any material gain whatever, and you have appreciated this. Your letter has given me great hope.

But also great apprehension, because you say that you "personally have a number of reservations about the applicability of the symbols" proposed by me. If so, please let me hear your reservations, and let me answer your arguments. This is not only fair, it is the most sensible thing to do.

You found good words for my work, but you also said that "even if, in the end, a different symbol system should be adopted by our Committee"...etc. There is no different SYSTEM available Mr. Scholz, only a few attempts by a few organisations to devise a few symbols, nothing more.

Three days ago, I began writing a letter to you, trying to think of the reservations which you may have. It took me 3 days to write, and it is a long letter. I have referred also to your own stake in this affair, to your own

ambitions, and hope. Please read it - perhaps at home, and in leisure. And I am ready to send you my book right away.

Nothing more for today than my best wishes for a HAPPY NEW YEAR (see this in symbols in my letter) to you, your family and to all humanity, whom we both want to serve. I am,

Yours sincerely,  
C.K. Bliss.

Sydney 5 Jan 66

Dear Mr. Scholz,

I hope you are in receipt of my long letter dated Dec. 29. I hope too that my assumption of your person as an open-minded man was correct, and that you bear me no grudge to be outspoken. Many thanks for all consideration you have given to my letter.

In this letter I also mentioned the international council of graphic design associations, and their student competition which must be "understood at first glance to any person of any nation, of any degree of intelligence, and of any age." This is an impossible demand, but something which your committee, the UIC and BR had also in mind. In my letter to you I showed this in discussing the sign for men and women's toilets. And in my letter to that council I chose another sign, which is of direct interest to you, and to every hotel and motel manager. Indeed it is for him the most important sign he wants to have displayed in every hotel room and understood in all languages. This sign should convey the following meaning:

NO RESPONSIBILITY FOR VALUABLES LEFT IN THE ROOM

As my discussion of this sign is of great importance to you, I enclose herewith a copy of my (again long) letter to them. I felt also I had to say something about me personally. And believing that this may interest you too, I am sending this letter to you.

Please don't read it in your office. Read it at home, and if you are still against my work, give my letter to your wife, and/or your mother to read. Let womanly intuition help to change your mind if you are still hostile to my work. As I do not seek any material gain, you must believe me that I want desperately to have you as my friend. Hence my long letters to you. I am wishing you and your family again A Happy New Year.

Yours sincerely,  
C.K. Bliss

January 7, 1966

Dear Mr. Bliss,

I thoroughly enjoyed reading your most persuasive and informative letter of December 29 until I reached the last paragraph. It is a pity you saw fit to make threats in this paragraph which, unfortunately negated all of the good will generated in the previous nine pages.

I have neither the time nor the inclination to engage in a lengthy correspondence in the merits of your symbol system. A new organisation has been formed which may either merge with or supersede the International Committee for Breaking the Language Barrier. It will be up to them to decide upon the next step in this admittedly long drawn out project. For my part, I shall be glad to work with whatever organisation gives promise of developing some meaningful symbols which can be of use to the hotel and motel industry. But I am not, nor do I desire to be, in the forefront of leadership in this effort which has, unfortunately, become bogged down in personality conflicts and administrative indecision.

Since no useful purpose can be served by further correspondence between you and myself, I am sending your original letter to Mr. Kato for whatever action he may care to take or recommend in respect to your requests and suggestions.

Sincerely,  
William Scholz

Dear Mr. Scholz,

Sydney 21 Jan 66

Received your letter of January 7, and must agree that you are 100% right in writing as you did. I agree that my last paragraph of my 9 pages letter must have offended you deeply, and I must apologise deeply. But I believe and hope that there is still enough goodwill left in you for me, because otherwise you would not have written to me at all. And therefore I hope you will read this letter.

Our correspondence is another example of the semantic effect of words. When I received your letter I was overjoyed and overwhelmed by your response and by the good words you found for my work. As usual, I simply overlooked the other words in your letter which were not favourable. And seeing that you, and with you all other people, believe that pictorial symbols must be understood "at first glance", I set to the task to convince you that even the words MEN and WOMEN on toilet doors are incomprehensible even to illiterate people of European nations who have never seen and never used a toilet. And so I wrote 9 long pages through 3 mornings, trying desperately to convince you that my symbols are the only solution.

And then I had to make a stop and end my letter. I wanted to end it on a personal note, and took your letter to hand to find the right personal words. At that time I was overtired after so much writing, and my enthusiasm spent. And then I saw crestfallen the other words of you. You said "I personally have a number of reservations about the applicability of your symbols" and "if, in the end, a different symbol system should be adopted by our committee"...followed up by a few friendly words to soften the blow. A blow it was indeed. I realised unhappily that you have been against my symbols from the very moment you saw or heard about them, and you are still unconvinced.

What shall I do now I asked myself. I don't believe that my long letter will convince you. What would you do, what would any other man do, who unselfishly works and fights for a new idea to unify mankind across the language barrier? If Mr. Scholz is against me, I must try to convince other men in the hotel business. There is no other way. I must try to convince the other men higher up. Everyone would have thought the same way. And so I tried to say this in my last paragraph. I tried to say it like a father would say it (and with my age I could be indeed as old as your father). But unfortunately you took it as a threat, and re-reading that terrible paragraph I fully understand your reaction.

In your second letter you said that you don't want to be in the forefront of this symbol business, and so you want to fade out of it. But I don't want to lose you as a friend, however remote you may be to my work. So, please dear Mr. Scholz, let me atone for the blunder I have done. Let me send you a copy of my book for your and your family. It surely will grace your library shelf at home, and it will surely attract the attention of you, your family and your friends. The next steamer for the U.S.A. leaves on the 9th February. The book will then be in your hands at the end of February. In the meantime I hope, indeed I feel that you have forgiven,

Yours sincerely,  
C.K. Bliss

January 24, 1966

Dear Mr. Bliss,

Thank you for your recent letter. I can assure you that I have a completely open mind on the matter of symbols and am only interested, as you are, in securing the early adoption of whatever symbols or symbol system will be most useful to the industry I represent.

Unfortunately, the waters are being muddled here at the moment because of the dissatisfaction on the part of some key people with the way Mr. Kato has been running the International Committee for Breaking the Language Barrier and the activities of a new group which has been formed primarily to sponsor a design exhibition as one way of stimulating interest in international symbols and also getting the best thinking on this subject of the world's leading graphic arts specialists. Because of these situations, obviously not much worthwhile progress is likely to be made until an orderly approach to the problem is once again decided upon and administered through an effective group.

While it is entirely unnecessary, if you still feel you would like to send me a copy of your book, I assure you that I will treasure it and read with rapt attention.

Sincerely,  
William Scholz

2 February 1966

Dear Mr. Scholz,

Many thanks for your kind and wonderful letter. I was afraid I was losing a friend, but I am glad to see that you have the magnanimity of mind to forgive me.

My book is on the way to you, but it won't be in your hands before the end of February. I hope you will agree with many scholars who found it fascinating.

Let us now hope that the new organisation will find the best symbols. Let me hope that they will find my symbols best.

And now - no more bothering from me. I promise.

Yours sincerely,  
C.K. Bliss

Dear Mr. Scholz,

Sydney 30 April 66

I sincerely hope that this letter will find you in the best of health and spirits. I also hope that my book has arrived. If not, please let me know so that I can make enquiries at the post office. If it has arrived I hope you have seen that the symbols for international tourism form only a small part of the general work, yet they are the same symbols and they can be used for any hotel activity. IBM is now calculating the cost of a special ball carrying my symbols to be used in their new ball typewriter where different balls can be used and exchanged. Thus, even hotel messages, telegrams, invoices, etc. etc. can be typed in my symbols to be read in any language.

In your last letter of January 24 you said that a new organisation has been formed, because some of the key people have disapproved of the way Mr. Kato is running affairs. So far, I have learned from other sources that Mr. Kato is still contemplating his 37 symbols and has not gone further, and is still at it.

Could you be so kind to let me know how matters are? I am with my thanks in anticipation, and with my best wishes

Yours sincerely  
C.K. Bliss

May 3 1966

Dear Mr. Bliss,

Thank you very much for sending me a copy of your book on international symbols. I must confess I have not completely finished reading it, but what I have read I found most interesting and provocative.

Mr. Kato is now in Europe attending a number of meetings in an effort to promote the use of international symbols of some kind. As you say he is still seemingly committed to those symbols developed by the International Committee for Breaking the Language Barrier. But at the last meeting of this group about six weeks ago, it was the general feeling that a look should be taken at a series of symbols which have recently been approved by IATA with the idea that since they will be used by airlines and at airports, international travellers will have some familiarity with them. As you have pointed out, however, any pictorial symbols such as those Mr. Kato is championing have a built-in weakness in that hair styles, costumes, etc., are not universally recognisable. In the long run, I am persuaded that some such symbol system as yours will be found to be the best solution, but I am afraid that adoption of even some of your symbols by the innkeeping industry is a long way off since there continues to be such a division of thought on what symbols should be used among the various elements of the travel trade.

Sincerely,  
William Scholz.

16 May 66

Mr. William Scholz,

Many thanks for your kind letter for all the news you gave me. And above all many thanks for your wonderful words that you wrote "I am persuaded that some such symbol system will be found to be the best solution" that you found these wonderful words after seeing and reading my mammoth work of 882 pages is more than I expected and more than I hoped for. It proves that you have seen through the hundreds of pages the basic simplicity of my symbols. Thank you very much indeed. I have a wonderful feeling that I have given my book to the right man.

I want now to make a direct approach to the responsible man in many a country who direct the railways, the buses, the ships, the airplanes, the hotels, the motels, the travel agencies, etc. etc. My idea is (and my printer is already at work) of a small travel folder, such as it is given away gratis by the millions. This travel folder will contain my basic symbols and over 200 combinations which will prove to anyone who is objective enough, that my symbols can really do the job. The Kato committee and others can only work out not more than about 30 to 50 symbols. Why not more? Because many meanings are abstract and cannot be pictured. Hence railway officials try to symbolise INFORMATION with the letter "I" and RESERVATION with the letter "R" which is meaningless to many. The title of my folder will be "Universal pictorial Blissymbols for the international Traveller". I intend to elaborate this small folder later on into a small travelguide under the same title and the Library of Congress has already reserved the number 66-22141 for the Library of Congress catalogue number cards which are used by over 10,000 libraries.

You will be the first to receive the first copy and I shall be most thankful to you if you would advise me and help me in my campaign.

Yours sincerely,  
C.K. Bliss

Dear Mr. Bliss,

May 20, 1966

I think your idea of developing a small folder containing your basic symbols to be given to international travellers has a great deal of merit. However, my feeling is that you might do better to contact the heads of organisations involved in travel rather than private enterprises. For example if you could get the support of IATA you would not need to contact the many heads of airlines to say nothing of the authorities running airports, etc. For this reason, I suggest you contact the heads of not only IATA but the International Hotel Association, the Educational, Scientific and Cultural Organisation of the United Nations, ASTA, NATO, and other similar travel organisations in various countries, and the ministers of transportation which, I believe, most countries overseas have. In this country this would come under the Secretary of Commerce. I'd be interested in seeing a copy of the folder when it is available.

Sincerely,  
William Scholz.

23rd June, 1966

Dear Mr. Scholz,

Kindly excuse that I answer your letter of May 20 only today. The reason is that I got the tourist folder only today from the printer and I hasten to send you one folder with this letter and six more with the same airmail but second class as printed matter. Please give the other folders to the executives in your association, who are interest in the development of symbols for the

tourist trade.

Of course there is a counter argument that it would be better to have symbols which are actual pictures, and can be recognised at once. But this is possible only with a few meanings. It is impossible to picture INFORMATION, RESERVATION, NO RESPONSIBILITY FOR VALUABLES LEFT IN THE ROOM and hundreds of other meanings. Furthermore, no matter how many pictures are drawn up, they can't be put on a typewriter of ordinary size. With my symbols this can be done.

The other counter argument is that my symbols must be "learned". This too is a false argument. If you have children in your family or your neighbourhood make a few experiments with them and see that they can pick up the symbols and the many combinations almost instantly. I enclose a statutory declaration of Miss Maureen Bates (in the second envelope) and ask you to read her amazing story.

And now I come to you with a request. I wish to follow up your suggestion that I contact all organisations involved in travel. Unfortunately, we here in Australia are somehow provincial and have difficulty to get any addresses. I thought even to ask you whether it would be possible for your secretary to type for me these addresses in her own time. I would gladly pay her for her work. Perhaps it can be done. I would also be happy to have the addresses of all organisations who are sponsoring the International Committee for Breaking the Language Barrier. I shall be most grateful for your kind help and remain with my thanks in anticipation.

Yours sincerely,  
C.K. Bliss

June 27 1966

Dear Mr. Bliss,

Thank you very much for sending me the tourist folder on your Blissymbols. It is very interesting and attractive and should be quite helpful in getting greater acceptance of your proposals.

As I indicated to you in a previous letter, the International Committee for Breaking the Language Barrier seems to be in process of being supplanted by an organisation called Glyphs. At the moment, I do not know too much about this group except Margaret Mead, the anthropologist. Soichi Kato, however, is still very much involved in the whole area of international symbols and I think he would be your best bet for the information you requested. I am sure he has the addresses of international organisations involved in travel since he mailed a questionnaire to them on <sup>the</sup> International Committee for Breaking the Language Barrier symbol plan about a year ago. Soichi also would be the one to give you the names and addresses of organisations sponsoring the International Committee for Breaking the Language Barrier. He can be reached at 152 West 56th Street, New York, New York 10019.

Best personal regards,

Sincerely,  
William Scholz

Sydney 9 July 66

Dear Mr. Scholz,

This may be my last bother. I don't want to overtax  
your kindness.

You are really a fine public relations man, always helpful and prompt with your response. For this reason I am determined not to bother you with anymore enquiries, except this last one. In future I shall send you only good news about the progress of my work (I hope to be able to report this), and also news affecting your association. I hope that God will let me live a few more years, and that I shall come to the States, and then my stay there will only be in hotels of your association.

I have responded to your suggestion and have written to Mr. Kato about the addresses of the many organisations to whom he has written in the past. Also the organisations which sponsor the International Committee. Not that I am hopeful that those other organisations which have developed symbols of their own will admit that mine are better. But maybe, they will buy my book. This has become increasingly important. I have mortgaged my home in order to pay for the printing of my book, and I must sell it. These 300 organisations of which Kato speaks may buy my book, and hence my request to him for their addresses.

I have also mentioned the fact that you have suggested that I approach him, and should he contact you, please repeat the suggestion and urge him to comply with it. I have told him that my book with its volume and weight is the best counterargument against my symbols, and Kato's argument is indeed that my symbols need the learning of a whole textbook. I let him be content with it.

And now to my last bother to you. You wrote in your last letter of June 27, that "the Committee...seems to be in the process of being supplanted by an organisation called Glyphs." and "I do not know much about this group..." (underlining mine). The underlined words indicate to me that someone else in your association is in charge of the re-organisation, and I would be much grateful if you would give me the name and address of that person. I know of the Glyph people for the last 15 years, and throughout that time they have considered me

their bitterest enemy. But may the best man win, or the best woman, Margaret Mead in this case. And may the best symbols win. That is, Margaret Mead hasn't developed a single symbol of her own. And this goes for others too.

Now, what do I want? Why am I going around pestering people, badgering, begging, beseeching? Do I want any money? I have said throughout the last 24 years, NO! Not a penny. What do I want? Publicity? I am almost with both feet in the grave. I want only to see - before I die - that the best symbol system shall win. So far, no other consistent system has been developed. I am writing to you because you have found good words for my tourist folder, and therefore I hope you will give me the name of the man of your association in charge of the Committee. Thanking you, I am,

Yours sincerely,

C.K. Bliss

July 26, 1966

Dear Mr. Bliss,

I am still the one in the American Hotel and Motel Association responsible for co-operation with organisations dedicated to securing the use of international symbols by hotels and motels. I received a call from a lady at Glyphs some time ago and she promised to send me some material but she never did. This is why I know so little about the organisation or their present programme. Again, your best bet in this period of turbulence in respect to the symbol project would be Mr. Kato. I am sure he could tell you the names of the principals of the Glyphs organisation and what their present programme is.

Sincerely,

William Scholz.

Sydney 14 September, 1966

Dear Mr. Scholz,

Your kind letter of July 26 was constantly on my desk, but I refrained from answering it, because I learned from the papers that New York went through a terrible summer. Now the cooler days are here, and therefore you will not unduly be disturbed by attending to my letter. I feel I have taxed your friendliness too much already, and therefore this letter will sum up the situation.

As you know, I am now engaged to sell my book, because I mortgaged my home to pay the printers. I approach all people and organisations who are interested in symbols. This is why I asked Mr. Kato, on your proposal, to give me the name of the 300 organisations whom he consulted about symbols, also the organisations who support his committee.

Mr. Kato did nothing of the sort. In one letter after the other he was able to deviate from the subject of my enquiry, although I asked him in my last letter whether he will or will not give me the addresses - yes or no? He managed to say not yes and not no. He simply skipped the subject. This approach having failed I shall have no difficulty to get the addresses of all travel organisations, hotel and motel associations, airlines associations, etc.etc. but it would have been easier to get them all from Mr. Kato, and I offered to pay for the time his typist would have to pay for these addresses. Why then is Mr. Kato so reluctant to help me? And this leads me to a summation and appreciation (if this is the word) of Mr. Kato's work, for which your organisation and others have paid him a salary for more than 2 years.

Kindly excuse this viewpoint, and kindly understand a man who all the years has said that he himself does not want a penny for himself for his work. As told you in my first letter, I own a little hotel which I manage with great skill, so much that I have never had a room vacant for the last 9 years since I started it. This earning gives me the time and the means to work for my semantography, and to write my head off to people around the world.

Mr. Kato began to ignore my letters from the moment the committee was established. Only after nearly half a year of letter after letter did he reply, telling me about a committee meeting in November 1964. At once I sent off copies of papers and samples of my symbols for all members of his committee. He promptly did not distribute my papers, as I learned from Prof. Marquardt a year later, when I wrote a letter of protest. Only you and Prof. Marquardt answered.

In the spring of 1965 Mr. Kato announced a competition for the best designed 37 meanings to be decided in the fall of 1965. Immediately I responded. The competition was never held. In the meantime, Mr. Kato made some trips to London and Paris in search of symbols. Considering that the committee has been constituted about May 1964 (see NEWSWEEK June 8, 1964) it is a fair guess that the organisations which employ Mr. Kato and pay for all he does or does not, has spent between 25 to 50 grand. For what? And what does Mr. Kato intend to do in the years ahead?

He himself answers this question in his letter to me of June 7, in which the relevant passage runs:

"The committee has not arrived at the final conclusions for several reasons.

It was recommended to solicit more designs, make more studies, and collect

more information. We also feel that such recommendations be made in co-operation with other organisations such as Icograda".

This means in other words: no symbols to be put into the hotels and motels, into the buses and railways, and into all the business ventures of the organisations which pay Mr. Kato's salary. And this means too that Mr. Kato intends to get his salary for many months to come in which he will busy himself with more studies and collect more information. The losers are the organisations, and their customers, the international travellers.

That source of easy income has attracted another group of persons (apart of Icograda of which see later) who constituted themselves under the pseudo-scientific name of Glyphs Inc. These people have known of my work for the last 15 years. They have been able to collect easy money from a foundation for what? For the search of symbols, and for nothing more. The symbols have not been found, and nothing in their papers contains even a hint about my work. But that source of income having been dried up, they look now for your organisation with the determination to kick Mr. Kato out, and assume his post, and his payments.

What have they in mind to do? Do they want to provide the hotels and motels, buses and railways, airlines and shipping lines with symbols as quickly as possible? Not at all. They want to (in the words of Kato) "Make more studies and collect more information", and do so for years to come. Here are some excerpts from their last letter to me in answer of my proposal (repeated throughout the years) to take over my symbols and profit from the copyright of them. This is what they write:

"This entire field is one which requires extensive study, and one of the things which our group will some day be able to finance."

"We will have a long and uphill fight to get money".

"We hope to get enough interest aroused among the leading business corporations to be able to finance the start of a public exhibit and a permanent organisation. Later, we may want to go to foundations to get the financing for the necessary scientific work."

I have underlined the words "permanent organisation". This is what they want, and this is why they have approached you dear Mr. Scholz. They want permanently to get money from your organisation. But what for? After all, to study the development of symbols in all fields sitting in various libraries is necessary, and New York is more than any other city endowed with such libraries. And it cost nothing to sit in these libraries, as I found out sitting in Sydney libraries.

But after studying is done, the stomach demands nourishment, and someone must pay for the meals, and for the rent, and for the clothes and the washing, and for all other needs of the researchers. Who should pay for all this? Your organisation Mr. Scholz, and pay for it permanently.

Another group of persons out for easy money is Icograda in London, who styled themselves as an international council of graphic design associations. They too want money, but they are not contented with the money Mr. Kato gets, and what the glyph people hope to get. They began to solicit for a cool half a million dollars. For what? Mr. Kato has written about it in the passage quoted before, in which he spoke of co-operation with Icograda.

In their grandiose plan for collecting half a million dollars, the Icograda men approached many organisations including the associations of the United Nations. And then they got a shattering reply. The problem has been solved by Mr. CK Bliss of Sydney, the secretary wrote back, and gave my full address. What did the Icograda people do? Did they write to me? They did what the Glyph people did, and what Mr. Kato did. They ignored me.

Naturally Mr. Kato, the Glyph and the Icograda people have some excuse, and some counter argument against my work. You can make out counter arguments to any statement, as for instance: does the sun shine at day? Not at all, the argument may run. The light is in the eye of the beholder. And in fact, other "eyes" not attuned to the wavelength of 4000 to 8000 Angstrom may register complete darkness. So the sun does NOT shine.

What counter arguments have my enemies, the men who want to make a good living at the expense of YOUR and other organisations? My symbols need "learning", they say. They want to devise symbols which can be understood "instantly, without learning." This seems obvious and reasonable to anyone who hasn't studied the working of symbols. Indeed, the picture of a man, and the picture of a woman on doors are "instantly" understood to mean TOILETS. But as I informed you in my first letter to you, the Australian Government had to make a movie which is shown in the poor Italian villages to the prospective migrants, who endure distress in the ships and airplanes on their way to Australia. They have never seen a toilet and the idea to "sit down" on something, instead of going onto ones hunches behind a bush on the village green (as they all do) is utterly repugnant.

Nevertheless, about 40 to perhaps 50 symbols can be devised which could tell the cultured traveller what he want to know. But as I have shown in the paper sent to you, a traveller needs hundreds of meanings, and they simply cannot be pictured to be understood right away. Some pictorial symbol elements are necessary, and their meaning can be grasped by studying a folder for a few minutes, in much the same way as travellers have to study the symbols on a time table. But this my enemies won't admit. Why not? Because there would not be any money for them.

And just think of the following idiocy. On the one hand, everyone knows that to learn a foreign language years of study are necessary. Even the adherents of Esperanto admit that 2 years study are necessary to be fluent in Esperanto. But when it comes to the Blissymbols NOT EVEN 5 MINUTES of study are tolerated by my enemies. INSTANT UNDERSTANDING and GIMME to the tune of hundreds of thousands of dollars is their cry. And they get it.

But I don't want any money. I am now in my 70th year, and money has no attraction for me. It never had. I always made enough money for myself and my late wife. We led a good and happy life, apart from my sojourn in the concentration camps of Dachau and Buchenwald, and our common stay in the segregation camp in Shanghai.

I am thinking of my death which may happen pretty soon. I must think of the time when other minds will come along, other men who don't want easy money like Mr. Kato, Glyph and Icograda, but who want to bring symbols to mankind. In the meantime I must fight these go-getters, as otherwise I could go crazy. Indeed, the experience with Icograda has caused a nervous breakdown. I had to fight back - on the orders of my doctor. Sooner or later I might have to fight the Glyph people and Mr. Kato too. After all, I am only a human being with all my faults and failures. I can stand so much and not more.

I feel I cannot bother you any more. You have been kind with me. You have been able to see through the big volume of my book the simple symbols behind and you had good words for my Sample Tourist Folder. I had to write that big book in order to deal with all counter arguments, and in order to show that my symbols can be used in all fields, not only in international travel.

But apparently I haven't been able to convince you. There is therefore nothing more for me to do than to thank you for all the time you have given to my work and to my letters, and for all your sympathy. I include in this letter my paper of protest against the Icograda people. I am sure you will understand me, in much the same way as you understood me when I protested against Mr. Kato. I shall go on fighting my enemies, and I shall go down fighting.

I remain with my thanks and best wishes for you and your family.

Yours sincerely,  
C.K. Bliss

As I received no reply from him, I wrote to the Vice President of the Hotel Association.

Mr. Lawson A. Odde,  
Executive Vice President.  
Dear Mr. Odde,

Sydney 24 Oct, 66

I am writing to you, because you are (according to the letterhead of the American Hotel and Motel Association) the only leading man residing in New York, and hence you can examine the matter on the spot.

I am glad being able to approach you as a colleague, because I myself own and manage a small hotel. I do it well, because it gives me enough money and time to indulge in interests which one day will benefit all owners and managers of hotels and motels all over the world. It has given me intense pleasure to see nearly three years ago that the American Hotel and Motel Association has realised what I realised 24 years ago, namely that the great barrier to pleasurable travel in any country is the language barrier. It was therefore a most progressive step when your organisation and others in the travel and business field instituted the International Committee for Breaking the Language Barrier by the introduction of pictorial symbols which can be read in all languages.

Now that nearly 3 years have passed it is time to examine what the committee has done or not done. I am aware of all its activities because I corresponded with Mr. Kato and Mr. Scholz and know that exactly nothing has been done except the consummation of a lot of money, money which came out of the pockets of the members of the AHMA, money which has been wasted so far, because no symbols have been devised which could help the American hotels and motels. I speak as an expert, because there is no man in the whole world who knows more about pictorial symbols than myself. I am in touch with the international aviation organisation, with the international standard organisation, with the international chamber of commerce with the international union of railways, and with other bodies.

I ask you to give me a bit of your time in order to prove to you that the AHMA is wasting its money on the so-called "executive director" who acts very busily,

but consumes money only. Don't listen to him, and don't listen to Mr. Scholz who will try to protect Mr. Kato. Listen to me for a while and ponder my words. I shall prove to you that you money is wasted, and that the man is less than inefficient. I shall send you my memorandum as soon as I know that you are prepared to examine it.

You may think that I want money from the AHMA. The contrary is the case. I want to give my system of pictorial symbols away for the use of all travellers. Mr. Kato and Mr. Scholz will try to belittle my symbols. They are wrong. They deceive themselves and others. I am, awaiting your reply

Sincerely yours,  
C.K. Bliss

I received no reply and gave up. As to Kato, I learned that he lost his post as "Executive Director" and indeed in later letters to me he was very meek, and wanted my help in helping to maintain some semblance of a "Research in Symbols". I did what I could for him but I could not stem the final collapse of the committee which began its sailing in 1964 under the terrific name

"International Committee for Breaking the Language Barrier"  
The Committee and Mr. Kato went broke. And this is indeed

The End.