



Semantography Series No. 330

SEMANTOGRAPHY AND SIR HUDSON FISH

PIONEER OF AUSTRALIAN AVIATION

Throughout the years I have made frantic approaches to the important persons and organisations in aviation, proposing my symbols for interlinguistic communication in airports and airplanes, also as an emergency communication medium for a crashlanded crew in a foreign land where messages had to be laid out on the ground in order to communicate with search planes. Their pilots may not know the language of the crashed people, and hence semantography would be just the medium. I have approached the Pentagon in Washington and have demonstrated the use of my symbols for closed TV circuits in flight squadrons manned by pilots of different nations as in NATO, SEATO, etc. The relevant issues of the Semantography Series are listed at the end of this issue.

Hudson Fish, an ex-pilot started shortly after world war 1 an aerial service with an old warplane in the Northern Territory of Australia where an airplane was the only means of communication. He named the service the Queensland and Northern Territory Air Service. The first letters formed the firm's name QANTAS and it developed into the largest air service of Australia. Hudson Fish was its first director and guided his successful firm as General Manager, until his retirement and after having been knighted by the Queen for his magnificent pioneering work. And being a pioneer, I hoped that Sir Hudson Fish would recognize the value of my symbols for air travellers and for air rescue. And he a man of Australian aviation would open for me the doors to the men who guide Australian aviation today. Today was the year 1967. I find only now in 1971 the time to put my letters to him into this issue.

Sir W. Hudson Fish
3 Rosement Avenue
Woollahra

Sir,

Sydney 20 Dec 66

You may never heard of my pioneering work, though there were some articles in the papers about it. But everyone knows about your pioneering work. But perhaps nobody knows that you are also a pioneer in a field in which I work. Let me explain.

Millions of work hours are wasted in the English speaking countries by writing, typing and printing obsolete letter combinations such as the q always being followed by a u, though the u is utterly unnecessary. You have proved that the Q can stand alone, and can be pronounced exactly as if followed by a U. Thus Qantas is known all over that world, though few people know that the letters stand for your pioneering work in Queensland and the Northern Territory in particular, and for airtransport in general. And it may take a hundred years or more until the teachers of language will recognize you as a language pioneer and follow suit.

My pioneering work looked in bygone years similar to those crazy pioneers who set out to prove that machines heavier than air can fly. A distinguished pioneer in this field Lawrence Hargrave said then: "Everyone in Sydney is smiling and laughing about my flying experiments." And indeed Hargrave indulged in "childish" ventures such as flying kites. Something similar happened to me in bygone years. But not more, and it is interesting that it is the airtransport industry that have recognized the value of my work, and are following suit. Recently the following organisations met in Paris:

Institute of Aviation Transport (ITA)
International Air Transport Association (IATA)
International Civil Airports Association (AIAC)
International Civil Aviation Association (ICAO)
Western European Airport Association (WEAA)
International Road Transport Union (IEA)
World Touring And Automobile Organisation (WTAO)
International Union of Railways (UIC)
International Chamber of Commerce (ICC)
International Hotel Association (IHA)
International Chamber of Shipping (ICS)
International Federation of Travel Agencies (FIATV)
International Union of Official Travel Organisations (IUOTO)
International Standards Organisation (ISO)

International Standards Organisation (ISO)

All these organisations have come to realize that the Latin alphabet is obsolete. It is used in all the different languages. The jet plane has now brought the travellers to all parts of the world, and a new "alphabet" is needed that can be read in all languages. The conference examined some proposals for pictorial symbols, but found them all unsatisfactory. By some quirk of fate my work reached the conference 2 days too late. I have now prepared two papers

1. Circular letter TO ALL OFFICERS, (Semantography Series No. 303) which please read first before the second paper, a sample tourist folder titled
2. Universal pictorial Blissymbols for the International Traveller (Semantography Series, No. 280)

As said before, the circular letter TO ALL OFFICERS tells the whole story. After reading this circular letter, please examine the tourist folder, and realize that I have done a thorough job. I am ready to submit to you also my book Semantography-Blissymbolics described on page 8 of the folder.

Now what do I want from you? I approach you because you are pioneer, and you know best how pioneers have to surmount many difficulties. The conference on the above mentioned 13 organisations discussed also the forthcoming INTERNATIONAL TOURIST YEAR 1967 and promised to co-ordinate all their promotion activities for this important event. The United Nations will also express the support of International Tourist Year in a special declaration.

Two years ago, The United Nations inaugurated International Co-operation Year 1965, and sent out a circular to all member nations suggesting the development of pictorial symbols that can be read in all languages. The United Nations Association of Australia approached the Federal Government with the suggestion that my work be recommended to the United Nations. The Department of External Affairs, in whose domain all activities of the UNO falls, asked the Australian National University for an appraisal of my work. This proved favourable, and recommendation was made. However, UNO had other worries at that time.

Now, International Tourist Year 1967 is coming, and it would be a fine idea if the Australian Authorities would recommend my work to all agencies and organisations engaged in international travel and tourism. This should be done as

AUSTRALIA'S CONTRIBUTION TO INTERNATIONAL TOURIST YEAR 1967

A folder should be printed, that would contain in the main the text expressed in the circular letter, appropriately altered to fit International Tourist Year, and it would also contain the sample tourist folder as enclosed in this letter. To do this, the highest authority in Australia is the newly appointed

Federal Minister for Tourism Mr. D.L. Chipp

What I need is a letter of recommendation by a high authority, namely YOU:

I ask you kindly to agree to the following procedures:

1. Study this letter and its contents.
2. Invite me to a short talk so that I can show you my book
3. Then write a letter of recommendation to the Minister Mr. Chipp.

I don't think that this will be much of a bother to you. I am sure you realize that I don't want to make a single penny. I am now in my 70th year, and all I want is that this idea should be used in the whole world, and that the people should know that it is Australia's Contribution to International Understanding across all languages.

When the holidays are over, please let me know when I can come to you. Meanwhile please accept my sincere wishes for a Merry Xmas and a Happy New Year.

Yours sincerely

C.K.Bliss

Sir W. Hudson Fysh
c/o Quantas
Hunter Street, Sydney

6-3-67

Dear Sir,

On the 20th December I wrote to you a long letter, addressing you as a pioneer of aviation, and informing you about another pioneering venture for which I asked you to kindly help, lit along in the airlines industry, pointing also out that I do not want a single penny or post, nor remuneration, but only that a pioneering idea be helped along.

I did not receive an answer from you. A month ago I rang your secretary who did not remember having seen my letter, apparently because it was sent to your home. Should my first letter gone astray I shall only be happy to send you a copy.

You, as pioneer, know too well of the heartbreaking experience pioneers have to go through. You surely will understand my unhappiness for not having your response no matter how small, even if it is NO.

Will you kindly instruct your secretary to ring me, and ask for a copy of my first letter, or to tell me that you are ready to see me in your office, or whatever other answer you want to give to my long letter.

Thanking you in anticipation, I am

Yours sincerely

C.K.Bliss, B.Sc.

8th March, 1967.

Dear Mr. Bliss,

I have your letter of 6th March, and in reply to which wish to say that I remember your ringing my Secretary, but we are unable to locate receiving any letter from you. We looked again today.

Perhaps it got lost in the mail, or was a victim of that sorting machine we hear so much about.

If you wish to write to me again, I will be glad to have your letter, and would be better if you did this if you want to put anything up.

As you will know, I have retired from the Aviation business in its present and future aspects, but am kept very busy writing history.

Yours sincerely

Hudson Fysh

Sir Hudson Fysh
Suite 1303
ANZ Building
68 Pitt Street, Sydney

10-3-67

Dear Sir,

Many thanks for writing to me. I include a copy of my first letter which I addressed to your home. It got lost in the mail. Meanwhile the year has progressed too far to make it worthwhile attempting anything with regard to International Tourist Year. So let's drop this idea. But everything else is still topical, namely.

1. Please study my letter, then the paper TO ALL OFFICERS, and after that my sample tourist folder.
2. Invite me to a short talk, so that you could tell me in what way you could help this idea along, either by an approach to the Minister Chipp, or by an approach to the international airtravel organisations, or directly an approach to Qantas. Perhaps you could persuade the present management to make this Australian pioneering invention something which Qantas would take on to promote as part of a Qantas publicity, showing that Qantas is still pioneering new ideas in international travel and communication.

I believe that a short interview would be best to make yourself acquainted with my person, with my work, with my book, and with my desire to help this idea along without any reward, remuneration, or the like.

I am therefore waiting for the call of your secretary telling me when I could come and see you. I thank you for your willingness to help me and am

Enclosure:

Copy of letter December 20

Paper to all Officers

Sample Tourist Folder

PS I would also bring you all files of my correspondence with the international organisations mentioned in my first letter, in order to show you that they have reached an impasse in this drive for symbols.

Yours sincerely

C.K.Bliss, B.Sc.

Dear Mr. Bliss,

13th March, 1967

I am in receipt of your letter of 10th March, and to which you attach copy of the letter you wrote me on 20th December last. You also enclose a pamphlet entitled "Universal Pictorial Blissymbols".

I have read what you have sent, and in reply much regret to write that I do not feel able to help you.

As you know, I am retired both from Q.E.A. and from A.N.T.A. This is owing to age and which means that way has been made for the younger people who will be going on actively into the future.

Your requests to me are misdirected as, without proper expert analysis and advices, I would not have the faintest idea as to whether "Blissymbols" is a potential world beater, or potentially out.

There would be no good purpose served in seeing me, as the people you should^{go} to are those who are actively in touch with the sort of suggestion you make, which I definitely am not.

With regrets,

Yours sincerely,

Hudson Fysh

And so ended the meeting of two pioneers, I being richer by an experience and poorer by a lost hope, and he probably not giving a damn about symbols for international airtravel and air rescue operations.

Herebelow is the list of all I have written about this important field for my symbols. Semantography-Blissymbolics (page 366, first edition, and page 498 second edition)

Chapter Title: Emergency Signals to Ships and Aircrafts.

Semantography Series No. 70 Semantography for Aviation Emergencies.

Semantography Series No. 190 The United States Armed Forces and Semantography

Semantography Series No. 261 Semantography and the International Committee of Traffic Signs and Symbols of the International Chamber of Commerce in
Paris

Semantography Series No. 262 Semantography and the two International Air-transport Organisations IATA and ICAO

A further issue is in preparation about the correspondence with the President of Radio Corporation of America David Sarnoff about the use of Blissymbols in closed TV circuits in airplanes.

The End.