

About a year ago I learned of M. Kendig's decision to retire as Editor of the GENERAL SEMANTICS BULLETIN and volunteered to the trustees of the Institute to take on these responsibilities and duties. I took this step due to a feeling of personal obligation to the Institute in general and to the three people associated with it who have meant so much to me over the years: Alfred Korzybski, M. Kendig, and Charlotte Schuchardt Read.

During the time I spent at the Institute of General Semantics on a Korzybski Fellowship in 1949-1950, M. Kendig began to implement plans (begun in 1947) for the Institute to publish the GENERAL SEMANTICS BULLETIN. Consequently, I made some minor contributions to Numbers 1 & 2 as an Editorial Assistant. I therefore regard it as an honor to have participated in BULLETIN affairs from the very beginning (albeit with a hiatus between 1950 and 1960). Some of you may recall my articles and book comments that appeared in Numbers 1 & 2, 8 & 9, 28 & 29, 30 & 31, and 32 & 33. I deeply appreciate the trust implied by my designation to succeed M. Kendig as Editor. I welcome the challenge to carry on what she has begun so well.

While I shall have the primary responsibility for ensuring a continued high quality of material in this BULLETIN, timely production of issues, etc., two Associate Editors will participate in all dimensions of the editing functions, consistent with their time constraints. I feel extremely fortunate to have the assistance of Harry Holtzman and Kenneth Johnson in this endeavor.

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Harry Holtzman, Associate Professor of Art at Brooklyn College of the City University of New York, and a Fellow of the Institute of General Semantics, participated in Seminar-Workshops sponsored by the Institute from 1947 through 1954. His laboratory sessions in non-verbal abstracting provided high-points for many students. He plans a complete re-design of the BULLETIN format, hopefully for implementation beginning with the next issue. Holtzman's career has included a wide involvement in the visual arts as artist, educator, architect, and urbanist, as well as Editor of the review transformation: arts-communication-environment. His world-wide travels have produced, among others, the discovery of a hitherto ignored form of sculpture: village gods of South India. This resulted in a collection of photo-murals displayed for the first time at the Philadelphia Museum in January 1968, and subsequently shown at the City Art Museum of St. Louis and the M. H. De Young Memorial Museum of San Francisco. That material will appear soon in book form. Holtzman also reports that his work on the collected papers of Piet Mondrian converges toward completion. This task has required years of research and careful translation (from Dutch and French to English).

Dr. Kenneth G. Johnson, now chairman of the Department of Journalism at the University of Wisconsin at Milwaukee, has made substantial contributions to the field of general semantics through the media of BULLETIN articles and Conference papers, as well as through teaching many seminars. Dr.

\*See M. Kendig's Editorial in GENERAL SEMANTICS BULLETIN 30 & 31, 'The Old Order Changeth . . . '.

Johnson, a member of the Institute seminar staff since 1960, has also served as an Associate Editor of this BULLETIN since that time. He recently collaborated with Elwood Murray and Professor David Groner in giving an extremely well-received seminar on general semantics sponsored by the University of Texas at Arlington.

Holtzman, Johnson, and I expect to make the fullest possible use of the outstanding individuals who have agreed to serve on the Editorial Board, listed on the leading page of this issue. These individuals bring to this task a delightful profusion of backgrounds, insights, and viewpoints.

If only one or a few of us could properly insist that his evaluations and orientations constitute a sufficiently comprehensive grasp of general semantics and related fields: how simple! Lacking such an allness-sickness, we feel constrained to seek out contributions from a wide base of methodologically well-grounded contributors. While we certainly do not intend to foster controversy for its own sake, it seems to me as if the field of general semantics could benefit significantly from more of the critical give-and-take which has almost uniformly attended the development of the sciences during their periods of greatest ferment. We anticipate publishing, in future issues, sets of papers and book comments that take somewhat divergent stands on matters of importance. For instance, we plan for the next issue a series of comments on J. Samuel Bois' recent book, The Art of Awareness. Publication pressures interfered with incorporating such a series in this number.

Mina Rees has brought to our attention a clear and provocative statement of another process I wish to encourage, taken from a paper by the eminent German mathematician, David Hilbert:\*

The great significance of specific problems for the advancement of mathematics in general, and the substantial role that such problems play in the work of the individual mathematician are undeniable. As long as a branch of science has an abundance of problems, it is full of life; the lack of problems indicates atrophy or the cessation of independent development. As with every human enterprise, so mathematical research needs problems. Through the solution of problems, the ability of the researcher is

strengthened. He finds new methods and new points of view; he discovers wider and clearer horizons.\*\*

Analogously, I should like to urge those who would expand the horizons of general semantics to set down systematically a variety of 'problems' posed explicitly and implicitly by the general methodology of Korzybski, in order that our community may work cooperatively and critically toward their exploration.

In general, we intend to maintain the high methodological standards set by M. Kendig and Charlotte Schuchardt Read in the first thirty-three issues of the GENERAL SEMANTICS BULLETIN. I invite potential contributors to study carefully the article, 'Editorial Policy,' by M. Kendig, which appeared in GENERAL SEMANTICS BULLETIN Numbers 32 & 33 (page 67f). I subscribe completely to the orientation expressed there and intend to follow those formulations closely. I feel that Kendig's final paragraph bears repeating here:

The longer I live and work with our methodology which I now prefer to speak of as the Korzybski discipline — general semantics having become a symbol for all sorts of adulterations and misinterpretations — the more I am convinced of the importance neurologically of rigorously avoiding the old terminology and breaking the hold of subject-predicate, elementalistic, two-valued, etc., modes of evaluation embedded in our language habits. If one takes seriously the latest developments in neurophysiology, experimental epistemology, etc., it seems as if we — Indo-European language speakers submerged as we are in the neuro-linguistic, neuro-semantic environments which constantly reinforce our life long conditioning — are up against the impossible in attempting to eliminate subject-predicate, etc., patterns reverberating in our brain cells, etc.\* As editors of

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\*This limited verbiage is intended to imply the latest structural formulations and investigations in neuro-sciences, bio-physical chemistry, etc., such as F. O. Schmitt alludes to in his 'The Physical Basis of Life and Learning', which we are privileged to reprint from Science, 27 August 1965. (Kendig's footnote.)

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\*Mina Rees, 'The Nature of Mathematics,' Science, 5 October 1962, Volume 138, Number 3536.

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\*\*Translated from Arch. Math. Phys. Leipzig 1, No. 3, 44 (1901).

the Bulletin it seems our duty to do all we can to 'extinguish' these patterns by rigorously editing our terms and grammatical structures which perpetuate the old patterns. In some measure this can contribute to the authors' training — I am told that it has by some of the authors I've worked with on their papers. Even the readers might benefit a bit from exposure to non-aristotelian prose-writing.

May I suggest that the device of using 'E-Prime' (completely avoiding any form of the

verb 'to be') offers one way to eliminate certain of the undesirable patterns mentioned by Kendig. See my brief paper, 'Writing in E-Prime: A Linguistic Note,' in GENERAL SEMANTICS BULLETIN Numbers 32 & 33, page 111f.

In closing, I should like to invite the Members of the Institute to join the Editors and the Editorial Board in increasing the scope and impact of the GENERAL SEMANTICS BULLETIN and the work of the Institute in general. How else can we adequately express our recognition of the unique contributions made by those who founded and sustained the Institute and the BULLETIN?

— D. David Bourland, Jr.  
April 1968