

## *Association of Ideas*

1868 | Some Consequences of Four Incapacities | W 2:237; CP 5.307

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The association of ideas is said to proceed according to three principles – those of resemblance, of contiguity, and of causality. But it would be equally true to say that signs denote what they do on the three principles of resemblance, contiguity, and causality. There can be no question that anything *is* a sign of whatever is associated with it by resemblance, by contiguity, or by causality: nor can there be any doubt that any sign recalls the thing signified. So, then, the association of ideas consists in this, that a judgment occasions another judgment, of which it is the sign. Now this is nothing less nor more than inference.