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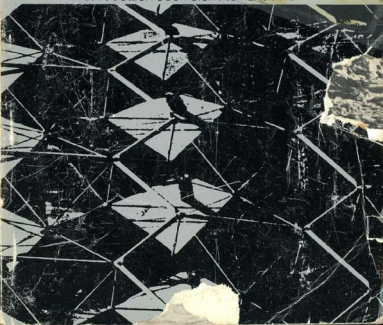
Environment and man's future—
by the visionary genius of our time—


R. Buckminster Fuller

I Seem To Be A Verb

R. Buckminster Fuller with Jerome Agel and Quentin Fiore

"The most important fact about *Spaceship Earth*:
An instruction book didn't come with it."





I live on Earth at present,
and I don't know what I am.
I know that I am not a category.
I am not a thing—a noun.
I seem to be a verb,
an evolutionary process—
an integral function of the universe.

I was born cross-eyed. I could see only large patterns, houses, trees and outlines of people—and all coloring was blurred. I could see two dark areas on human faces, but I could not see a human eye or a teardrop or a human hair. Not until I was four years old, in 1899, was it discovered that my cross-eyedness was caused by my being abnormally farsighted. Lenses fully corrected my vision. Despite my new ability to apprehend details, my childhood's spontaneous dependence only upon big patterns has persisted.

The most poetical experiences of my life have been those moments of conceptual comprehension of a few of the extraordinary generalized principles and their complex interactions that are apparently employed in the governance of universal evolution.



"There's a smell of paint in here."

—Overheard at The Museum of Modern Art.

I Seem To Be

by **R. Buckminster Fuller**
with **Jerome Agel** and **Quentin Fiore**

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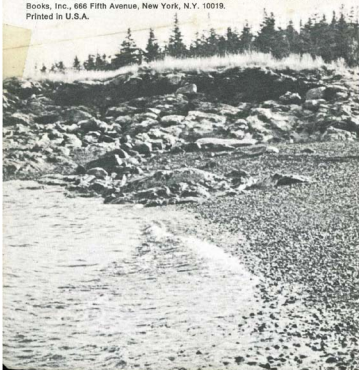
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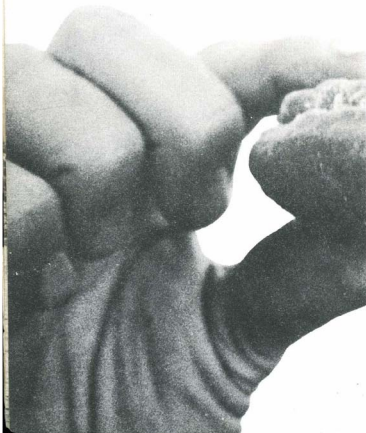
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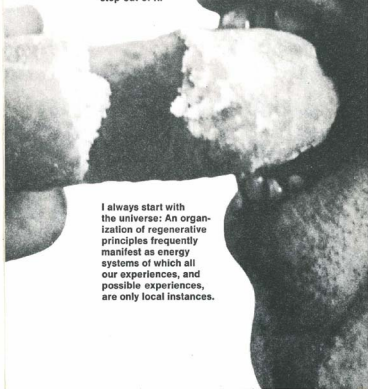
a Verb



Man is a complex of patterns, or processes. We speak of our circulatory system, our respiratory system, our digestive system, and so it goes. Man is not weight. He isn't the vegetables he eats, for example, because he'll eat seven tons of vegetables in his life. He is the result of his own pattern integrity.



Whenever I draw a circle,
I immediately want to
step out of it.



I always start with
the universe: An organization of regenerative
principles frequently
manifest as energy
systems of which all
our experiences, and
possible experiences,
are only local instances.

The most important fact about Spaceship Earth: An instruction book didn't come with it.



Man can approximate the magnificent efficiencies and economies of the macro-micro tensional integrities of nature.



I always say to myself, what is the most important thing we can think about at this extraordinary moment.



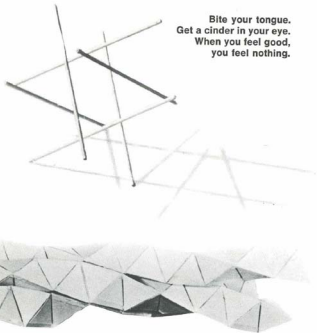
I am convinced that creativity is *a priori* to the integrity of universe and that life is regenerative and conformity meaningless.

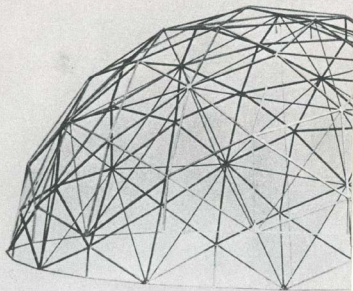
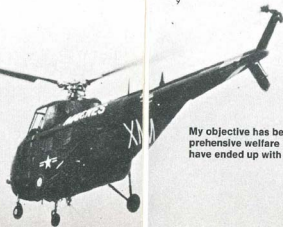
The new life needs to be inspired with the realization that the new advantages were gained through great gropes in the dark by unknown, unsung intellectual explorers.



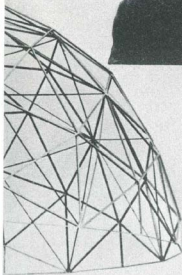
The intellectual integrity and infinite order of the universe obviously are vastly greater than man. Man is an invention within it. What one did about this understanding would have to be through design. I decided I must not be a persuader, but a deer.

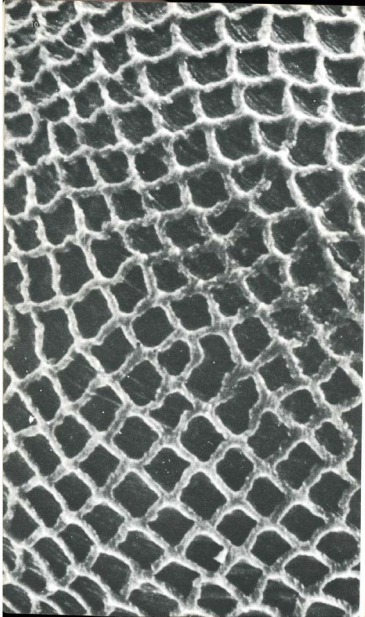
Bite your tongue.
Get a cinder in your eye.
When you feel good,
you feel nothing.





My objective has been humanity's comprehensive welfare in the universe. I could have ended up with a pair of flying slippers.





Facing page: Shell of a one-celled marine animal magnified 420 times. Look familiar?



What I am trying to do. As a conscious means of hopefully competent participation by humanity in its own evolutionary trending while employing only the unique advantages inhering exclusively to the individual who takes and maintains the economic initiative in the face of the formidable physical capital and credit advantages of the massive corporations and political states I seek through comprehensively anticipatory design science and its reduction to physical practice to reform the environment instead of trying to reform man also intend thereby to accomplish prototyped capabilities of doing more with less whereby in turn the wealth-regenerating prospects of such design-science augmentations will induce their spontaneous and economically successful production by world-around industrialization's managers all of which chain reaction-provoking events will both permit and induce all humanity to realize full lasting economic and physical success plus enjoyment of all the Earth without one individual interfering with or being advantaged at the expense of another.

"When I walk onstage, man, all I can give them is me."

—Janis Ian.

Science is operating almost exclusively in inaudible and nonvisible areas. Ninety-nine per cent of all the important work relating to man's evolution is non-sensory and abstract. How long has it been since you've said to a telephone caller: "This is fantastic. I wasn't just thinking of you." Seeing-is-believing is a blind spot in man's vision.

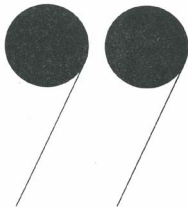
"Cheshire-Puss," she began, rather timidly...

"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the cat.

"I don't much care where..." said Alice.

"Then it doesn't matter which way you go," said the cat.



SOCIETY NEITHER HEAR DO ANYTHING HE WANTS

May 5 BF Speaker - Conference on Change,
Champlain, New York
May 6 10 a.m. - Discuss Geoscope plans,
Lima (Peru) Chamber of Commerce
May 6 11:42 a.m. - Show latest slides,
students, University of Toronto
May 6 Lunch - Engineers Union, Moscow
Intourist will meet at airport.
May 6 1:45 p.m. - Update "Making World
Work" presentation, Athens, Greece
May 6 5:30 p.m.-Informal talk, graduate
students, Oxford, England.
May 6 8:15 p.m. - TV panel, BBC, London.
May 7 6:30 a.m. - Meet design classes,
mark term papers, So. Illinois U.
May 7 Breakfast - Forum on Future, Tokyo.

R. BUCKMINSTER FULLER
Travel, Lecture Schedule



U.S. medical corpsmen uses stethoscope to determine if North Vietnamese troops are undermining Khesan outpost.

Since World War I, the world has turned from the wire to the wireless, the track to the trackless, the visible structuring to the invisible structuring. In each instance, man is able to do more with less and less and less.

There is the possibility that we shall discover, within a decade, that "telepathy" is in fact ultra ultra-high-frequency electromagnetic wave propagation. We may also find that we are communicating more frequently on a subconscious level than we are in the reality of the visually tunable ranges of the electromagnetic spectrum—the conscious level.

"Life goes by so fast. Stop for a moment and take a look at it."
—Polaroid advertisement.

FLASH:

WEST ORANGE, N.J., Aug. 16, 1968—The home of Thomas A. Edison, which is preserved as a historical site, will be closed to the public next week for electrical repairs.

"All our years of research in mice and chickens are finally paying off."
—Doctor discussing successful bone-marrow transplants.

S NOR SEES THE GREAT CHANGES GOING ON. EI
MAN CAN (NOT ROOTS) SIGNED WITH LEGS --

The ridden my bicycle on the left side of this road for the last 75 years, and I intend to continue to do so for the rest of my days."—Swedes, some grumpily, adjust to switching traffic to the right.
of Fred Astaire—and don't forget facial expressions."
—Airline hostess-school executive.
we shall learn from the newspapers that we said to each other."—Nehru, concluding a talk with Malraux.

"Tomorrow

"Think



"Young man

"By summer,
I hope they're all gone."
—Greenwich Village shopkeeper, talking about hippies.
There are big things to be done in the world.
Dear Mr. Fuller:
I am three and one-half years old. You're right!
Name withheld on parents' request, Champlain, N.Y.

Space venting will become the living pattern of the future. Increasing world traffic will necessitate world citizenship. The U.S.A. is the breeding place of "world" man and "universe" man. We should, therefore, begin to act and think as World Men. With this posture, we could better understand our role in total world problems.



"We are waking from the American Dream to realize that it was a dream few Americans lived in their waking hours."—Gerald Piel.

MALTHUS: The world's population will multiply more rapidly than the available food supply.

DARWIN: Only the fittest will survive.

MARX: The workers who produce things are the fittest because they are the only ones who know how to produce physically and therefore they ought to be the ones to survive.

FULLER: Technology providing more and more goods from fewer and fewer resources could guarantee that all men would survive.

It is very logical that man should fight to the death when he thinks there's not enough to go around.

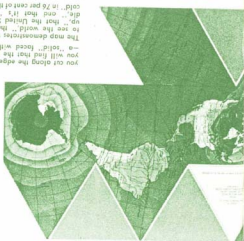
In a fire, he loses all reason, goes mad, and tramples his fellow men to death as he competes for air.

It is also very logical that man won't fight when he knows there's enough to go around. It is logical. It is logical. It is logical.

.....
 "He has proved himself, for he is alive." —Elias Canetti.

THE MAN IS OBSOLETE OR WAR IS. WAR IS THE ERSE IS AHEAD FOR ALL OF US. (MAN WAS DE

The shape of the land
 one world-ocean.
 Ocean World shows a
 The Dymaxion Sky-
 is no visible distortion
 of the relative sizes or
 geographical features. If
 you cut along the edges and
 bring them together, it
 —a "solid" faced with 20 equilateral triangles.
 To see the world — that there is no "right way
 up," — and that it's "go east (not north), go
 cold" in 76 per cent of the cases where man lives.





"As for wars, well, there's only been 268 years out of the last 3421 in which there was no war. So war, too, is in the normal course of events."—Will Durant.

"It was exciting over there in Vietnam and I was beginning to miss it."—Attack squadron commander called to active duty during "Pueblo" crisis.

Sailor Hides 3 Months Over Barracks Ceiling

Politics has undertaken only to reform man—not his environment.

Heir conditioning has led us to believe that strong political leaders are morally ordained to wage periodic wars for survival of the fittest.

THE ULTIMATE TOOL OF POLITICS. POLITICAL THE TOTALITY OF SPACE

No man can prove upon awakening that he is the man who he thinks went to bed the night before, or that anything that he recollects is anything other than a convincing dream.

mother."

REPORTER: "Hello, Mr. Broccoli—but please don't tell my

Chitty Bang-Bang, Albert Broccoli."

PRESS AGENT: "I'd like you to meet the producer of 'Chitty-

Chitty Bang-Bang, Albert Broccoli."

Chitty Bang-Bang, Albert Broccoli."

Chitty Bang-Bang, Albert Broccoli."

Chitty Bang-Bang, Albert Broccoli."

Chitty Bang-Bang, Albert Broccoli."

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Chitty Bang-Bang, Albert Broccoli."

Chitty Bang-Bang, Albert Broccoli."

Chitty Bang-Bang, Albert Broccoli."

Chitty Bang-Bang, Albert Broccoli."

Thomas Malthus, professor of political economics, The East India Company, was the first economist to process economic data from a finite, closed-system world.

Malthus was wrong. He could not conceive of refrigeration. There could be enough to go around if we increase the performances per pound of the world's resources. Political ideologies based on Malthusian concepts are now obsolete. We should have Departments of Offense, not Defense. Society uses new technologies, but continues to think and operate in old ways. Society is always surprised and puzzled by the sweeping impact of these technologies.



THE TOTALITY OF SPACE

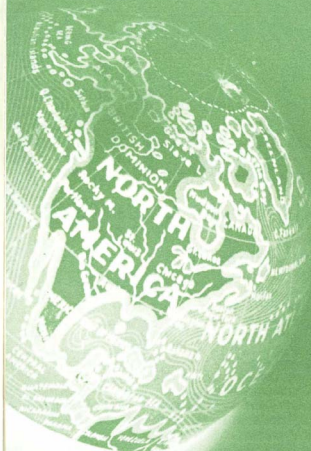
—Acting President, Brooklyn College.
one of our problems is limited parking space."

"...today,

everybody belongs together. Come on in."

"Everybody,





A poll of men along Manhattan's skid row revealed that they were in touch with the world.

"It is necessary for me to establish a winner image.

Therefore,

I have to beat somebody."

—Richard Nixon in early 1968.

If politicians are responsible for key decisions affecting Vietnam, slums, pollution, inflation, education, culture—well, it's so obvious.

"A lot of things wrong with society today are directly attributable to the fact that the people who make the laws are sexually maladjusted. 'Why should those dirty teenagers have all the fun?' "—*Frank Zappa, Mother of Invention.*



"He's an ideal candidate. He was born in Montana, is 35 years old, studied law by candlelight for three years and walked five miles through the snow to school, plus the fact that he is affiliated with the Roman Catholic and Protestant churches, in addition to being a Jew." —Yippie nominating a pig for President in Summer, 1968, amid cries of "Pork Power" and "Live High Off the Hog." Pig was later sacrificed at mock convention. *"It's better to eat the candidate than to have the candidate eat you."*



No political act can make the world's resources take care of more than 44 per cent of the world's population. It should be the function of politics to consolidate scientific and industrial gains and to work for justice.

EADERS LOOK OUT ONLY FOR THEIR OWN SIDE.
WITH ALITY.) COPING TO RE CAN BE A BLOCK TO RE

Breakthrough in housing: Mass-production houses. The mobile home is becoming the MODular house.
"I've no idea," said the second. "Be a flow."
"I have an earth are the Cayman Islands?" the first inquired.
"Cayman Islands," replied the second.
Smithsonian Institution.
"I have did you go for your vacation?" asked the tall man waiting for an elevator in

—Alvin Toffler's mother on learning nature of son's book, "Future Shock," about the dizzying psychological shock suffered by people forced to adapt repeatedly to changes in society.

"I don't want to be here."



You can sail around the world; you can't walk around it.



Why beams so reverend
and strong
Why shouldst thou think?
I could eclipse and cloud
them with a wink,
But that I would not lose
her sight so long.
—JOHN DONNE.

"If that's the way it's going to be,

and sunclipse.
The sun doesn't rise or set. The earth revolves the sun into sight
and out of sight. Sunset is merely a word with poetic imagery that
creates erroneous reflexes. How about two new words: Sunsee

Every day, thousands of people put their lives into the hands of automatic controls. They faithfully rely on instruments, not pilots, to land their planes safely at night and in stormy weather. Politicians are society's pilots.

Born helpless, children expect authority to take care of them. Young people assume that the political authority is the public parent. When dissatisfied, they protest to their public parent, assuming he can pacify them. Usually, the authority lacks the capability. The problems are usually beyond his scope. The Great Gildersleeve is not responsible for world peace.



"While we are sleeping, two-thirds of the world is plotting to do us in."—Secretary of State Rusk.

At the 1968 Academy Awards ceremony in Hollywood, the master of ceremonies compared such movie pioneers as Jesse Lasky and Samuel Goldwyn to Martin Luther King because "they, too, had a dream."

YOUNG PEOPLE ARE ALWAYS REALISTICALLY MANNERED TO THE DEGREE THAT THEY CAN AFFORD TO BE SO.



"I was pretty open-minded when I was in Denver."—Judy Collins.

"Why is it everything terrible begins with an 'm'? Marshmallows, marzipan, marsechino cherries, mother."—Craig Claiborne, *The New York Times* food expert.



THE NATURE OF LANGUAGE DETERMINES THE INCIDENCE OF READING DIFFICULTIES.

"If you don't perform, you never fail."

"Because my six-year-old son still can't read, he sees a lot more than I do."—Father.

"If one-half the time and money that go into teaching music to children who are constitutionally not musicians were devoted to languages, there would be far better results, because all children of kindergarten age are constitutionally linguists."—Mario Per.

The nature of language determines the incidence of reading disability, says the director of a children's psychiatric service in Japan, where fewer than one per cent of the children were considered to have reading difficulties.

"To avoid risks, stay in bed. And even then you can't be sure."

The continuation of the weapons race and of cold and hot wars is motivated by fear of political disasters. Politicians cannot cooperate internationally because they fear criticism back home. They simply can't embrace new social knowledge that transcends boundaries. They must always be politicking and campaigning, in spite of their ghost writers' altruistic speeches. They must compromise their ideals into deals.

Solution of peace and war im-
passes must clearly come from
other than political initiative.

EUVERING FOR THE NEX ARN LESS. YOU CAN AL



Design assistance: Carolyn S. Allen, New York; Peter Kenick, Philadelphia.

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60: M.I.T. Lincoln Laboratory; 58: 57: W. Kelly; 47: 46: Wide World; 43: David Soggin; 41: New York Doll
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22: David Soggin; 21: David Soggin; 20: David Soggin; 19: David Soggin; 18: David Soggin; 17: 16: Fulfiller; 14: Rice.

Presidential elections give us only one chance every four years
to vote for the least objectionable candidate. One tends to vote
"against" rather than "for."



"I don't think
Richard Widmark
— who had the
image of pushing
that old lady
downstairs — would
have beaten
Ronald Reagan in
a race for the
governorship."

"There's a new
kind of beauty
afoot."

—STANLEY KUBRICK.

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116: Fulfiller; 115: David Soggin; 114: David Soggin; 113: David Soggin; 112: David Soggin; 111: David Soggin; 110: David Soggin; 109: David Soggin; 108: David Soggin; 107: David Soggin; 106: David Soggin; 105: David Soggin; 104: David Soggin; 103: David Soggin; 102: David Soggin; 101: David Soggin; 100: David Soggin; 99: David Soggin; 98: David Soggin; 97: David Soggin; 96: David Soggin; 95: David Soggin; 94: David Soggin; 93: David Soggin; 92: David Soggin; 91: David Soggin; 90: David Soggin; 89: David Soggin; 88: David Soggin; 87: David Soggin; 86: David Soggin; 85: David Soggin; 84: David Soggin; 83: David Soggin; 82: David Soggin; 81: David Soggin; 80: David Soggin; 79: David Soggin; 78: David Soggin; 77: David Soggin; 76: David Soggin; 75: David Soggin; 74: David Soggin; 73: David Soggin; 72: David Soggin; 71: David Soggin; 70: David Soggin; 69: David Soggin; 68: David Soggin; 67: David Soggin; 66: David Soggin; 65: David Soggin; 64: David Soggin; 63: David Soggin; 62: David Soggin; 61: David Soggin; 60: David Soggin; 59: David Soggin; 58: David Soggin; 57: David Soggin; 56: David Soggin; 55: David Soggin; 54: David Soggin; 53: David Soggin; 52: David Soggin; 51: David Soggin; 50: David Soggin; 49: David Soggin; 48: David Soggin; 47: David Soggin; 46: David Soggin; 45: David Soggin; 44: David Soggin; 43: David Soggin; 42: David Soggin; 41: David Soggin; 40: David Soggin; 39: David Soggin; 38: David Soggin; 37: David Soggin; 36: David Soggin; 35: David Soggin; 34: David Soggin; 33: David Soggin; 32: David Soggin; 31: David Soggin; 30: David Soggin; 29: David Soggin; 28: David Soggin; 27: David Soggin; 26: David Soggin; 25: David Soggin; 24: David Soggin; 23: David Soggin; 22: David Soggin; 21: David Soggin; 20: David Soggin; 19: David Soggin; 18: David Soggin; 17: David Soggin; 16: David Soggin; 15: David Soggin; 14: David Soggin; 13: David Soggin; 12: David Soggin; 11: David Soggin; 10: David Soggin; 9: David Soggin; 8: David Soggin; 7: David Soggin; 6: David Soggin; 5: David Soggin; 4: David Soggin; 3: David Soggin; 2: David Soggin; 1: David Soggin.

"Come back
and bring the kids."

—Mayor Richard J. Daley to
Queen Elizabeth, reported
in the New York
Post.



OBSOLETE AS FUNDAMENTAL PROBLEM-SOLVERS. EXPERIMENT IS ALWAYS VA



13-14: Wide World; 16: United Press International; 18: Peter Reinhart; 19: Wide World; 22: David Soggin; 23: David Soggin; 26: Paul Parker; 27: Leonard Mohlin; 28: TWA Photograph; 30: Vitas Volakis; 32: David Soggin; 33: Leonard Mohlin; 35: David Soggin; 36: Riverside Chapel, West Anacostia; 37: UPI; 40: Wide World; 41: David Soggin; 42: © Bruce Barry; 43-45: The New York Times; 49: David Soggin; 51: Paul Mortimer; 52: David Soggin; 53: David Soggin; 54: Leonard Mohlin; 57: David Soggin; 58: David Soggin; 59: Leonard Mohlin; 60: David Soggin; 61: AT&T; 62: David Soggin; 64: David Soggin; 65: David Soggin; 66: David Soggin; 67: David Soggin; 68: David Soggin; 69: David Soggin; 70: David Soggin; 71: David Soggin; 72: David Soggin; 73: David Soggin; 74: David Soggin; 75: David Soggin; 76: David Soggin; 77: A Shot in the Dark; 78: A Shot in the Dark; 79: A Shot in the Dark; 80: A Shot in the Dark; 81: A Shot in the Dark; 82: A Shot in the Dark; 83: A Shot in the Dark; 84: A Shot in the Dark; 85: A Shot in the Dark; 86: A Shot in the Dark; 87: A Shot in the Dark; 88: A Shot in the Dark; 89: A Shot in the Dark; 90: A Shot in the Dark; 91: A Shot in the Dark; 92: A Shot in the Dark; 93: A Shot in the Dark; 94: A Shot in the Dark; 95: A Shot in the Dark; 96: A Shot in the Dark; 97: A Shot in the Dark; 98: A Shot in the Dark; 99: A Shot in the Dark; 100: A Shot in the Dark.

1-3: Pace Publications; 4-5: David Soggin; 6-7: R. Buckminster Fuller; 8-9: Fuller; 10: Florida State University; 11: Pace; 12: Rene Magritte; "The Lovers," Collection; Richard S. Zentler, NYC.

CREDITS



Take away the power lines and the machinery from America, Russia, and all the world's industrialized countries—and within six months more than two billion people will, swiftly and painlessly, starve to death.

Take away the politicians and dispatch them in a rocket to the sun—and suffering on Earth from starvation and disease will not increase if the energy networks, industrial machinery, routine production and distribution personnel are maintained.

"...the university has to be protected from interests which are adverse to its preservation."—Roger W. Heyns, chancellor, University of California.

WASHINGTON—A Pentagon strategist said that "there could have been pauses between each new category of military targets, to give Hanoi a chance to decide whether the price was worth the candle, but we erred in increasing the pressure so slowly that they could accommodate to each new level of pain fairly easily."

—Restaurant owner.

failed to show up on Thursday and this is not unusual." would be easy to get help. Well, it isn't. Three people in this city it

"You'd think with 8-million people in this city it

andra Tolstoy, the novelist's last surviving child.

on farms and in old people's homes."—Countess Alex

ple were starving as they say they were, they would work

good for our people, lady," she said. But I say that if peo-

when I ask for dishwashers and porters, "That work's not

"I call up the agency and the lady laughs in my face

hation lawyer, of lower Fifth Avenue.

The music, you know, is full of social awareness."—Man-

might walk out on me if they discovered I'd made a fuss.

night folk singing going on outside my window. My maids

"I wouldn't dare complain publicly about the late-

it is to get help these days."—Mrs. George Herman Ruth.

"I dust the Babe's trophies myself. You know how hard



NEWTON: A body persists in a state of rest or constant motion except as it is affected by other bodies. The normal condition of all things is inertia.

EINSTEIN: All bodies are constantly being affected by other bodies. Their normal condition is continuous motion and change.

The Einsteinian dynamic norm replaced the Newtonian static norm and set in motion modern science and technology.

Economists, politicians, and speculators believe that metallic resources are found only in mines. They do not seem to realize that mined metals may be melted and re-used. Every 22½ years, the world's used metals are revitalized and recirculated, and their quantity doubles. Melt down all U. S. planes and you would have a larger tin supply than does the leading tin miner, Bolivia.

Zambia's Board of Space Administration reportedly trains its 12-man, one-woman astronaut team by rolling it downhill in 40-gallon oil drums. Edward Nkoloso, Minister of Space, says the space program will literally get off the ground when the United States sends him liquid oxygen, liquid hydrogen, and \$21,000,000.00.

HALF-CENTURY OF SUBC ING TO HAVE "HANGING

Honeymoon Hotel?
Second honeymoon, that is.

"You look what you made me do."
—Oliver Hardy.

"If you don't rehearse over and over, you're going to be surprised in space. And the surprised man, out there, is the dead one. We get ready, then, by trying to surprise ourselves."

—RAY BRADBURY.



UNCONSCIOUSLY DEVELOPING WORLD REVOLUTION IN D TO BE A SUCCESS. SUCCESS: NOT A BAD THING

"How the hell should I know?" — New York Knickerbocker coach Red Holzman, when asked why his basketball team was scoring on nearly 50 per cent of its shots.

The difference between man's soot and nature's grime is that nature knows how to clean up after herself.—Observation by Stanford Research Institute.

"I wish someone would tell me where I fit in." — Dionne Warwick.

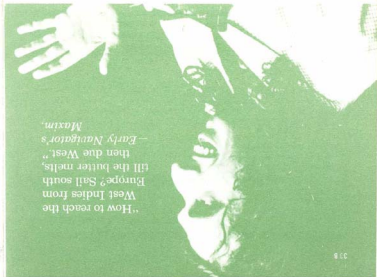
"I just want to go fishing for a long, long time."—U.S. engineer on return from Vietnam.

"We asked for the moon and got it."



"They come together haphazardly at conferences and meetings, talk randomly about their work, and leave without any sense for common strategy or even general direction."

—Critic of the Students for a Democratic Society.



"How to reach the West Indies from Europe? Sail south till the butter melts, then due West." — Early Navigator's Maxim.

"The war in Vietnam is the first war that is drowned out by transistor radios. Everybody is going around with a five-buck transistor radio in his pocket."—BERNARD FALL.

Circumnavigation of Earth

Wooden sailing ship	3 years
Steel beam ship	3 weeks
Aluminum airplane	3 days
Metal-structured rocket capsule	90 minutes

There is more and more evidence that world society is about to discover the intrinsic value of ideas.

"The act of violence commits a man symbolically to the revolutionary movement and breaks his ties with his previous life. He is, so to speak, reborn."—LEWIS COSER, *sociologist, Brandeis University.*

IS OBVIOUSLY INTENDED
S CROSSING THRESHOLD

labeled by Aerospace Industries Association of America, Inc.; "nuclear programming and budgeting; police communications; information systems; mobile video control; "skybus" mass transit system; turbine-powered train; computerized cargo; remote physiological monitoring; biomedical sensors; ECG by telephone; computerized machine (simulates human under anesthesia); artificial heart power; heart assist pump; laser surgery; nuclear-powered heart aid; dialysis machine for artificial kidney; computerized diagnosis; disaster simulator; air-transportable hospital and pharmacy; self-contained nuclear power; industrial use of gas turbine; total energy package.

The automobile is an extension of the house. Young people used to court in the parlor, then on the front porch, then in the automobile—the porch-on-wheels. Today, the porch-on-wheels may be observed at the local drive-in movie "house." Movies are better than ever.



The present ways of gauging wealth are unrealistic. They were adopted for appraising handicraft, agriculture, mining, hunting, fishing—pre-industrial economy—and are today, therefore, registering only national deficits. These obsolete systems fail to take into account entropy—the self-multiplying characteristics of the world's universalization.



INDIANAPOLIS—"Rocky" bumper stickers promoting the unsuccessful campaign of Gov. Nelson A. Rockefeller for the Republican Presidential nomination did not go to waste. Indiana Democrats acquired a case of the stickers and cut off the "Y" to promote their candidate for Governor, Lieut. Gov. Robert L. Rock.



TY. MAN, AS DESIGNED,
INTO HUMAN CONSCIOUS

an
immigration
in time,
40 the migrants into the present age and the children born in it the natives."—Margaret Mead, discussing how mass media "bring up" children.

Marshall McLuhan has observed that automation is not a continuation of the industrial revolution, or merely hastening things a bit. It is not just more of the same, faster. Automation is a new evolutionary development, a totally new way of thinking and living with our nerves outside us as an information environment. The speed, capacity, and universality of computers are fostering a richness, diversity, and individuality that is altering man's own image of himself and the forms and shapes of his social institutions.

freedom of choice

Some organizations which provide death benefits for their members appoint an "official" funeral director. It should be understood, however, that the family is not obliged to use this so-called "official" director in order to receive the organization's death benefits. Under New York State law, the family may make arrangements with any funeral director of its choice. The law is quite specific: freedom of choice is always the family's prerogative.

riverside

MEMORIAL CHAPEL, INC. • FUNERAL DIRECTORS
 Founded by Charles H. Mortimer, 1887-1966.
 Consistently located in the Heart of Downtown
 OCEAN PARKWAY AT PROSPECT PARK • (212) 230-0000
 For Chapels Serving the Greater New York Area
 EDWARD ROSENTHAL • NORTON ROSENTHAL
 EARL GROSSBERG • LEO J. FILER

"How can I do new math with an old math mind?"

—Charlie Brown.

Man's most valuable ideas comprehend change, the trending of change, and anticipate the next important changes. The result: An evolving man in an evolving universe. One should put his humanitarian thoughts over his less humanitarian emotions. Mind over what matters.

"The sun's not yellow,
 it's chicken."

"You go on the tennis court to play tennis, not to see if the lines are straight."—ROBERT FROST.

In mid-1968, the average age of the U.S. population was 27.7 years old.



NESS AND ULTIMATE PO
 ITH STARTLING RAPID
 IS
 happening now
 "What's

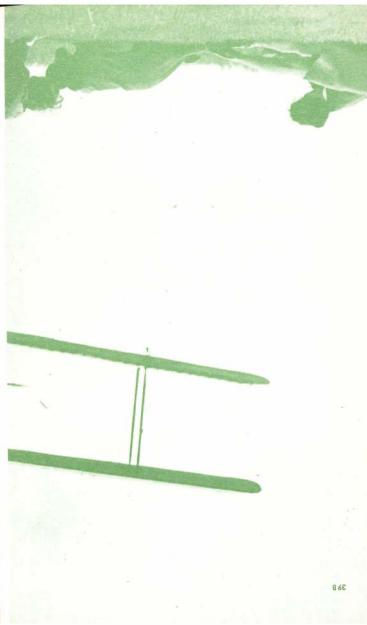
PULAR SUPPORT. TODAY
 M HSINAV TLIM SNOIT



and relocated in a day.
 As fleets anchor for a day in port
 and then sail off, cities of geo-
 desic domes could be "uprooted"
 —BOB DYLAN.
 infinity goes up on trial."

"Inside the museum,
 eras could be re-experienced.
 sent back the arty facts. While
 we dismantled our museums and
 stored in all their grandeur if
 Former civilizations could be re-

 An "open prison"—it will have
 no walls, bars, guards, search-
 lights—has been proposed for
 Toluca, Mexico.



"A child can learn anything
if he knows you won't
trick him."

—Behavioral scientist.

Bursting with idealism,
students everywhere are
confronted with yesterday's
science fiction operating
as today's fact.

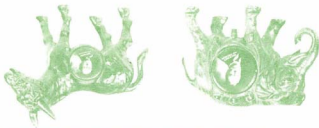
**"Let's deal
with these
buzzards."**

—MENDEL RIVERS,
Congressman, South Carolina,
who won re-election without
opposition in 1968.



**'S STUDENTS, REARED BY TELEVISION, '1 THE
FALSE PREMISE INSTIT**

"The steel we're getting from Pittsburgh literally rolls away
after a few years on the road."—Purchasing officer, Detroit
car manufacturer, quoted in *The New York Times*.



"If the press does not show up at a press conference for your
author, it can lessen the embarrassment if a few people from
around the shop 'drop in' with pencil and pads in hand and
ask questions. Author will never know the difference."
—Publishers' Publicity Association memo to members.

SILVER RAT



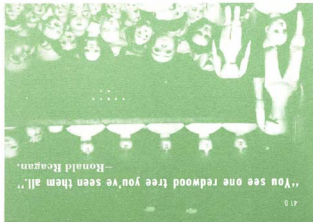
*"I have never known life without
electricity and its advantages."*

—Luci Baines Johnson Nugent.

For a score of years, television—"the third parent"—has been
telling children the news of the world every-hour-on-the-hour.
Parents come home from shopping or from a long commuting
ride and a boring job, and say, "Oh, I had a terrible day. Let's
have a drink." It's all so, well, transparent, so the children rush
back to the television set for their third parent's more with-it news.

**BY TELEVISION, '1 THE
ICAL COMMERCIAL SHAM**

People are betting on peace, not war. In the past, stock market
prices always rose during wartime. During the U.S.-U.S.R.
confrontation of 1962 and the Vietnam war, however, the U.S.
economy suffered, rather than benefited, from international crises.



"You see one redwood tree you've seen them all."
—Ronald Reagan.



It is estimated that 1800 thunderstorms are in progress over the earth's surface at any given moment and that lightning strikes the earth 100 times every second.

THIRD PARENT," THINK
INEXORABILITY. POLIT



Life magazine estimates that the average college student sees 20 movies to every book he reads.

"They're all senile, and they really dig us. When we built a mock-up of a bi-plane, they all thought it was World War One again and that we were going to take them for a ride."—Hippies living next to an old-age nursing home in New Jersey.

News reporters found a new kind of student attitude at Berkeley in 1965. The protesting students, whose average age was 20, were not inspired by loyalty to their families, colleges, or home towns. But they had not lost their idealism. They felt that it was immoral to be chauvinistic and patriotic. They were interested in the whole world and in the welfare of all humanity.

"The greatest poem ever known
Is one all poets have outgrown
The poetry, innate, untold,
Of being only four years old..."
—CHRISTOPHER MORLEY.

"I scoff at all national flags."

—Daniel Cohn-Bonditt.

"We are fighting for ideological survival. Our ideas will overcome your ideas. We are going to cut the country's whole value system to shreds."

—Young Sioux, at civil rights fund-raising banquet.

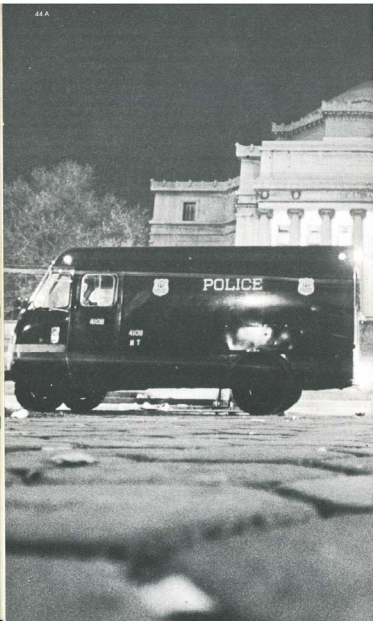
WORLD. THEY THINK DE
ES WITH ACCELERATING

Labor insisted on higher wages. When industry fell into line, mass-purchasing power led to mass production. Capital gains.

On three occasions, Mayor Lindsay picked up wastepaper out of the gutter and gave it to aides to dispose of in litter baskets. The third time he picked up a piece of paper he gave it to an aide, who passed it to another person. That person, in turn, passed it to still another until the paper had gone through four or five hands. Eventually it reached a small boy, who threw it back onto the street.—As reported by *The New York Times*.

cleansing force. It frees the native from his inferiority complex."—Frantz Fanon.

is a
"VIOLENCE"



- 1945: The atomic bomb.
- 1949: Giant transistorized computers begin commercial operation.
- 1954: Mount Everest scaled.
- 1955: Polio vaccine discovered.
- 1957: Sputnik launched.
- 1957: First civilian nuclear reactor begins operation.
- 1958: Atomic-powered submarine travels under North Pole.
- 1959: Soviet Union makes first photograph of back side of moon.
- 1960: Bathyscaphe photographs bottom of deepest hole in Pacific Ocean.
- 1961: Russian orbits Earth in rocket capsule.
- 1962: DNA discovered.

Because 55 to 65 per cent of parents prefer male children to female children, a pill controlling the sex of offspring would very likely affect most aspects of social life, including the two-party system. Men vote systematically and significantly more Democratic than women, notes Professor Amitai Etzioni, Columbia University.

World youth is realizing that its desire for the betterment of all mankind can never be effected by politics, which is inherently divisive and biased. Politics, to be effective, must eventually make war. Youth is realizing that betterment might come only from a design-science revolution. This revolution would upgrade the performance per resource, providing all humanity with an ascending standard of living.

"We want everything you have and everything you hope to have."

—Floyd McKissick, national director, C.O.R.E.

"Bobby and Betty pursue their insipid goal of a ride in the district garbage truck with good old crotchety Mr. Jones, while the deathless ride of Paul Revere goes unwept, unhonored, unsung. It is interesting and significant, I think, that education has deliberately debunked the hero to make room for the jerk."

—Max Rafferty, Superintendent of Schools, California.

ACTUAL INTEGRITY WILL WIN TOMORROW'S BATTLE FOR HUMANITY, WITH NO EXCUSES

Asked how she was helping her biology teacher, Mrs. Margaret Hahn, of Washington, D.C., said, "I've given up pizza."

Republican husband in his political campaign against an Italian restaurant owner, Mrs. Margaret Hahn, of Washington, D.C., said, "I've given up pizza."

Woman Student, 104, To Be Honored in Texas



THIS IS THE ARMY, MR. JONES! In early '70 (1970), off-duty GIs were clandestinely publishing anti-war newspapers. Many stationed at Fort Carson, near Colorado Springs, were wearing wigs to hide their "hippie" behavior so that local girls would not know that they were soldiers.

"SAIGON GENERAL spurns 5-day, 8-hour war."



"EDUCATORS TOLD to face new ideas"

"My speeches have an immediate purpose. They are not intended as timeless documents. I have never confronted myself with questions on posterity."—Everett Ruess.

"They wanted to go off somewhere neither of them has ever been. I wish I were going with them."—Mrs. Lewis Douglas, on marriage, in 1968, of only daughter, Charmin' Sharmen, Vassar '51.

Industrialization, not socialism, produced Russia. Industrialization is compatible with all political systems.



"July 4" would be celebrated on July 3 if there had been typewriters in those days.

"Give me librium or give me meth."

—The Boys in the Band.

Young people have few loyalties. They see no reason to be biased, to be for or against. Because they are nationally unbiased, the students are engaging in the most powerful and constructive revolution in all history.

CEPTIONS. THEIRS WILL R EMOTIONS.) INTELL

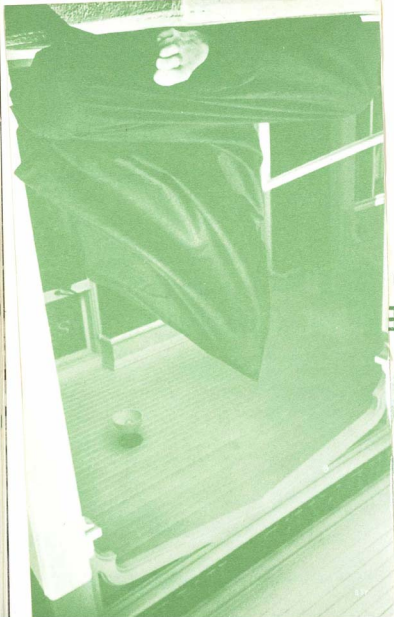
With the railroad, the land became an extension of the ocean. Jesse still believes Buster Keaton was the General.

—Negro student, Rutgers University.

"You read a poem about green grass, trees, snow, salt spray blowing up against a beach. Well, when we think of a beach we think of chicken bones, broken glass, beer cans. We think of the only beach we know, which is probably Coney Island. And the teacher, who's a middle-class white, says you've misinterpreted the poem."

Our major technological research and development programs are financed by the government. We, in effect, are living in a partially socialized system.

*O! Many a shaft,
at random sent,
Finds mark the archer
little meant!*





"We show part of our 25-hour movie and we speak to the kids. We tell them we don't believe in goals. We don't believe in art. Everything is art. I'm nude because Andy says seeing me nude sells tickets. It's hard to believe that. I look like a parody."

—Viva.

TO BE THE MOST POWERFUL
TO ENTERTAIN ALL YOU

Modern industry uses some of the techniques of the universe in mass production, but it often resents and perverts them.

"I'm not opposed to feeling people. In fact, in Sweden it is definitely an attractive idea. But I'll be damned if I'm willing to call it the worship of Almighty God."—American who walked out of "touch and tell" part of worship service in Uppsala, Sweden.

The spoken word was the first industrial tool. Hi, in the beginning was—industrialization, or universalization.

"The choices are so big I can't handle them."—Student, University of Michigan.

Doctors work with everyone—regardless of race, creed, color, station, geography, status.

When a child stands up, breathes, gets himself in balance, and starts drinking in the patterns of cosmos and Earth, he is interested, apparently spontaneously, in co-ordinating the total information—the total stimulation. He craves to understand—to comprehend—to be part of.

"We live in a decaying age. Young people no longer respect their parents. They are rude and impatient. They inhabit taverns and have no self-control."—Inscription, 6000-year-old Egyptian tomb.

"We want action—enough with words."—Belgrade student.



THE WORLD. (BE SURE
UL CONSTRUCTIVE REVO

98 Elysium Institute, Los Angeles, California





Students will discover that world industrialization is an evolutionary transformation—as fundamental as that of caterpillars into beautiful butterflies.

"It is perhaps natural that a Saudi woman in Beirut would wish to dress like other women. But what is one to think when she discards her veils and puts on a miniskirt as soon as the plane leaves the ground?" — *Commentator on new social habits in Arab countries.*

"Teen-agers who want to change the world should not turn off or drop out, but should butt into politics and change the world from within. When you young people speak up—people around here sit up. You won't see anyone wearing a hearing aid in the White House."

—President Johnson.

FROM ANYWHERE AROUND LUTION IN HISTORY. E

"That's fine. But what are they going to SAY?"—George Bernard Shaw on learning that England and India had been joined by cable.

Domed cities can be illuminated by daylight without direct sun. That part of the dome through which the sun doesn't shine directly would be transparent. In summer, the dome would be protected by polarized glass; during the sunny hours, it would not heat. In winter, the sun would penetrate the dome. The domed city will be not only practical, but pretty. Covered streets—like the delightful arched Italian variety—will have outdoor restaurants and exhibits. Windows may be open year-round. Gardens will bloom year-round. There'll be a dust-free atmosphere. The domed city will indeed be nothing to sneeze at.

*"We're out to build
an electric Ziggurat."*



*"Here's where we
teach Confidence."*

—Charm school hostess.

Spaceship Earth is fueled by a radiation power plant, the Sun. Because the universe is entropic, Earth's evolution is ineluctable.

"Why should they try to separate us so? We should all just smell well and enjoy ourselves more."—CARY GRANT, discussing cosmetics as means of unifying the sexes.

ARTH IS A VERY SMALL
IN ONE ANOTHER'S EAR

"laser-listener" can convert an ordinary window into a microphone whose messages can be picked up as far as the window can be seen. Sound waves inside a room produce minute vibrations in window-glass. If a beam of very pure light from a laser is reflected from the window, which can be done easily without anyone inside the room knowing, it will pick up the vibrations. A receiver turns the vibrations back into speech. Only double windows defeat the laser-listener.

'noy op....
Wister Jones?

"My God! What is there in this place that a man should ever want to get into it."

—James A. Garfield, on the presidency.

"The insane asylum is occupied."—Banner hung by medical students protesting inadequate aid to mentally ill in Parma asylum.

For millenia, the average man traveled 30,000 miles. Today, the average man travels 3,000,000 miles. As the ecological revolution continues, man may some day travel 3,000,000,000,000 miles.

*"This royal throne of kings, this scept'ed isle.
This earth of majesty, this seat of Mars. This other
Eden, demi-paradise, ... This blessed plot, this earth,
this realm... **this bargain.**"*

—B.O.A.C. advertising headline.

"I just like sound. It thickens the plot." —*Merce Cunningham.*

stop transmissions of a clandestine network, Russian soldiers who had invaded Czechoslovakia began seizing portable radios from listeners in public places.





"It's the only way to fly."
—Hippie.

A six-times-the-force-of-gravity ride in an astronaut's centrifuge moved to a less-dangerous spot the bullet in the brain of a wounded restaurant cook in San Jose, Calif.

All living things—both plant and animal—are linked in an extraordinarily designed, ecological balance. Man has an essential role to play in this chain of regeneration.

"This place will not be genius-oriented."
—Summer camp director.

LD. HUMANS CAN NOW
W LL ASTRONAUTS. EACH

"There is no great authority called the Prime Minister who gets messages from God."—Pierre Elliott Trudeau, Prime Minister of Canada.



The man in the tribe who could use his tongue most fluently to plead with the gods became the priest. "HELLO!"

Eventually, domes will cover old cities, especially those which will need to be preserved as historical monuments. (Russia is already experimenting with them in the Arctic.)
Domed cities will be essential for occupation of deserts, the Arctic, and the Antarctic. (Russia is already experimenting with them in the Arctic.)
—Henry Barnes, traffic commissioner.

"Drivers in New York are creatures of habit. They know the highway is closed, but they have to go there and see for themselves how bad it is before they'll avoid it."

57 A

There are approximately a quadrillion times a quadrillion atoms in your brain.

Having to choose between development of weapons and development of environment, governments always give priority to weaponry. Resources and the best minds are channeled into defense rather than into social programs.



LTIPLED MILLIONS FO
HUMAN IS A WHOLE UNI



—more so and introspective than people whose names begin with letters between A and R. A state of alaphabetic neurosis, which begins at school age, shortens the life of S-to-Z people by about 12 years, said a long-awaited British Medical Association report submitted by Dr. Trevor Weston.

"Don't try to take on a new personality. It doesn't work."
 —Advice in 16-page brochure prepared for Republicans making speeches in behalf of their presidential candidate, Richard M. Nixon.

"If you want a youthful figure, ask a woman her age."



VERSE. WE HAVE 28,00
 RIVAL POTENTIALS MU



If your name is, let us say, "Trevor Weston," you're more apt to get ulcers and circulatory ailments than if you were "Charlie Brown." Waiting for their name to be called and the attendant feeling of always being last on the list make people whose names begin with the letters between S and Z more liable to become

Arms superiority changes hands frequently. What one scientist learns, all scientists eventually learn.



Synthetic sex attractants, rather than chemical warfare, are the biological weapons being developed to lure the black carpet beetle and pine bark beetle to their doom. A fly-by-night scheme?

0 POUNDS OF EXPLOSIV
 INTELECT HAS HAD SU

"Most of the crackpot papers that are submitted to the Physical Review are rejected not because it is impossible to understand them, but because it is possible. Those which are impossible to understand are usually published. When the great innovation appears, it will almost certainly be in a muddled, incomplete, and confusing form. To the discoverer himself it will be only half-understood; to everybody else it will be a mystery. For any speculation which does not at first glance look crazy, there is no hope."—*Observation reported by Scientific American.*

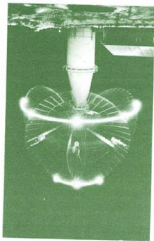
A dome over mid-Manhattan—reaching from the Hudson River to the East River, at 42nd Street, and from 22nd Street to 64th Street at its center. The peak of the Empire State Building's television tower would reach only one-third of the distance from the ground to the dome.
 The dome would reduce energy losses in winter heating and summer cooling to one eighth of the present cost. Snow for the dome.
 The dome would not be needed. Money saved in ten years would pay

"It's hard just living. You have to fight for hot water and steam in the winter. You have to push to get on the bus, push when you go shopping. But when you're together, you're stronger and everything comes a little easier."

Memorial slabs commemorating World War II dead, New York City.



ES FOR EACH HUMAN BE CASE SUPERSTITION BY



"I have a lot of respect for the printed word." —Tiny Tim.
On the sea, security decreased with weight. Stone boats went
t
a
t
a
h
y.
"When I'm dreaming back like that I begins to see we're only all telescopes." —James Joyce, FW 295-10.



"Speak That I May See You"

BLIND DATE
(Act One)
Vision Phone Rings

GIRL: Hello?

BOY: Bye.

(Curtain)

While women may be completely naked or only fig-leaved in the future, they may also put on extravagant costumes. They may put on uniforms while managing completely automated industry by remote electronic controls, so that those with whom they deal via television-phone will know that they mean business. Dressed to bill.

During the first 50 years of the Air Age, the major industrial powers poured two and one-half trillion dollars into the development of the airplane as the new supreme weapon. (Would you rather be Wright than president?)

ING ON EARTH. WEAPON AN FREED OF SPECIAL

"The more society demands that the individual live up to its concepts and ideas, the less efficiently can the individual function. The greater the discrepancy between what one can be through one's inborn potential and the superimposed, idealistic concepts, the greater the strain and the likelihood of failure. I give a ridiculously exaggerated example. An elephant wants to be a rose bush; a rose bush wants to be an elephant. Until each resigns to being what it is, both will lead unhappy lives of inferiority." —Frederick S. Perls.

Nothing is so easy to steal as the right bright idea. The department manager "appropriates" his subordinate's idea and presents it as his own to the board of directors, who in turn rewards the president with a \$25,000-a-year raise. In New York's publishing world, idea-stealing is called, "Let's have lunch."

Space is a meaningless term. We have relationships, but not space. Language must be purged of faulty words and concepts, you know.



Mrs. Rose Shapiro, grandmother, and president of New York City's Board of Education, good humoredly told newsmen that she had planned to wear a black suit to an oath-taking ceremony until she heard of Mayor Lindsay's characterization that the Board was sluggish. She then switched to a shocking pink cotton dress.

"The main obligation is to amuse yourself."
—S. J. Perelman.

"However romantic it seemed to be a beachcomber, I learned I had to get back to the neurotic society I need in order to function."

—ALBERT FINNEY.

RY HAS ALWAYS BEEN A
M WITH THE UNIVERSE.

When the weatherman says that the wind is blowing from the northwest, he is suggesting that there must be a little fat-cheeked zephyr doing the blowing. What's actually happening is that there's a low-pressure area sucking the air toward the southeast, pulling it past you.

—MARSHALL McLuhan.

their uselessness."

Most of our assumptions have outlived



"I was a regimental sergeant major in the Second World War and spent three years overseas—but this was the first time I was under fire in this country."—*Parks Department employee after police and sniper engaged in a gun battle in Central Park, in New York City.*

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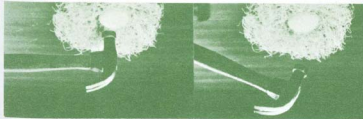
You cannot select a priority without implicitly admitting an anti-priority. Because "the enemy" has always been our priority, the home front (livingry) has been the anti-priority.

In the last century, man has invested five trillion dollars in the invention and development of 10,000,000 technical items, including the telephone, electric light, radio, television, the airplane, jet and rocket flight, and nuclear reactors—the elimination of virus diseases—the discovery and isolation of sixty additional elements, electrons and nuclear components of the atom—the tripling of human longevity.

Those who suggest that it might all have developed peacefully are as unrealistic as are those who now think that the old patterns can continue without man annihilating man.

CCORDED PRIORITY OVE  
LY NEW RELATIONSHIP

"The burning of large quantities of marijuana [in the New Jersey meadows] creates another problem: If the wind is right, we could possibly turn on a large segment of the nearby population."—*New Jersey health department official, commenting on destruction of 20,000 marijuana plants. (Pigeons and canaries seemed to enjoy getting high on marijuana seeds and the canaries were found to sing louder and better.)*—*The New York Times.*



Political movements that call for an autocracy of a special viewpoint are doomed to failure as the trend indicates segregation of issues and a recomposed balance of all-time forces. Technocracy failed because it made no allowance for passion, fashion, chance, change, intuition, the mysticism of harmony, and, most important of all, for—"it happens."

*"The Government is spending \$450,000,000.00 a year on public relations alone—to tell us how well off we are."*—Politician seeking nomination.

By 1988, says a federal report, the biggest businesses in the U.S. will be: (1) The manufacture and service of cars, and (2) the manufacture, insertion, and service of artificial hearts.

## R LIVINGRY. ONLY TWO ACTION INTO AN ENTIRE

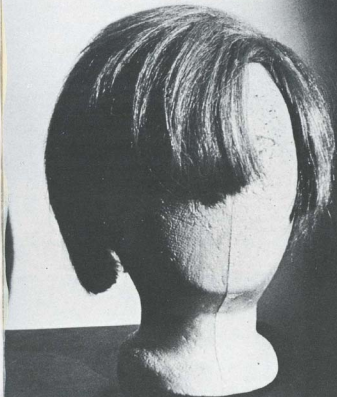
*"It's all changed. It's not the same."—Bikini Islander returning home for the first time since nuclear tests of 22 years before.*

There is something patently insane about all the typewriters sleeping with the beautiful plumbing in the beautiful office buildings — and all the people sleeping in the slums.

Thinking is a momentary dismissal of irrelevancies.

oooooooooooooooooooo

"Black people must get to know black people. We need to get our drum back."





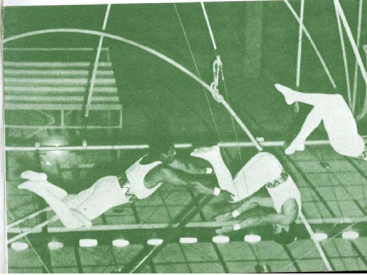
Man?

A self-balancing, 28-jointed adapter-base bipped; an electro-chemical reduction-plant, integral with segregated storages of special energy extracts in storage batteries; for subsequent action of thousands of hydraulic and pneumatic pumps, with motors attached; 62,000 miles of capillaries; millions of warning signals, railroad and conveyor systems; crushers and cranes (of which the arms are magnificent 23-jointed affairs with self-surfacing and lubricating systems, and a universally distributed telephone system needing no service for 70 years if well managed); the whole, extraordinarily complex mechanism guided with exquisite precision from a turret in which are located telescopic and micro-scope, self-registering and recording range finders, a spectro-scope, self-centering, the turret control being closely allied with an air conditioning intake-and-exhaust, and a main fuel intake.

Within the few cubic inches housing the turret mechanisms, there is room, also, for two sound-wave and sound-direction-finder, recording diaphragms, a filling and instant reference system, and an expertly devised analytical laboratory large enough not only to contain minute records of every last and continual event of up to 70 years' experience, or more, but to extend, by computation and abstract fabrication, this experience with relative accuracy into all corners of the observed universe. There is, also, a forecasting and tactical plotting department for the reduction of future possibilities and probabilities to generally successful specific choice.

Finally, the whole structure is not only directly and simply mobile on land and in water, but, indirectly and by exquisite precision of complexity, mobile in air, and, even in the intangible, mathematically sensed electrical "world," by means of the extension of the primary integral mechanism to secondary mechanical components of its own devising, operable either by a direct mechanical hook-up with the device, or by indirect control through wired or wire-less electrical impulses.

"A man," indeed! Dismissed with the appellation "Mr. Jones!"



## AL WAVE OF TRANSFORM -- -- UTOPIA

Photo: Sony Corporation of America.

67 A

"Knowing what it was all about"—  
that there was not enough to  
go around, according to Malthus—  
separated the  
privileged countries  
from the under-  
privileged. I've got  
a secret.



**"If these kids don't make it, neither will you."**

—Advertising headline.



With our present, large vocabulary inheritance, we squander meanings on unworthy causes and communicate little that needs to be said. "Shazam." "Now, off with these clothes." "What goes up must come down."

President Nixon said at his first press conference that he would not submit "a laundry list" of proposals to the North Vietnamese at the Paris peace talks.

If man chooses oblivion, he can go right on leaving his fate to his political leaders. If he chooses Utopia, he must initiate an enormous educational program—immediately, if not sooner.

*A problem adequately stated is a problem well on its way to being solved.*

**IA OR OBLIVION. ALL  
GOING THROUGH A TOT**



"I'm 100 per cent behind him. I think he's a terrific kid. He's loveable. But I'm all mixed up."—*Mother of Mark Rudd, 21-year-old chairman of radical Students for a Democratic Society, Columbia University.*

**"There are still some bugs to be ironed out."**

Utopia was impossible when people thought that there was only enough for a minority to live in comfort. But Utopia is, inherently, for all or for none. Because invisible technology can do much more with much less, Utopia is now possible for the first time. Bodily needs must precede metaphysical contentment.



**"Make America a better place. Leave the country."**

—Peace Corps enlistment poster.

"I have always been very lonely and have had to face many things and make many decisions on my own."

—*King Hussein, on eve of his marriage to the typist Toni Avril Gardiner.*



**THE FUNDAMENTAL PROB  
BE TOTAL MAN MAY**

"I don't think a  $\nabla$  should become Miss America just because she's a Negro."—*Miss America, 1969.*

"The world is out that none of us have to die after 21 if we don't want to. I can talk like that to the kids, but who's going to tell the parents?"—*DONOVAN.*





Most of our value systems—for example, the concept of gold as essential to economic control—are lethal and obsolete. These inheritances have been retained jealously by communists and capitalists alike, who maintain control by promulgating them as natural and fundamental laws. How many millions have been slaughtered for gold found on their lands?

A master tool maker in India should be paid the same wage as a master tool maker in Detroit.

*"Let them eat cake."*

—MARIE ANTOINETTE.



Square tomato.

New York Post Photograph by Byron © 1967, New York Post Corporation



"I sometimes feel as though I'm playing center field with 10 people hitting fly balls to me all at once."—Robert W. Haack, 10 months after taking over the presidency of the New York Stock Exchange.

LEMS ARE WORLD PROBL  
E, WASTEFUL, OBSOLET



*"If we didn't have a foreign policy, we wouldn't even have small wars."*

"That which is past and gone is irrevocable. Wise men have enough to do with the present and things to come."—Francis Bacon.

EMS. MAN KNOWS SO MU  
GRESSIVELY BURDENSOM



When people discard the notion that ownership is important, they will not be burdened with possessions. The less we own, the greater our mobility. Possession of most things will seem as illogical as owning a telephone.



*"Do you have a bag I can put his estate in?"*



"Any kind of recreation or hobby helps, because it keeps your mind busy. Hard work of any kind diminishes sex interest, and hard physical work can make you forget about it entirely. You will notice this at time when your training is most intensive."

—Army Life, U.S. Government Printing Office, 1944.

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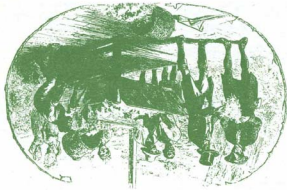
It will be cheaper to capture and re-use the chemicals being spewed from industrial smoke stacks than it will be to redress the abuses of air pollution.

Man wears blinders. He rarely sees beyond his feed bag.

.....

"One could only conclude that the management of your intelligence assets is in a state of complete disarray."—Representative James L. Whitten to Defense Intelligence Agency officials who had reported that spies were collecting information so fast that the chiefs did not have time to read it.

CH DOES SO LITTLE. G  
SION IS BECOMING PRO



Abraham Lincoln's concept of "Right Triumphant Over Might" was realized when Einstein as metaphysical intellect wrote the equal of physical universe,  $E=MC^2$ , and thus comprehended it.

# EPHEMERALIZATION

The process of doing more with less.

Ephemerization: One Telstar—weighing only 500 pounds—outperforming 75,000 tons of transoceanic copper cable.

Ephemerization has flourished in different systems, for it is independent of political ideology.

Automation, initiated by the mass production of electronics, has generated an awareness of the significance of ephemerization.

"History is **bunk**." —HENRY FORD.

"We've looked so long at rigid lines of print—people are more willing now to accept the illogical." —MERCE CUNNINGHAM.

REATEST FACT OF CENT  
EEN REALIZED. POSSES

There are two kinds of inventions—those that increase mobility (little red wagons, blimps, canoes) and those that inhibit mobility (straightjackets, handcuffs, stone walls). It's far easier to invent means of mobility—up to 166,000 miles per second—than it is to invent limits on mobility.





"A journey of a thousand miles must begin with a single step."—CHINESE PROVERB.

The Far East has always been oriented to doing more with less: Fans, lanterns, lightweight weaving tools, sailing rigs. The Chinese also developed mathematics.

URY: WE CAN MAKE LIFE  
WILL PROBABLY HAVE B

Humans  
may live some day  
in sky ships and sea  
ships, as they now vacation  
on cruise ships. As people pull  
up their roots, traveling from  
"summer" to "winter" in hours, the  
old concept of man as a static, temperate,  
or tropic, dweller will change. He will become  
a man for all seasons.

By devoting a larger share of their industrial budgets for the general welfare, the "have"s could share their technology with the "have not"s. The world's oppressive problems—war, overpopulation, hunger, disease—can be solved.



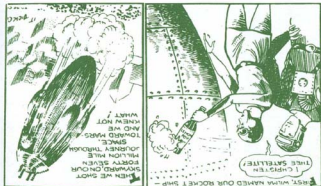
A car is stolen in the U.S. on the average of one a minute.

Geodesic spheres larger than half-a-mile in diameter can be floated in the air, like clouds. Draped with polyethylene curtains—to retard night-time air intake—the spheres would be light enough to remain aloft, at preferred altitudes.

"Cloud nines" one mile in diameter could house thousands of people, whose weight would be negligible. Passengers could pass from "cloud" to "cloud," or from "cloud" to ground, as the "clouds" float around the Earth or are anchored to mountain tops. The "clouds" could become food factories by impounding sunlight.

E BY SCIENCE FICTION  
E ON EARTH GENERAL S

WILMA'S LITTLE SISTER, AND ILANA THE GOLDEN PRINCESS  
FROM THE HANDS OF THE SINISTER TIGER MEN WHO DOMI-  
NATED THAT PLANET."





The proper channeling of natural energy—the tides, the sun, the wind—would be the proper channeling of natural energy.

*"I did it to attract women."*—David Merrick explaining to Dick Schaap why he had written a put-on magazine article announcing his entry into film-making.

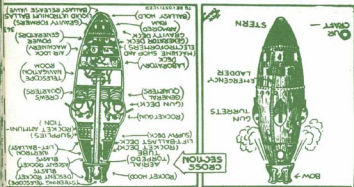
When man learned to do more with less, it was his lever to industrial success.

*"It must be sad to be an Elizabeth Taylor, who hasn't been to a supermarket for ten years."*

—JOANNE, JOANNE WOODWARD.

## SUCCESS FOR ALL PEOPLE EASILY THINK-UPABLE

"WE WERE ABOUT TO LAUNCH THE MOST DARING EXPEDITION  
EVER ATTEMPTED BY MAN—A TRIP TO MARS—TO RESCUE SALLY," (Cont.)



"In this era of complexity, great enterprises are designed and carried forward by the kind of man who has a vision of what might be and a practical strategy for getting there, a man with an idea in his head and a monkey wrench in his hand." —John W. Gardner.

Man's preoccupation with irrelevancies has conditioned him to believe that security is having more with more—fortress, cathedral, mansion. "Secure as the Rock of Gibraltar." Man in fear built his castle with thicker and thicker walls. *Bon moat.*

The Maginot Line was history's greatest fortress; it was overrun by the Nazis in two days.

## 10 YEARS ANYTHING RE E. WORLD'S PRIME VIT

A solution to transportation problems in the cosmos: Since all chemical elements are frequencies, humans could be broadcast by radio. You could travel at 680-million miles per hour by broadcast instead of at 20,000 MPH by rocketship.

In the "old" days, pilots always returned to earth for dinner. But astronauts can't. Because they will be away longer than they can be nourished by sandwiches and a thermos, science-must more thoroughly understand man's life processes. Guess who's not coming to dinner.



We are not aware that the Earth is spinning at 60,000 miles per hour because our motion-sensitivity spectrum is limited. We do not see even small motions well. We do not see the hands of the clock move, a child grow, a propeller turn.

"To be or not to be—okay, but what do **I** do with it?"

"Problems worthy of attack prove their worth by hitting back." —Piet Hein.

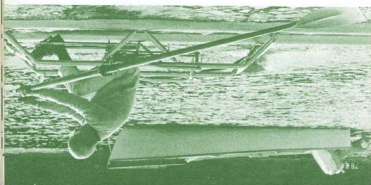
Real wealth is indestructible and without practical limit. It can be neither created nor lost—and it leaves one system only to join another—the Law of Conservation of Energy. Real wealth is not gold. Real wealth is knowing what to do with energy.

Man's intellect has the ability to tap the cosmic resources of energy and make them work for him.

# AL PROBLEM: HOW TO T RIPLE SWIFTLY SAFELY NITHIN. WITHIN. USE IS IN THE HOME

"The only peaceful sign in Los Angeles is Forest Lawn."  
—Visitor to the Coast.

"Getting to the moon" camouflages the real goal of the space program: Construction of space stations from which the military could rule the universe.

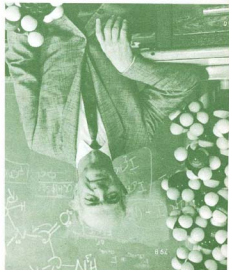


79 A



... — — — — "Urban America appears to be running short of an invisible, little recognized, but very real natural resource that sustains one of the most revolutionary features of 20th-century life. The resource is the vast spectrum of aerial highways along which electro—

"No more fiction  
for us; we calculate;  
but that we may  
calculate, we had  
to make fiction  
first."  
—NIETZSCHE.





magnetic waves of various frequencies travel through the air. If the spectrum suddenly vanished, the nation's electronic communications system—radio, television, long-distance telephone—would collapse.”

—News item, *The New York Times*.

SATISFYINGLY OVERALL  
IONS. REAL SCHOOLHO

Scientists were jealous that  
Linus Pauling could  
play like a boy and  
discover  $\alpha$ -helix. Instead of  
complicated mathematical reasoning,  
Pauling used as his  
working tool a set of  
molecular models superficially  
resembling the toys of  
preschool children and relied  
on the simple laws of  
structural chemistry.

01 A

Fossil fuel and atomic fuel “savings accounts” are being squandered and we are not investing in the harnessing of our natural energies, such as the tides. The “bankers” should take into account what will happen when the resources are spent. They should take immediate stock of their assets and open a new branch.

*“The amazing thing is that no one has gone to work on eliminating these problems. It was widely assumed that it could not be done.”*

“It takes imagination, ability, and capability to make a good officer.”—Fred Ferguson, Police Chief, Covina, Calif., whose “empathy” part of the department’s training program has policemen booked in jails as suspects, walk picket lines, live on skid row.



PERFORMANCE REALIZAT  
OSELY-PACKED DESK PR

“The widely prevalent concept of what constitutes news is a narrow, destructive concept—a sick concept, destructive to society as a whole. The news format in all our media is, in general, inimical or opposed to the development of human potential.”—Dr. Herbert A. Otto, research director, Stone Foundation, citing news format’s pervasive effect on people’s feelings about themselves and the world.

—it is a  
great pleasure and just as great a joy.”—Lev Landau, Nobel Prize-winning Soviet physicist a few days before his death.

work

“My research can hardly be described as





Because wealth is energy, people everywhere will be rich in power when integrated world-wide industrial networks are established.

A world-wide electrical energy network linking the day and night hemispheres would result in staggering economic gains. As Vladivostok sleeps, Con Edisonovitch's current would be channeled to California.

Industry works best as a world system. Newly emerging nations must realize that their independence depends on their participation in world industrialization.

## IONS PER POUNDS KILO IS SCHOOLROOM AND CL

When the National Science Foundation asked the "break-through" scientists what they felt was the most favorable factor in their education, the answer was almost uniformly, "intimate association with a great, inspiring teacher."

"LIFE just isn't apple pie and Mother's Day seven days a week, and if you're going to write something that isn't going to be thrown out with the coffee grounds, you have to tell it like it is."

—Rex Reed, a Dr. Pepper head.

"Three-act plays are obsolete. What do any of these old forms mean to these kids?"

.....

55-Nitinol, a nickel-titanium alloy, can be fashioned into a complex shape at a high temperature, then cooled and crushed beyond recognition. But it magically regains its original shape when it is reheated, "remembering" every curve and angle. A radiotelescope as large as a mile in diameter could be compactly packaged on the ground and sent into space to unfold when solar-heated.



## WATTS MANHOURS OF WO FOR STUDY VIRONMENT

"I was hung out of a third-floor window by my ankles and whipped ten times in front of every class because I couldn't learn to read."

—Massachusetts student.





"Is it a fact—or have I dreamt it—that by means of electricity the world of matter has become a great nerve, vibrating thousands of miles in a

breathless  
point  
of  
time?"



resources once determined the nature and structure of communities, but electric energy is no respecter of geography. It is everywhere, waiting to be plugged in.

Success or failure is now everyone's responsibility.

"If you give them a book, they pull the shade down."—Teacher of problem students, advocating an art program for potential dropouts and special seminars for gifted children.

## WORLD'S COMPREHENSIVE • LEAST FAVORABLE EN

—Patrick Sky, song writer, singer, truth teller.

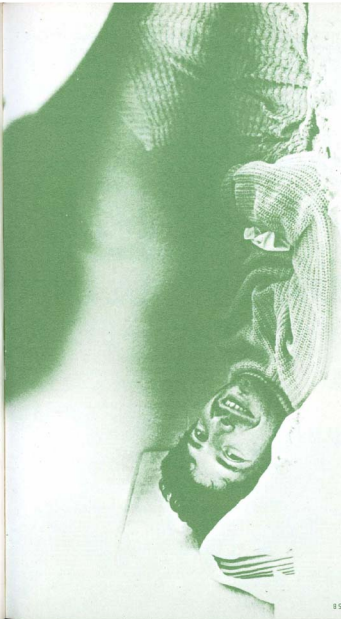
*Why should I tell the truth?*  
is bad enough.

# Reality

World War II babies spent their childhoods with their "G.I." student parents at universities. Their parents' attempts to learn more to speak well—to use their heads instead of their muscles to win their livelihood—were a lively influence on their intellectual development. "This is the best generation we've ever had."

★★★★★★★★★★★★★★★★★★★★

"We still occasionally stop shooting and get high on pot. But that doesn't happen much any more—we prefer making movies."—Chello youth exemplifying enthusiasm of his colleagues.



We are frustrated by having to use outdated organizations and techniques. We are prisoners of our metaphors, metaphorically speaking.



"When mankind had nothing better to do, it fashioned sundials. A later civilization, desiring to be bored by night as well as by day, devised clocks."



"I have everything now I had 20 years ago—except it's all lower."—  
GYPSY ROSE LEE.

## Egyptians To Air Anti-love Songs To Help in Population Planning

RESOURCES, RENDERING  
IM TAB OF THE FUTURE

There are heroes in the seaweed,  
There are children in the morning,  
They are leaning out for love,  
They will lean that way forever.

© 1966 PROJECT SEVEN MUSIC

"It's not funny.

YOU sleep  
on the floor  
and feed your  
children with



33¢ a meal  
and see if  
it's funny."

—Welfare recipient.

"My God, Do you realize these are all  
products of the American public school system?"

There is only one revolution tolerable to all men, all societies, all political systems: Revolution by design and invention.

Every nation welcomed the transistor.

Every nation will welcome desalinization.

All the world, properly informed of the significance of the design and invention revolution, would welcome it.

Science, not politics, centralizes society. The telegraph wire communized the world.

THOSE RESOURCES CAPA  
RTUNITY. CHILD IS TR

Several youngsters, including a boy of age five who signed his application with a cross, have been granted patents by the U.S. Patent Office in recent years.





"First MY people, then  
and only then,  
me and you."

—STOKELY CARMICHAEL.

More Americans are traveling abroad today than there were people in the United States when it was founded.

Kahn and Wiener on fusion in the book *The Year 2000*: "We do not believe it a foregone conclusion that controlled sustained fusion will be in commercial use by the year 2000, but the odds that it will are often judged about even." FLASH, Jan. 16, 1970: "Scientists at Cornell Aeronautical Laboratory have been granted a patent for a method of producing power by controlled nuclear fusion. Their aim: Peaceful application of the force of the hydrogen bomb. Laser beams will apply intense heat to a hydrogen fuel such as deuterium, causing the nuclei to join, or coalesce, and releasing energy. It has been estimated that there is enough deuterium on Earth to provide a source of energy for some 20,000,000,000 years."

"Man is constantly interacting within his many environments and at many levels of organization—from the subcellular and biochemical to the most external or peripheral, that of family, work and now even his universe. We postulate that when a person gives up psychologically, he is disrupting the continuity of his relatedness to himself and his many environments or levels of organization and ... disease is more apt to appear at such times of disruptions and increased vulnerability."—*Physicians, Rochester Medical Center, exploring the relationship between psychological setting and the onset of physical disease.*



BLE OF SUPPORTING ON  
LGGEST "SCHOOL" OPPO

Compressional structures, such as Greek columns, masts, and trees, are limited in length in respect to their cross-sectional diameters. Greek stone columns are limited to heights which are only 18 times their diameters. Tension relations are unlimited in length to cross-section. The moon-Earth tension has zero section. Tension is the great integrity: Tensgrity.



Young people are often targets for exploitation by politicians. They are easily seduced by biased jargon on "how the world turns."

E HUNDRED PER CENT O  
D. AGES 0 TO 4 ARE B

Formerly, education's task was simple: Decide what society needs, then knead the fill. The effect of this pigeonhole training was to control the process of personal growth, rather than to encourage exploration. Perceptions were standardized. Specialization and standardization in the curriculum produced close resemblance, creating hot competition between individuals. A student could only differentiate himself from his fellow specialists by doing the same thing better—and faster. This competition became the chief motive force in mass education, as it was in the whole of society. Laving vast and increasing amounts of time, energy, and money, we assiduously prepare our students for a world that no longer exists. We have created an educational system that in truth interrupts the student's education.

Tomorrow's manufacturers will be the universities, turning out documentary film and data rather than turning out students.





We should look at our society as we look on the biological world, where the fungi, the manures, and the worms make an extraordinary contribution to the chemical reprocessing and upgrading of the earth. We tend to applaud the football player who makes the touchdown and overlook the lineman who does the heavy blocking. We should not applaud only the flower, the fruit, and the ball carrier.

**All animals, except man, adapt according to their environment. Man changes his environment, making it adapt to him.**



F HUMANITY'S INCREASE  
IRES GET DISCONNECTE

—FRANK ZAPPA, MOTHER OF INVENTION.

pawns for the benefit of other vast industries."

"Mass media do more to keep Americans stupid than even the whole U.S. school system, that vast industry which cranks out trained consumers and technicians."

years scanning the sky with binoculars from a deck chair in his amateur British astronomer who spent 800 hours over six months in 1934. The star was named Nova Alcock for the discoverer, George Alcock, a school teacher.

They may even discover a better way to fish, gradually increase the common wealth, those hooked on fishing may people bent on learning, on finding out something new, should send them fishing, if that is where they wish to go. A great many of us should be able to afford to send everyone back to school, or to send them fishing, if that is where they wish to go. A great many

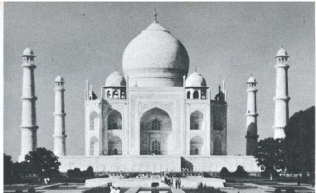


*"The main purpose of dining out in Washington is to talk, not eat."*—STEWART ALSOP.

ING POPULATION AT EV  
NTIALITY, BUT MANY W

“He’s in his 50’s, and he doesn’t realize what it’s like now.”





"Anybody willing to put in 100 hours a week, seven days a week, has it made." —Manhattan restaurant owner.

Evolution of the environment shapes the evolution of humanity.  
We shape our tools and, thereafter, our tools 'ape us.

## ER HIGHER STANDARDS BEING HAS GREAT POTE

Aunt Margaret and Uncle Henry took their school days with some seriousness because they knew that what was going on in the schoolroom was related to what was going on outside. This relation is no longer possible in our electric environment which makes the 'outside' information level far higher—and far more exciting—than the information level of the present schoolroom. The present educational establishment, with its factory-like setups, seems bizarre to many young people because they are growing up in a world where all data and events appear integrally related.

—T. WIGG.

**It's FRIGHTFUL. Men are MAD**

*A hundred thousand dead?*

**But that's GHASTLY**

**Where? Hiroshima?**

**OH, GOD! When did you say it happened?**

© Daniel Kramer.

Havenotness is caused by society's failure to design and produce the right tools and goods. Money alone is not the panacea.

"I know that publishers don't usually care much whether people read their books just so long as they buy them, but the people who denounce our literary products don't even buy them."  
—Associate Justice ABE FORTAS.

"The factors of safety are based upon uncertainties in the stress distribution, uncertainties in material properties, as well as the static or moving nature of the load."—Arthur Garson, chairman, Lovable Co., announcing national contest to apply complex engineering principles of stress and load to improve brassiere design.



Abnormal behavior of a living human lung cancer cell is demonstrated for the first time.

OF LIVING THAN ANY HUMAN MINORITY SINGLE  
BY EARLY POST-NATAL CIRCUMSTANCES. HUMAN



"Now that I'm here, where am I?"—Janis Joplin, day after making it big in N.Y.C.

ONE MILLION BOOKS, RECORDS & ART PRINTS MUST BE SOLD!

MARBOHO Warehouse Clearance

SALE

The New York Times

11

Marboho Warehouse Clearance

SALE

ONE MILLION BOOKS, RECORDS & ART PRINTS MUST BE SOLD!



—FLOYD B. McKISSICK.



It is possible to concur with the 5000-year-old philosophy of the Bhagavad-Gita, which says: "Action is a product of the qualities inherent in nature."

*"What pulls me out of the anguish caused by unconditional freedom is that I have always had the faculty of concentrating on the concrete things that are in question here and now."*—IGOR STRAVINSKY.

INDIVIDUAL HAS KNOWN OR DREAMED OF. WAR O  
US: NINETY-NINE PER CENT ARE DEGENISED

—BRITISH ASTHONOME.

"Sometimes I think we're alone, and sometimes I think we're not. In either case, the idea is quite staggering."

game.

"The world is not only queerer than  
anyone has imagined, but queerer than  
anyone can imagine."—J. B. S. HALDANE.

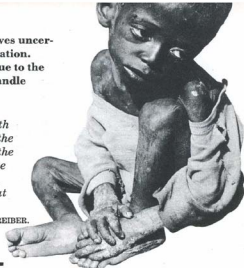
By the time a child is 4 years old, he is using 50 per cent of his I.Q. By age 13, he is using 92 per cent. Educational funds should be applied during the formative years, rather than as they are now.

97 A

**Whatever resolves uncertainty is information. Power will accrue to the man who can handle information.**

*"I am in love with our era. This is the first time when the supremacy of the intellect is total. Nothing can beat brain power."*

—J. SERVAN-SCHREIBER.



OR DREAMED OF. WAR O  
US: NINETY-NINE PER

INTERVIEW.

"Everybody knows I'm not a folk singer.... The word 'PROTEST,' I think, was made up for old-age homes; except for the fact that more people die in colleges than in old-age homes, there's really no difference.... You can't take everything you don't like as a personal insult." —BOB DYLAN, recorded by Nat Hentoff for Playboy



"Is it on?"—Three-year-old boy holding ball-point pen.





LABORATORIES. EVERY CHILD IS BORN A GENI  
VER POPULATION HUNGER DISEASE WOULD CEAS

"Population explosion"  
is a Miss-leading name.  
Population has  
increased because death  
has been delayed.  
When man learns how to  
keep human life going  
indefinitely, he may also  
stop producing babies.



*"The most favorable moment to seize a man and influence him is when he is alone in the mass; it is at this point that propaganda can be most effective. This is the situation of the 'lonely crowd,' or of isolation in the mass, which is a natural product of modern-day society and which is both used and deepened by the mass media."*

—JACQUES ELLUL.

"I now know all the people worth knowing in America and I find no intellect comparable to my own."—Margaret Fuller, at the table of Ralph Waldo Emerson, approximately 1840.

*"To make happy the people—is that disorderly conduct?"*  
—Mandolin minstrel arrested in Manhattan by police for  
"causing crowds to collect and blocking pedestrian traffic"  
in small park.

E TO EXIST IF "HAVE"  
G "THEY LAY IN THE



Momentary desire has resulted in the conception of 99 per cent of all babies. Humanity is worth more thought.

800 L

"Are you sure this is fire?"



810

Businessmen are biased. They think only of their local involvement. They do not think, for example, of the pollution that they introduce into the air.

*"You've got to understand when these things are underground, that's one thing. But the minute they go overground, the minute it looks like money, everyone wants in."*

—Frank Zappa, Mother of Invention.



Because each department head must make a higher "profit" each year, industry is inherently shortsighted.

HELLO

*I love you.  
Won't you tell me your name?*

HELLO

*I love you.  
Let me jump in your game.  
—THE DOORS.*

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## S DEVOTED LARGER SHA L DISPOSITION OF "EG

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*"I call it fire."*



*"The American young are usually ignorant of political history. The generation gap, their alienation from tradition, is so profound that they cannot remember the correct name for what they in fact do."*  
—PAUL GOODMAN.

*"You sadist. You want people to think."*  
—*e. cummings*  
to Ezra Pound.

## RE OF THEIR INDUSTRI ING PRO-VS-ANTI SOCIAL

*"I don't believe in boring people. When you're too old to go on, your best friends won't tell you, and there's nothing worse than an elder statesman of science."* —I. I. RABIN.

THE PARIS CITY COUNCIL REJECTED A FRENCH CAR COMPANY'S APPLICATION TO PUT A GIANT ADVERTISING BILLBOARD ON THE EIFFEL TOWER.

*James*

The right television programs for both children and parents could up the national I.Q. by a large percentage. Why not "I Love Thucydides," "Meet the Press" with an actor playing Christopher Columbus just back from his third visit to the New World, "William Shakespeare's London," and a national series inviting everyone with an idea on, let's say, solving classroom curricula phoning in his idea during the telecast. Robert Oppenheimer: "We need every good idea we can get."



104 A

"I know what the average American wants. In fact, I'd like to get a little of it myself."—PAT PAULSEN, mock presidential candidate.

"When I hit it big, I'm going to buy myself a Ford V-8."—Blind newsstand dealer.

Pirates gained superiority when they learned that one ship could carry more things than could a mule's back—that it could go anywhere in the world—that it could even take the country out of Salem.

AL BUDGET TO WORLD L  
IRRESPONSIBLE REGARD



104 B

105 A

Louis Pasteur's view that disease germs were subvisual was not looked upon with favor by the medical profession. "After all, Pasteur's just a chemist."



Demise of Pirate Power left the subversive local rulers bereft of their puppeteers. Pirates of the high seize passed on their secrets—to "captains of industry," the new pirates.

The shape of women's legs is being studied by Aston University in Birmingham, England. It is hoped

that the study will learn, for instance, whether upper-class women have shapelier legs than their working-class sisters.—"Legs have been a neglected area of research," said an investigator, in dead earnest.

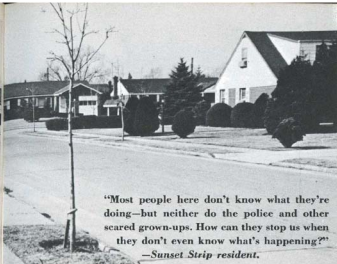
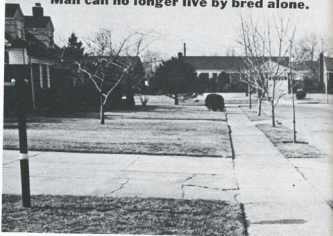
"Railroads are a great prop. You can do some awful wild things with them."—BUSTER KEATON.

IVINGRY. MALTHUS IS  
ENTISTS ARE UTTERLY

Businessmen sell the eggs to politicians, who scramble or try in their use. are all egg-laying hens sitting on their technology nests in glass and tile henhouses. The eggs they lay are taken out from under them and all they do is crow and cackle about the lack of wisdom that discoveries are fatal to the backlog of their knowledge. new proofs of what they already know. Most scientists do not welcome discovery—they only welcome

workers a two-day weekend.  
Soviet Union—in excessive haste—gave  
industrial production resented when the  
PRAVDA: "Waste, confusion and damage to

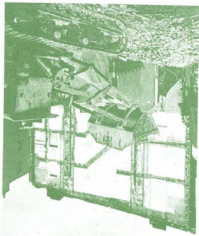
Man can no longer live by bred alone.



"Most people here don't know what they're doing—but neither do the police and other scared grown-ups. How can they stop us when they don't even know what's happening?"

—Sunset Strip resident.

WRONG. THERE IS ENOUGH TO GO AROUND. BASICALLY IMPORTANT TO HUMAN SOCIETY.



"They are doing it for the pure joy of it."  
—Description of firebugs preparing to burn down house in Max Frisch play.  
To whittle down a property tax increase, Newark Council voted to close its excellent library system.

Specialists need generalists to organize and implement their discoveries. The artist's greatest faculties are his imagination and the ability to think conceptually.



"My father warned me the business world was very different from the world where we live."—"Twenty-one-year-old Francine Gottfried whose measurements—43-25-37—attracted vast crowds on her way to work in Wall Street. "I think they're all crazy. What are they doing this for?"



Artists haven't painted themselves into the specialist corner. Because of a comprehensive outlook, their art reflects the many disciplines, especially science.



The "you or me" pattern emerged in sailors' jargon.

When captains of industry found that the Earth's resources were unevenly distributed, they used ships to bring "the buried treasures" together. Their economic power boomed.

ME

RECOGNIZED AS EXTRA

TINY TIM TALKING WITH STEPHEN SCHNECK: "You know, we were really poor. Lots of times we had to live on welfare. And you can imagine, we lived in a poor neighborhood, and I had this long hair and wore makeup, and what a scene just to take a walk around the block. Everybody staring—once when I took a walk with my father, a man came up to us and said to my father, 'If I had a son like that, I'd take a gun and shoot him.'"

**Americans**  
are dying from gunfire  
-in the U.S.-at the rate  
of one every 35 minutes.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

UGH-FOR-BOTH-ERGO-SO  
NISTS ARE NOW BEING

from Mrs. Robinson by Paul Simon  
© 1968 Paul Simon  
Published by Charing Cross Music  
Used with permission of the publisher

*"Where have you gone,  
Joe DiMaggio?  
A nation turns  
its lonely eyes to you."*



## Beauty Loses Out to Efficiency in Design for Sewage Plant



Personal, Confidential

७५१

755M

Dear Eric,  
I hope time  
goes fast until  
August, when you  
are coming, then  
slowly. Love,  
Dale

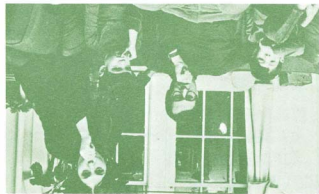
**"Equal incomes? No. People with beastly jobs—scavengers and lavatory attendants and the like—should be paid a great deal more than anyone else."** —SIR VICTOR GOLLANCZ.

"Arthur Miller's 'The Death of a Salesman,' written in 1948, shook my very depths. I knew my father's world was dead. That was the end of the myth that you could achieve an entity by being honest and industrious. And now you can't. Even our work doesn't have meaning."—Dr. Rollo May, leader of existential school of psychoanalysis, talking with John Leo.

Overhearing lunarnauts Borman, Lovell, and Anders say that "It's a forbidding place... gray and colorless... it shows scars of a terrific bombardment... certainly not a very inviting place to live or work," Mayor Lindsay said that for a chilling moment he thought they were talking about New York City.

## MEONE-MUST-DIE TENET N LAST 100 YEARS. AR

We are still producing two-ton, 18-foot-long automobiles to carry one person. Half that weight of materials, properly designed and employed, would be enough to carry six persons.



## Plane and Car Collide On Parkway in Jersey

"The only ones really against it are the people."—Business leader discussing universal guaranteed income as the best means of eliminating poverty in the U.S.

"Until you've ordered breakfast for five with room service, waited an hour, and paid the \$10 bill, you don't really appreciate the convenience of trailer living."—Trailerwife.



## S OF CLASS WARFARING E FAR GREATER THAN I

no obvious reasons.  
jected to constant attack and defeat collapse and die for  
tals."—Dr. Nikolaus Tinbergen, who noted that rats sub-  
to control aggressive instincts than do behavior scien-  
"It is ironic that demagogues seem to know better how  
to control aggressive instincts than do behavior scien-  
tists."—Dr. Nikolaus Tinbergen, who noted that rats sub-  
jected to constant attack and defeat collapse and die for  
no obvious reasons.

it before..."  
All these things cost money, and women didn't know about  
mud. They are wearing high wigs that look like beehives.  
They are painting their faces with cosmetics instead of  
clever. They are wearing expensive dresses instead of skins.  
said Chiet Njiri Karanja of Kenya. "They are getting  
different now,"







Modern technology is creating a society of such complex diversity and richness that most people have a greater range of personal choice, wider experience and a more highly developed sense of self-worth than ever before. For the first time, the common man has the opportunity to establish his own identity, to determine who he will be.



"We want words over here."—Major New York book editor rejecting illustrated manuscript of w.k. authors.

"In many ways, we need a general reorientation. We are all hip to civil and political rights. If there were air pollution that affected only Negroes, there'd be action today. But everyone is beset by constant insults to the body. Air pollution, chemical poisoning of vegetables and of water systems—all of these bring about suffering and death on a greater scale than political injustice. The thing to make people understand and take action on is that the enemy is not 'air pollution' or 'traffic

"I don't know what we're doing at all, I just write them."  
—John Lennon, asked for comment on his songs.

accidents.' These are impersonal results. The enemy is flesh and blood human beings hiding behind the corporate veil of bigness and anonymity. The activities of these corporations must be brought within the embrace of the rule of law. In a complex, industrial, interdependent society, we cannot allow this continuing callousness and unconcern for human welfare, all in the name of Profit." —Ralph Nader.

# ARE EXTINCT. REAL WE ALTH -- INDESTRUCT B B WILL 30 YEARS NEXT HEND THAT CHANGES IN

A two-mile-high tetrahedral city will consist of an open truss framework "structural mountain" whose sides are covered with parked mobile homes. At night, the city will be ablaze with lights, as are petroleum refineries now. City domes will be so high and their structural members so delicate that they will appear to be invisible. The domes operate as a controlled cloud, bringing shadow when shadow is desirable, bringing sun when sun is desirable. They will keep out rain, snow, storms, and exterior industrial fumes. They will collect rain water. There will be a semi-tropical atmosphere. People will live in gardens, on upping garden-terrace skyscrapers, needing only local screening for privacy.



"How can any educational institution compete with the force of television on the mind of a child? Television teaches the child to relax a pill; to take off weight in status and sophistication with a cigarette; to wake up, slow down, be happy, relieve tension with pills—that is, with drugs." —New York City Mayor or John V. Lindsay.

Because society does not understand how its industrial wealth developed, it maintains a parochial, agricultural outlook.

"A slave is an animal which is owned. A single slave can best be compared to a domesticated dog....The desire to turn men into animals was the principal motive for the development of slavery....Once men had succeeded in collecting large numbers of slaves, as they collected animals in their herds, the foundations for the tyranny of the state were laid."—*Elias Canetti, CROWDS AND POWER.*

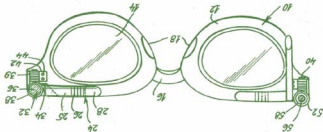
# DYMAXION:

Maximum gain of advantage from the minimum energy input.

The more people studying and experimenting, the more discoveries and inventions result, the higher the standards of living.

Y IMPOSSIBLE FOR WORK LIMIT -- IS COMBIN  
LE, WITHOUT PRACTICAL SOCIETY TO COMPRE

N. J., for eyeglasses providing the wearer with a rear view. Wearer must glance up at an angle of 35 degrees to see image, which passes around a prism, inverted beliefs glasses will serve as an anti-wearing device to fight crime in the streets.



Nov. 12, 1966 3,410,638  
J. R. LANGWORTHY  
SPECTACLE FRAME WITH REAR VIEW TELESCOPE AND TEMPLE  
MOUNTED OPTICAL PIERM BODS  
Filed Dec. 9, 1965  
2 Sheets-Sheet 1

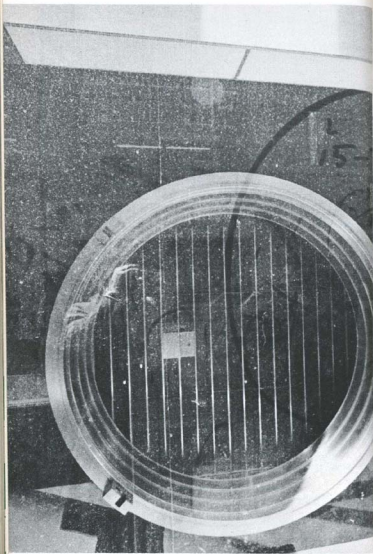
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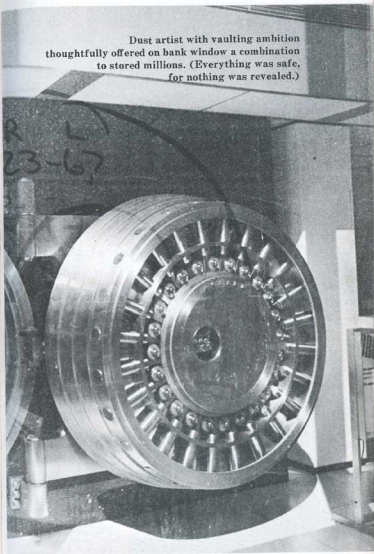
Tetrahedral cities will grow symmetrically. They will never change their shape as populations grow from thousands to millions. Each family will always have 200 square feet of floor space. Tetrahedral cities floating on the ocean will use atomic reactors for energy and desalinization. Major ships already desalinate their water.

# Tetrahedral

"Now, John, you know perfectly well that I've never enjoyed having a good time."—John Cage's mother.  
When you put three triangles with common sides around a point, a fourth triangle is formed at the base: A tetrahedron.



Dust artist with vaulting ambition  
thoughtfully offered on bank window a combination  
to stored millions. (Everything was safe,  
for nothing was revealed.)



Higher standards of living guarantee that the population will never explode.

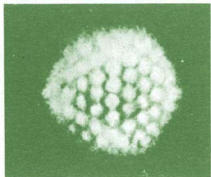
Disposable handcuffs have been tested by Cleveland police. Made of nylon straps, the cuffs are locked by a steel spring and must be cut off the suspect's wrists. At 50 cents a pair, they are considered too expensive for everyday police use—"but they're ideal for mass arrests of demonstrators," a Cleveland official said.

Everything you've learned in school as "obvious" becomes less and less obvious as you begin to study the universe. For example, there are no solids in the universe. There's not even a suggestion of a solid. There are no absolute continuums. There are no surfaces. There are no straight lines. Why did the chicken cross the road?

"Today is the first day of the rest of your life."  
—Abbie Hoffman.

# ATIONS ARE INVISIBLE, ENERGY AND HUMAN INTELLIGENCE, IT IS APPROXIMATE

"Racial expressions are often more reliable guides to a man's intentions than speech. Our looks give us away."  
—Dr. Nikolaus Tinbergen, professor of animal behavior, Oxford University.



The mathematical formula for the design of the genetic dome applies perfectly to the structure of the protein shell that surrounds every known virus. The common cold virus is the shape of an icosahedron—a solid with 20 triangular sides and 12 corners.

Five-year-old boy: "What is the temperature?"  
Father: "58 degrees." Son: "Is that cold?"



The more industrial a nation becomes, the more rapidly its birth rate decreases.

In 17th-century America, the average family had 13 children. With the installation of waterworks and sewer systems, the average family had fewer children. In fully industrialized America, the average family has 1.9 children.

Doming of established cities in the moderate climates will probably not occur until domed cities in virgin lands have proved successful—or when environmental and other emergencies make immediate doming imperative.

Ceramic mosaic containing 3000 separate silicon "tiles," arranged to form 440 integrated circuits.



All the people in the world today could be housed in the buildings of Manhattan—with each person having as much floor room as at a cocktail party.

All the cities of the world occupy less than one per cent of the Earth's surface.



Invention often occurs when individuals, frustrated by circumstances, try to transform the environment rather than to reform human nature.



*"It's like free play, or study hall, to make an audience comparison. You learn a lot from it."*—Al Kooper, the organist, on rock jam sessions.

## LECT. EVERY TIME WE OLUTIONARY TRANSFORM

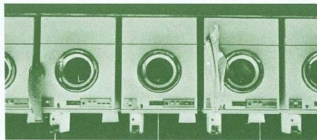
Ships are total environments, unlike buildings. The Queen Mary was a beautiful environment, benefiting from design principles that could be adapted for city use. Getting there may be all the fun.



*"One of our professors discussed a lot about whether our ultimate responsibility is just to make money, or to promote change. I'm not against money, but I certainly have no investment in the status quo."*

## I TI HLTHW IT I AL. BECAUSE PRIME EV

Until New York was built, all the great cities were products of Newtonian "no change" norms. Their romance lay in their pre-occupation with man's historical, bastioned past. What makes New York City the "most important something" in all history is that it was the first great Einsteinian reality. Its romance is its living manifestation of history continually in the making. It is the center of world-wide communications networks. Its population is transient; the average residence is three years.





Mariners lived in a state of continuous discovery. They had to develop mathematics to survive.

Limited by the laws of floatability, they designed lightweight vessels that gave them technical superiority.

The closer man lives to the unknown, the more inventive he becomes—the quicker he adopts new ways.

It may be that all that is chaotic is in man's illiterate and bewildered imagination and fearful ignorance.

OSLO KEY BASES TAKEN,  
BIG SEA AIR BATTLES ON.  
World Telegram 7th Sports.

The corporate cranium—  
"journalism"—  
industrialization's limited-  
liability vocalizer.



INCREASES. INTELLECT  
WHERE CHANGE IS NORM



Most of the major advances in science and technology have been in the invisible realm—synergy—the behavior of whole systems in ways unpredictable by the individual behavior of their sub-systems.



A British firm offered a nine-ounce gold chamber pot at \$66 an ounce. As an "industrial product," it doesn't violate British laws against gold hoarding.

MUST INCREASE WEALTH  
RE LIVING IN A WORLD



Many people believe that housing can be accompanied only by a political mandate. They overlook the far vaster pre-

rogatives of the inventor.



"What is demanded is a change in our imaginative picture of the world."—BERTRAND RUSSELL.



World housing is an educational problem. Men need time to learn what they really want and how to effect it. It must not always be a matter only of the house "jack" builds.







126 A

Americans fear automation. Many are afraid that automation will mean full-scale unemployment and little or no individual purchasing power.

A study of the applications of automation reveals it can vastly increase goods and services—such prodigious wealth, in fact, that "the rank and file" will demand automation.

Most people will be able to "do their own thing" all the time on highly paid "research" fellowships. They no longer will need to prove "a right to live."

! ! ! ! ! ! ! ! ! !

Teleportation: Within a century, a man's entire genetic code may be fed to a computer, flashed to a receiving computer on the moon or a planet, and instantly reconstructed into the person who stood on the Earth a few seconds earlier. Two yous. (Or, OR, have WE been teleported?)

TO ELIMINATE POVERTY  
WE A SICAL UNIVERSE.

"A country without a memory is a country of madmen."  
—George Santayana.  
Very little that men do consciously of all their functions renders their lives successful in the universe.



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In the "new world," you will not be concerned with "someone is trying to get my job." All of the fundamental bases of man's corruption will be gone.

Two prodigious, making-the-world-work breakthroughs in late 1969! Weeds and leaves can now be converted into a protein food that has the same consistency as cheese. Animal blood can now be converted into a substance that tastes a little like powdered milk and is 50 per cent protein. (More than 2,000,000,000 pounds of animal blood are thrown away every year in the U. S. alone.)

IN DESIGN SCIENCE,  
AREA OF PHYSICAL UNIVERSE.

"I have always felt I was using the five senses within me, that is why my life has been so full and complete."—Helen Keller.



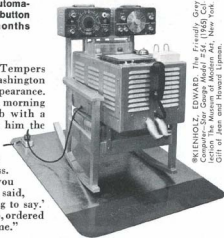
"Let's pretend there's a way of getting through into it, somehow, Kitty. Let's pretend the glass has got all soft like goute, so that we can get through. Why, it's turning into a sort of mist now, I declare! It'll be easy enough to get through . . ." — "Through the Looking Glass."

**“aaaaaaa  
eeeeeeee  
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nnnnnooooo  
oopprrrrrr  
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oooooooo  
rrrssssss  
ttttttttttt  
uuuuuWw  
...''''',,,,,...!''**

We've always had automation. Push the right button—and, bang, nine months later a cutie-pie.

GUNNAR MYRDAL: "Temperatures are high. I was in Washington for a television appearance. At nine o'clock one morning I got into a taxicab with a black driver. I gave him the address I wanted, then repeated it. He said sharply: 'Stop repeating the address. I've got it. What do you think I am, stupid?' I said, 'That's a foolish thing to say.' So he stopped the cab, ordered me out, and kicked me."



SKJENHOLZ, EDWARD. *The Friendly Grey Computer—Star Gauge Model #54*. (1965) Collection: The Museum of Modern Art, New York. Gift of Jean and Howard Lipman.

## VENTION REVOLUTION C VELY IN INAUDIBLE NO



"Fly vines—classy clothes—say to the world, 'I've got the bread, man, so treat me with a little respect.'" —Lower East Side fellow who didn't have the money to get his silks out of the cleaners.

Spacecraft debris is re-entering the Earth's atmosphere at an average rate of once a day, threatening high-flying jets.

Each fruit fly locust, magnified 11,200 times, appears to have sub-structure consisting of small humps distributed over its surface.

**"I make a picture  
and someone comes in  
and calls it  
art."**

—WILLEM DE KOONING.



Foreign competition with its lower wages and prices will force United States labor's decision to authorize full-scale automation as the only alternative to a lowering of wages and standards of living. Far more than just "a great benefit," automation will prove to be a lifesaver.

Man is moving into a new physical relationship to his universe.

## OULD ELEVATE POVERTY ATING ALMOST EXCLUSI

The geodesic dome at Expo 67—the U.S. pavilion—weighed 800 tons, approximately the same weight as one of the stone columns of Seville Cathedral, the second largest cathedral in the world. Invisible mathematics support the geodesic dome.

There are already 5000 geodesic domes in 50 countries around the world. Many are delivered by air.

Fruit fly locusts, containing 2240 times.



Everybody is born an inventor. As children, we invent games until "grown-ups" persuade us that our inventing is "futile," that we should conform with yesterday's seemingly proven but usually outworn invention.

But inventiveness remains latent in all of us. Inventors may channel man's innate capability to think in cosmic terms. As inventor, you can ask cosmic questions:

Is man needed in the universe?

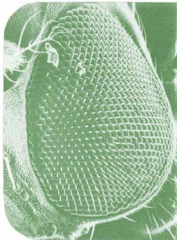
Does he have a universal function?

If he is essential, what needs to be invented to improve his functioning?

What are the largest overall trends of human evolution that need attention?

"What's heartbreaking is the glossy, glamorous press-agent pictures versus the actors themselves."—SIDNEY LUMET, film director, after a casting call.

# TO HAVE NESS. (IF YOU) CAN PRODUCE IT, YOU ORLD SOCIETY IS OPER LOGY, MATHEMATICS.



Eye of fruit fly, magnified 350 times. Eye contains many eyes; total image is like a mosaic.

All organized religions of the past were inherently developed as beliefs and credits in "second hand" information.

"WHICH side are we on?" asked a nine-year-old after watching the Vietnam news on television.

The metaphysical universe is finite. It is just one tetrahedron more than the physical universe. The sum of the relationships of all of our experiences is always tetrahedral.



Inventions are extensions of man's energy.

The design scientist is not concerned exclusively with the seat of a tractor but with the whole concept of production and distribution of food—the seat of Man's plants.

*"I waited so long to have my baby, and when she came, she never did anything for me."*

—Mother accused of battering her child.

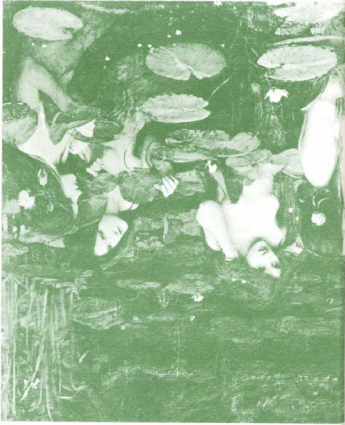
Scanning electron microscope enables biologists to study in three dimensions the fine structure of objects so small that millions could fit on the head of an orange.

Though two people may think that they are experiencing the same environment, each individual's environment of the moment is unique and constantly changing. One never really sees, "See what I mean?" Environment is the result of individual selectivity and response. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52.





"I couldn't hear a word, but I enjoyed it very much."—*Marcel Duchamp, after concert in London.*



"In England, one always searches for the um-bilical cord."—*Sir John Fulton.*

# "The price of gourds is RISING

**every day. It's terrible."**

—BANARSI DASS NIGAM, sitar-maker.

**"G.M. Says Cars Aren't Perfect, but Assails Critics."**—  
Headline.

Fallacious concepts, superstitions, customs and shortsighted exploitations pollute our common sense. Success gained at the expense of another man is always short-lived. "Next!"

CAN AFFORD IT. IF YO  
SICS, CHEMISTRY, BIO

The year 1932, "the depths of the depression," was a moment of epochal success: The last of the finite family of 92 regenerative chemical elements—they occur spontaneously in nature—was isolated. Man now had all the basic ingredients for reassembling—IN PREFERRED ARRANGEMENTS—the physical universe's basic pattern behaviors. Greatly increased unit performances of controlled and invested energies were now possible. Consciously participating in the evolutionary events of nature, man could now guarantee swift physical and metabolic success in the universe.

Man tends to abhor mass development. He is apprehensive of losing individuality. He shouldn't be. When he co-operates and co-ordinates, he is not losing individuality. In fact, he is then beginning to demonstrate individuality to the only degree to which it is important: The ability to dedicate himself to a cause. "I wouldn't go to a ten-o'clock-in-the-morning party, either."



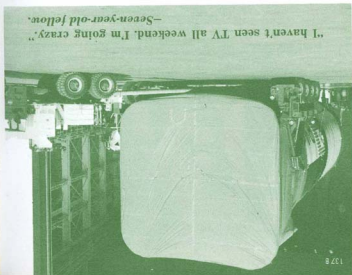
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"A pop song should have a lyric that's basically a poem. If people get the feeling, then the lyric is successful—whether they know what I'm talking about or not."—Jim Webb, author of "Up Up and Away."



E DEPARTMENTS OF PHY  
U CAN'T PRODUCE IT,

"I haven't seen TV all weekend. I'm going crazy."  
—Seven-year-old fellow.





Inventions and "new fangled" ideas were anathema to the Newtonian in his "changeless" universe, but innovation is the essence of the Einsteinian universe. *New?*



"If you don't have anything nice to say about somebody, then sit next to me."—Embroidered pillow on sofa in Washington home of Theodore Roosevelt's daughter, Alice.

YOU CAN'T AFFORD IT.  
DOESN'T HAVE SEPARAT

are not to be studied  
"Agriculture is something like farming, only farming is doing it."

WE

"Everything is in a state of vibration—sun, earth, ideas, every-  
thing—and expanding outward from the center."  
—LEOPOLD STOKOWSKI, on the restlessness of youth.

"One of the best investments we've ever made."

—Official of New Haven, Conn., paperboard plant that had hired a grazing goat to replace the man who mowed the grass around the plant.

When there was not enough whale oil or coal oil, there were not enough lamps to go around. Some said that what was needed was social engineering, to move more people to the lamplight available. What was really needed was one Edison.



OF TRIANGLES. NATURE  
) INTELLIGENCE SHOUL





Invention needs no license. The Wright brothers did not need one to get their idea off the ground. Edison, Bell, and Marconi did not need any to light the night, to shrink the Earth, to interlink all of humanity. Come to think of it, it's amazing what you can do if you put your mind to it.

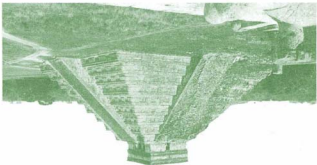
"Once largely a stay-at-home people, Americans since 1941 have traveled the world. There are many instant authorities now, with clear opinions on every crisis. A democratic leader has to make new exertions to win their understanding. The gap between the intelligence information that a President deals with daily, and the public's grasp of foreign events as reported by the media, must somehow be narrowed."

—PRESIDENT JOHNSON.

Geologists have estimated that it costs about \$1,000,000,000 — in hours and energy expended — for the development of every gallon of petroleum. There's enough energy in ten minutes of one hurricane to match the nuclear stockpiles of the world.

# TO BE RECOGNIZED AS A GLOBAL RESOURCE. BRAND THE TETRAHEDRON WITH HIGH IS CONSTRUCTED

"I don't know that. Not very hip on me culture you know."—John Lennon, asked by Rolling Stone for comment on T. S. Eliot's "The Waste Land."



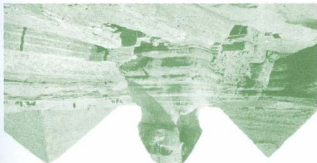
## MEDFORD,

Mass., Dec. 6, 1965—Vice President Humphrey said today that the transistor radio had become an instrument of political diplomacy whose significance was understood by the enemies of freedom. The transistor, he said, "may have more psychological impact on the world than any other single invention of the past century."

## NEW DELHI,

July 18, 1967—The family planning minister today offered for government approval a plan to present a transistor radio to every Indian undergoing voluntary sterilization.

"You see, I don't know very much. At school you start history from the cave men, and it takes years to work down all those centuries. I mean, I only went to school until I was 15. So I only got as far as the 17th century."—TWICCY.



"My book changes so often that they say it goes to press every 20 minutes."—*Amy Vanderbilt, author of "The New Complete Book of Etiquette."*

It is one of those strange facts of experience that when we try to think into the future our thoughts jump backward. It may well be that nature has some fundamental law by which opening up what we call the future also automatically opens up the past in equal degree. Time is not linear but probably consists of wave propagations in all directions simultaneously. Allatonce.

On his first day as President, Richard Nixon ordered removed from his office the three color television sets and the wire service teletype machines that President Johnson always had had on.

143A

*Nine of ten adults and nearly all school-age children were able to identify Smokey the Bear correctly in a Forest Service survey.*

At any given instant in the college lecture hall, 20 per cent of both men and women are thinking about sex, and only about 20 per cent are paying attention to the professor.—SURVEY, AMERICAN PSYCHOLOGICAL ASSOCIATION, *Wayne State University, Detroit.*



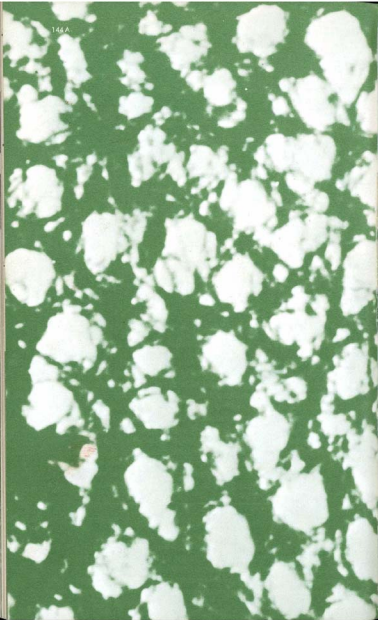
SMOKEY

IN STORES RETRIEVES  
A ED ON THE TRIANGLE

SPECIAL CASE EXPERIE  
Y. ALL NATURE IS BAS

Physicists believe that the mathematical formula for the design of the geodesic dome explains the basic structure of the atomic nucleus—and is, thus, the foundation of matter. The geodesic dome—"a signature of God"—crops up all over in nature.

Geodesic form: Gives maximum enclosed volume with minimum enclosing surface.  
Spherical surface.  
Geodesic: The shortest distance between points on a curved or



Tensegrity geodesic triangulation seen in greatly magnified outer tissue structure of the human testes.

**NCES. MIND DISCOVERS**  
**ST MOST EFFICIENT WA**

“Modern industry uses some of the techniques of the universe in mass production, but it often resents and perverts them. Fuller preaches an almost religious adherence to the laws of the universe. His domes, for example, are faithful to the true tensions of the surface of a sphere. They do not really rest on the ground like a rock; they exist in space in tension like a tree.”

—DAVID COIT.

[illegible]

—Pierre Elliott Trudeau.

"It takes a hell of a lot of time to be Prime Minister."

"I am sure that an apple grower would tell Newton he did not tell all there is to be known about the apple."—*Professor Henry Kissinger, of Harvard, and Presidential advisor, urging that one must know what history is relevant, what history to extract.*

"I was interested, and still am, in starting from the unknown. I'm still looking for steps that break the mold and disturb the traditional apparatus. I have the feeling every time I make a new piece that at last I'm beginning."

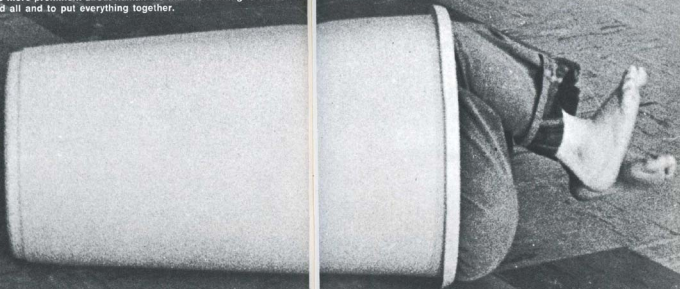
—MERCE CUNNINGHAM.

# GENERALIZED PATTERNS

5/21/1971

9 LHI 283 18/11/11  
 9 LHI 275 18/11/11  
 1235 1235 18/11/11

Children are enthusiastic planetarium audiences. Nothing seems to be more prominent about human life than its wanting to understand all and to put everything together.









"Where do you live?"



"It's so easy to demonstrate at noon and go home and see yourself on the six o'clock news."—Dr. Buell G. Gallagher, president, City College of New York.

## ERIECES. THINKING I ED, ERGO, HIGHLY-SEC

Off the top of his head, a [young] man would be hard put to say exactly when his 1,000,000 individual hairs were pushing out through the top of his scalp—in color, in a pattern, at a preferred rate. Because our educational system has taught us to think and measure in terms of squares, we have come to assume that a cubical house has structural integrity. But it hasn't. (Build a model with sticks and rubber joints and—see.) We often start out on all the wrong bases.

It should be "Hairs off!" to the inventor of clothing. He made it possible for man—living literally by the skin of his skin—to travel and to live in hostile hot and cold regions. Clothing was man's first cultural and ecological transformation.

"What religion?" "What race?" "What nationality?"

Today, these questions are considered logical. By 2001, it will occur that these questions are absurd, meaningless, illogical—anti-evolutionary. Elimination of each false premise brings about more and more wealth and more and more time to do the important things. We must fly by the generalized principles governing the universe and not by the ground rules, or the grind-him-down rules, of yesterday's superstitions.

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Man is resourceless in outer space. Science must learn to make man a success.

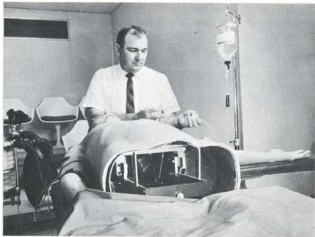
The design and construction of a hydroelectric dam, the development and production of an antibiotic—both constitute conscious participation by man in the way he lives.

## S THE CONSCIOUSLY DI Y CULTURALLY PREFERR

He thus obtained from a 90-horsepower engine the quality of performance which, in an ordinary 1933 sedan, it was estimated, would have required an engine of over 300 horsepower."—"The Dymaxion World of Buckminster Fuller," by Robert W. Marks, 1960 edition, published by Southern Illinois University Press.

In the early 1930s, Mr. Fuller designed and constructed a three-wheel, 11-passenger automobile based on aeronautical principles. It was 19½ feet long and could turn in its own length. "Fuller was able to obtain a speed of 120 miles per hour, using for power an ordinary stock Ford V-8 engine. He thus obtained from a 90-horsepower engine the quality of performance which, in an ordinary 1933 sedan, it was estimated, would have required an engine of over 300 horsepower."—"The Dymaxion World of Buckminster Fuller," by Robert W. Marks, 1960 edition, published by Southern Illinois University Press.





SCIPLINED SEPARATION  
N HE IS IN A SOCIAL

**"I thought it was a drill."**  
—Comdr. Henry Urban, Jr., recalling first U.S. bombing  
strike into North Vietnam.

*William O. Douglas, the Supreme Court Justice, would  
like only men 50 years or older drafted into the Army.*

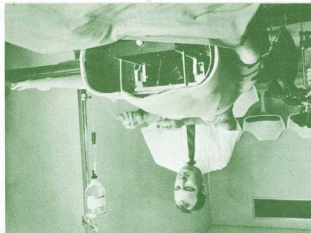
Experiment has invalidated most mathematics axioms still being  
taught in schools everywhere. The objective computer could purge  
man of his debilitating emotions of pride and fear, economic and  
social insecurity.  
Science has hooked up the everyday economic plumbing to the  
cosmic reservoir. You will now have your cake and eat it. And  
eat it. And eat it. And eat it. And eat it. And eat it. And eat it.

*On May 9, A Great City Begins Moving Back and Forth Across  
the Atlantic.—Advertising headline for new Cunard liner, Queen  
Elizabeth 2. A New York hotel happens to have the same number  
of passengers, or occupants, and the same amount of private and  
public space as a Cunard Line steamship—yet weighs 18 times  
as much per usable cubic foot as the ship. Placed in the horizontal  
position of a ship, the hotel would be less than shipshape: One  
wave would break it into pieces. Design improvements are constantly  
being made on the sea and in the air—but not where you live.*

You can now buy a souvenir A-bomb. It makes a flash, a bang,  
and produces a mushroom cloud of smoke. It's of course made  
in Japan of course.

Your thumb may be the only credit card you'll ever need. Prints  
will be identified by computer and you will be able to charge  
everything anywhere.

OF RELEVANT FEEDBACK  
M FEEL THAT IN RETUR



A portable dome could travel with motion pictures using omnidirectional projections.

"Since pioneer days, the wolf has symbolized evil, backwardness, and the need to conquer the wilderness. Although none of these notions is entirely valid, wolves have all but been exterminated throughout the U.S.—and with them has gone the wilderness whose virtues are so needed in a deteriorating national environment."—H. ALBERT HOCHBAUM.

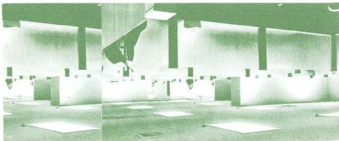
## British Paratroops Sail for Anguilla

In early 1969, the unincorporated one-acre town of Podunk Center (Iowa) was deserted and being offered for sale for \$7000.

*An attractive 19-year-old brunette clerk appealed to authorities in line-shy Britain for a telephone when she found that boys had lost interest in her when they could not phone her.*

FROM IRRELEVANT FEED  
SLAVERY BY MAKING HI

"Businessmen" are naturally eager to prolong the earnings of profitable machinery investments. They dislike inventors, who make their machines obsolete. Businessmen were powerful enough to persuade society that inventors were screwballs. All that is changing. Businessmen now find change profitable. Inventors are, at long last, becoming respectable.



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All passengers on motor bikes in Saigon were required to ride sidesaddle. It's harder to throw a firebomb that way.



Engineers and architects perform their arts only when a client hires them.

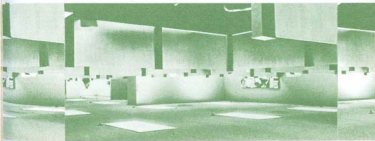


When the "world works," you will be able to come and go as you please. Freedom will not be mutually exclusive.



BACK. GREATEST SINGL  
D INTO ACCEPTING HIS

A Negro boy living in a city has only a 10 per cent chance of not being arrested for a nontraffic offense. A crime researcher believes also, that the average American boy now 10 years old has only a 50 per cent chance of not being arrested in his life—and only a 40 per cent chance if he lives in a city.



The Pharaoh said to the doctor, "Doctor, give me that pink stuff." \_\_\_\_\_

The doctor said, "Pharaoh, I think the pink stuff is the wrong stuff." \_\_\_\_\_

The Pharaoh said, "Give me the pink stuff!!!" \_\_\_\_\_

The doctor did. \_\_\_\_\_

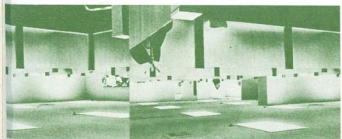
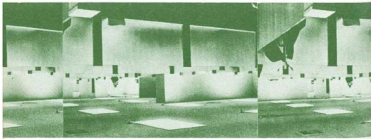
They put the living doctor into the tomb with the dead Pharaoh. \_\_\_\_\_

\_\_\_\_\_  
*"A guitar's all right, John, but you'll never earn your living by it."*—John Lennon's aunt.

\_\_\_\_\_  
 Four men were convicted in Chicago of using the mail to promote prostitution with a credit-card plan that the Government said was a \$300,000-a-month operation.

# THE REVOLUTION IN HUMAN AFFAIRS HAS BEEN A FOOL OF SLAVERY WHEREIN THE

\_\_\_\_\_  
*"Despite all the publicity about a cultural explosion, only about three per cent or four per cent of the population seem to have much real interest in the arts."—Charles Jagers, Friend of Atlanta Arts Center, which found the going rough after lavish opening.*



Newton: "I do not know what I may appear to the world; but to myself I seem to have been only like a boy playing on the sea-shore, and diverting myself in now and then finding a smoother pebble or a prettier shell than ordinary, whilst the great ocean of truth lay all undiscovered before me."

**News item:** "Discardable housing, an idea cherished at one time or another by nearly every homeowner who has had to call a plumber, has been labeled a wave of the future by a research team at Cornell University. In a mobile, rapidly changing consumer society, it may be more economical in the future to design products to be replaced systematically rather than repaired."

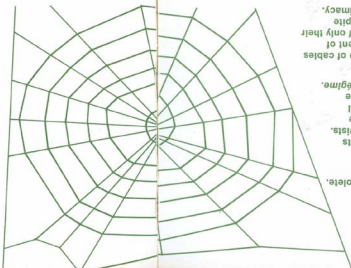




# SCENDANCY OF INTELLECT'S INTUITIVE MASTE TIME, SPECIALIZATIONS ONLY A FANCY FORM

"...that the rate of progress is such that an individual human being of ordinary length of life will be called upon to face novel situations which find no parallel in his past. The fixed person for older societies was such a godsend, in the future will be a public danger."  
—Alfred North Whitehead.

Quite clearly, getting people everywhere to understand why what's happening must have the highest educational priority if we are to survive. Even the old gray mer ain't what she used to be.



Our armies of Ph.D.s  
—hard-working, de luxe  
technicians with  
suppressed imaginations  
—are disarmed when their  
specializations become obsolete.

The most advanced scientists  
are becoming comprehensivists.  
Overnight, 50 per cent of the  
overspecialized professional  
teachers have been left in the  
pigeon holes of the ancient régime.

Before the invention and use of cables  
and the wireless, 99.9 per cent of  
humanity thought in terms of only their  
local turf. They still do—despite  
today's communications intimacy.

"What every parent should know" is as important a text as "What every child should know." Since adults pump "facts" into the brainpans of their impressionable young, they should recognize the dangers of information pollution. "Upstairs." "Love is just around the corner." "Santa Claus is coming to town."

In 85½ hours of network television in mid-1968, Christian Science Monitor monitors counted 84 killings and 372 acts or threats of violence.

"M'Toto was a troupier until the end. We had a beautiful funeral."—Ringling Bros. mourner, on the death of 38-year-old avid television watcher and the oldest captive gorilla.

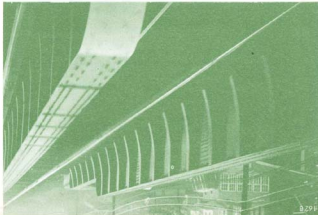
If parents speak their native language properly and effectively, and with joy in an improving vocabulary, there will be a very favorable effect on their child. Inadequate speech patterns tend to inhibit the brain capabilities of a six-year-old.



*"It's even crazier for me to make this trip  
—I'm not even pregnant."*

# RY OVER THE PHYSICALBUT ALL THE IMPORTANT N -- JUST IN CONTROL SPECIALIST

Extinction occurs when the overspecialized species is confronted with a major surprise, an evolutionary event with which its specialization (won at the cost of general adaptability) cannot cope.



In the next decade, society will be preoccupied with The Child. Through the behavioral sciences and through the study of how the brain functions, it has been learned that the child is born with intelligence and curiosity. In his educational development, he need only to be given the right environment and the right answers to his questions.

Man is born a wise child. One reason humanity loves its children is that the children start off with such potential. Raise high the roof beam, carpenters.



*A New Jersey lawyer sued the photographer at his wedding, saying that pictures of his bride were so bad that "neither they nor a story about the wedding could be submitted to any newspaper," and that the lack of publicity "had diminished his income."*

lunch programs.  
are a time-killer, as schools are now child-sitting and hot- the time to read all the news that's fit to print. Newspapers distance train commuters. City dwellers simply do not have newspapers would diminish in size if there weren't long- Commute-licht. It's being suggested that big-city daily

the air around Tom Paine.  
civilization is natural, inevitable, and desirable. The computer Universites perpetuate specialization. Society assumes that spe-

"The word must have spread that I am a soft grader."  
—Former Vice-President Humphrey on learning of great student interest in his professorship at The University of Minnesota and Macalester College.

*"... lucky cocks for whom  
the audible-visible-gnosible-edible world..."*

JAMES JOYCE, FW 88



**W**

*"e're in  
revolutions and the old  
changing consciousness are  
magic, to psychic life...  
er's a hallucination? The  
Sheriff Rainey, Time mag-  
it's all a hallucination. No  
saying that's real. All pub-  
anybody can write the  
The warfare's psychic now.  
guage, the images, controls*

*science fiction now. All the  
methods and techniques for  
bankrupt. We're back to  
Don't you know that pow-  
civil-rights movement,  
azine, McNamara, Mao—  
one can get away with  
lic reality's a script, and  
script the way he wants.  
Whoever controls the lan-  
the race."* —ALLEN GINSBERG,

in a two-part profile by Jane Kramer, *The New Yorker*.

It soon will be possible for children to go through life with all the beauty, metaphysically and physically, with which they were endowed.

Every child is interested in the universe. His questions are universal—and usually impossible or hard to answer. Development of specialization has been either the result of "forced feeding" or inbred talent; two musician parents tend to produce musician children.

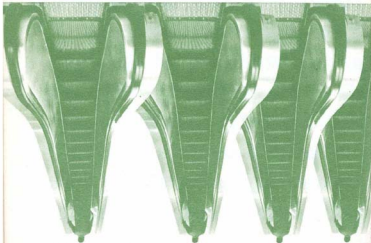
On television, the interviewer asked Dr. Milton Friedman, University of Chicago economist, "How can we improve the incomes of the poor?" Dr. Friedman:

**"Give them money."**

On television, the interviewer asked Albert Shanker, president of United Federation of Teachers, "How can we improve the situation of the poor?" Mr. Shanker:

**"Give them money."**

**T CRITICAL EVENTS RE  
ETE AS PHYSICAL PROD**



Only inadvertently has humanity been saved from extinction. The surprise factor that is saving us is a fallout from the weapons-support system. The new fallout technology—automation—is propitiously displacing man as specialist.

Big business will cease lobbying for tariffs when the world has become its marketplace. All the world's a checkout counter.



**N HAS MADE MAN OBSOL  
ALIZING THAT REVOLUT**



**"I want music, not tears."**  
—Mother of five, who selected rock-and-roll records she wanted played at her funeral—then committed suicide.

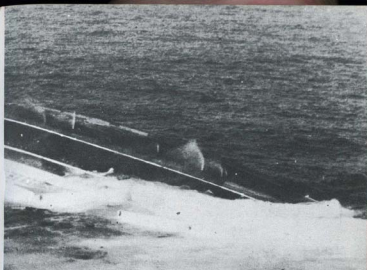
**"Every perfect traveler always creates the country where he travels."**—Nikos Kazantzakis.  
The F.B.I. reported that shoplifting had increased 93 per cent in the United States between 1960 and 1966.

How DO we know that the people we meet are not computers programmed to simulate people?  
Apparel developed for moon voyages will be adapted for domestic use. "Rocket it to me."





*"There is no conclusion. What has concluded that we might conclude in regard to it? There are no fortunes to be told, and no advice to be given. Farewell."*



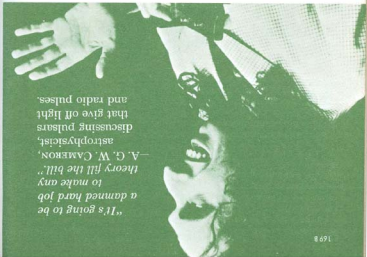
## ION JUST HAPPENS. ON UR LUNCH?) AUTOMATIO

*"For a while, I would just like to sit in the shade with a glass of wine in my hands just watching the people dance."*  
—Adlai Stevenson, just before his death.

**Progress** may be war's most important product. It is now being piped into the home economy. Desalinization has been possible in the Navy for half a century. bonanza. The adaptations developed when contractors who had produced the advanced technology found themselves "all dressed up" with the tools, the scientists, and the skilled workers—and no "defense" contracts. The home market became an unexpected bonanza. The adaptations were all developed for battleships, for example. Electric lights, radio, oil burners, refrigerators, and air conditioning about 25 years later. Electric generators, steam boilers, economy developed for war "falls out" into the home

## LY THE IMPOSSIBLE HA AT'S HAPPENING TO YO

*"It's going to be a damned hard job to make any theory fill the bill."*  
—A. G. W. CAMERON, discussing pulsars that give off light and radio pulses.





*"We're telling the chef to surprise."*

—Mrs. Richard M. Nixon, commenting on dinners in the White House.

*"I do not understand how people can respond to a painting, to music, to an idea, and yet go into the street and ignore the first beggar who comes up to them."*—Isabel Luisa Alvarez de Toledo y Maura, Duchess of Medina-Sidonia, controversial antagonist of Spanish regime, talking with Richard Eder, of *The New York Times*.

*"What do you ask a 60-year-old man? You ask him if he wants his wheelchair facing the sun or facing away from the sun."*—24-year-old President of U.S. in film *"Wild in the Streets."*

World industrialization was modeled on the assembly lines that built ships.

General systems theory originated with the design of ships and circumnavigation.

PPENS. PROBABILITY U NRELIABLE. TO EACH O  
WH S HAD AUTOMATION. WE ALWAYS DREAMS. (WE'VE

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Society is  
vulnerable  
because  
it places  
too much  
confidence  
in educational  
concepts that  
we are learning  
are unsound.

M  
M

Any sufficiently  
advanced technology  
is indistinguishable from  
"Third Law."  
—Arthur C. Clarke's





hippies and beatniks have been banned from Turkey. "These are people who have no money, are badly dressed, and use narcotics."  
—Dr. Faruk Sukan, Interior Minister.



at would you do  
if your sister  
had to marry  
someone in the  
offset printing  
business?"

—ADVERTISEMENT.

## F US ENVIRONMENT IS D ALL OUR NEEDS AND

The Geoscope—a rotating, miniature Earth, 200 feet in diameter—could be suspended 200 feet above the East River by invisible masts. Its top would be on a level with the top of the nearby United Nations Secretariat. Completely computerized, with 10-million light bulbs constantly flashing, the Geoscope would reveal at a glance where the world stood at any moment in resource.

The economic complexity of "the cold war" forced U.S. military leaders to develop computers. "Desalinating sea water costs too much" never faces the question of what it would cost if we were to run out of rain water. But since there's always money for war, any ad man or PR man worth his salt should be able to work up a campaign charging that sea water is Communist—an enemy of the people—and should be immediately liquidated.

"What the hell are we making these computers for, if not to free people?"



173 A

"I'm going to stay in New York until it becomes unbearable. Then I'd like to move to an island somewhere, get married, and have kids."

Axioms are not axiomatic.



## EVERYTHING THAT ISN'T PRODUCE WEALTH BEYON



When fully automated processing of information is centralized in a few midtown buildings, today's deluxe office buildings will be converted into apartments.

"We want love  
and meaning  
now."



"I'll be so

**damn glad**

when January 20  
gets here."—LBJ AIDE.

174 A

A system is a local phenomenon in the universe that is geometrically definable because it returns or closes upon itself in all directions.

Our beds are empty two-thirds of the time. Our living rooms are empty seven-eighths of the time. Our office buildings are empty one-half of the time. It's time we gave this some thought.

*"Words are a terrible straitjacket. It's interesting how many prisoners of that straitjacket resent its being loosened or taken off. There's a side to the human personality that somehow senses that wherever the cosmic truth may lie, it doesn't lie in A, B, C, D."*

—STANLEY KUBRICK.

ED.) AUTOMATION CAN  
T "ME." NEW, PHYSICA

Everything is perpetually moving in the direction of least resistance. By designing the environment, we should be able to move in preferred directions.

In answer to the question, "What do you want to be?", one third-grader wrote: "I would like to be myself. I tried to be other things, but I always failed."

Cities floating in the air or on the ocean are now real possibilities.

The world's great cities were built around caravan and ship routes. Electric energy enables us to build anywhere.

In 1853, United States Review predicted that electricity and automatic machinery would so transform life and relieve mankind of drudgery that, within 50 years, "every man will have electric communication laid to his own house... machinery will perform all work—automata will direct them. The only task of the human race will be to make love, study, and be happy."

The most important man on Earth will be the man who best understands and channels the natal capabilities of all men.



TGIF. In Matsushita Electric self-control room, employees dispel work-induced mental stresses by beating dummies of foremen with bamboo swords.

*"I'm not at all embarrassed to be a revolutionary."*  
—CHARLES DE GAULLE.

## LLY UNCOMPROMISED ME TION, HIGHLY AUTOMAT

*any more than you can practice dying."*

## POWER

*"You can't practice the exercise of,*

*or stimulation.*

*"All the history in the world doesn't make any difference if the Russians decide to bail out their clients."—Professor John P. Roche, arguing that problem-solving was not subject to rehearsal*

*initiative can neither be created nor delegated. It can only spring from the self-determining individual, who decides that the wisdom of others is not always better than his own.*

*"What is soul? It's like electricity—we don't really know what it is, but it's a force that can light a room."*—RAY CHARLES.

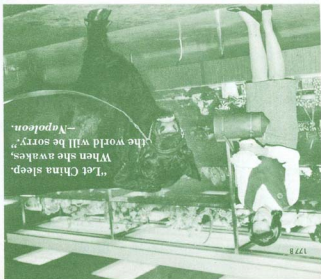
*"Don't sit around and tear comedy apart. It is like a fine watch, and you'll never get it together again. And don't ask me why people laugh—that's the mystery of it all."*

—STAN LAUREL.

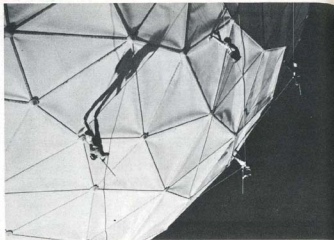
*"Actually, I felt like packing up last year, but it was just a feeling that passed."*—MICK JAGGER.



## TAPHYSICAL INITIATIV PRESSIVELY MODERN NA



*"Let China sleep. When she awakes, the world will be sorry."*  
—Napoleon.



## E OF UNBIASED INTEGRITY CHINA MAY BE MOST IM

As you go to sleep, you often think of questions you had thought of earlier in the day—and—let's see now—thought of earlier in the day and—oh, yes—forgotten. This is also feedback.



# "down"

The words "up" and "down" have no meaning. They were invented to explain what seemed to be happening. In a world thought to be flat, all perpendiculars to the flat would be parallel to one another. Being parallel to one another, they then would alternate. In one direction, they would point up; in the other direction, they would point down. But the earth is spherical—and none of the perpendiculars are, of course, parallel to one another. What may be up at one point is not necessarily up to another point.

# dn,"

## ITY COULD UNIFY WORLD AUTOMATION. (BY 1975

"We don't want a chemical plant. The chemical industry is too automated. We need assembly-line type operations, long rows of tables with women across them face to face."—Lament of community-minded problem-solver concerned with unemployment in Brooklyn.

China started her modern industrialization at the automation level. She started with computers, fission, transistors, jets—not "flying Jennys" or "Mustangs." And she started with a three-to-five million-a-old philosophic sophistication that had originated industrialization with its emphasis on less-is-more. The more customers you have, the more you can spread the cost, the lower your prices can be, the quicker you can amortize your investment. If present patterns continue, China will be fully automated by 1975—and will have the most customers.



# instairs

In circumnavigating, the captain didn't move around rapidly enough to "sea" what was really "up." But the aviator rapidly realized that the "four corners of the earth" was a square idea. He knew that when he was in a position that was called "upside down," he wasn't really upside down. He had to have exact language for his experience. The aviator comes "in" for a landing, and goes "out." We go in toward various masses in the universe and we go out from them. We go instairs and outstairs.

# outstairs

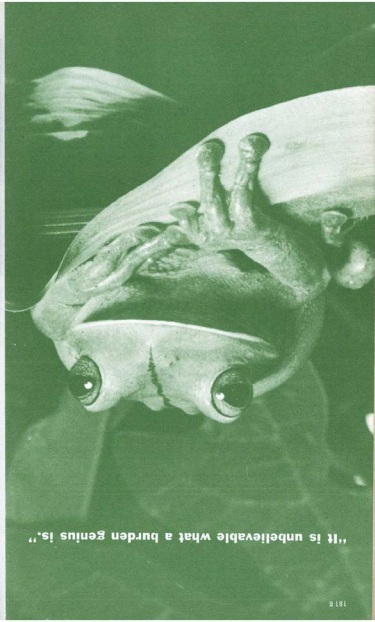
## D. IT COULD AND PROB X MACHINE -- A SLAVE

"I'm really too old for this." —28-year-old pilot climbing into his helicopter gunship in Vietnam.

Because they have so much less to unlearn, young people have a great advantage over their elders. They recognize, to take an easy example, that the water and the air belong to everyone and that water pollution and air pollution are a world-around problem. They recognize that the world's resources belong to everyone, not to the nation that just happened to have had a dinosaur die in it.

"I've got to have my dreams, too, you know." —38-year-old father, tugging at his \$1.50 New York Yankee cap and chucking knuckleballs to his butterfingered six-year-old son in a sandlot.

"I don't intend to live on \$30,000 a year." —President Nixon-appointed.



"It is unbelievable what a burden genius is."





"I'd like to be Vice President."—Julian Bond, on being nominated at Democratic national convention.

## The truth of a thing

is in the feel of it, not the think of it."

ABLY WILL BE PROVIDE  
PLE MUSCLE AND REFLE



Cities, as we know them, are urbsolate in respect to yesterday's function as warehouse and trading post. Trying to rebuild cities to make them accommodate the new needs of World Man is like trying to reconstruct and improve a wrecked ship as it rests upon a surf-pounded reef. The great cities, like New York, Paris, London, Tokyo, will turn into universities as automation replaces the humans who function only as automatons.

The computer is an imitation human brain, but its capacity, speed of operation, and tirelessness, as well as its ability to operate under environmental conditions intolerable to the human anatomy, make it far more effective in performing special tasks than is the human brain minus the computer.

"Any of you who can't SHOUT in a company president's FACE and MAKE him BUY might as well LEAVE now. You WON'T be around LONG anyway."—24-year-old executive.

D BY THE UTTERLY IMP  
AN THAT OF BEING SIM

NATE YOUTH AIR FARES"  
stopped advertising in them. Headline: "MAY ELIMI-  
papers would fail if a few phonograph-record companies  
It is estimated that eight of every 10 underground news-

sooner."  
"I don't think so," I said. "We've just learned to duck  
Mary asked me.

# "Do they?"

"You go around looking for love and somebody hits you  
in the face. Well, it hurts. You keep feeling the fat...  
Maybe people over 30 stop feeling the fat."

"Never  
once  
did  
anyone  
ever  
make  
it  
clear  
what  
I was  
being  
educated  
for."

—Paul McCartney.



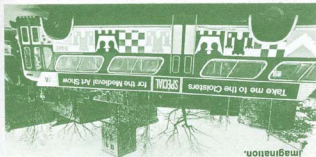
A new technology—microelectronics—reflects the trend in the computer industry to cram more and more electronic gear into a smaller and smaller space—making circuits faster, cheaper, more reliable. This represents advancement in circuitry design in spawning important and shattering changes in the computer industry.

A transistorized electronic computer can—in one minute—print out the solution to a problem that a decade ago would have taken two years to solve if every educated person on Earth worked full time on the calculation. The computer's impartial solutions are acceptable to those who suspect the counsel of long-haired, eggheaded specialists.

Two days after his one hundredth birthday, D. Frank Dakin, of Somers, N.Y., received a patent—his fourth—for metal forms for concrete.

*"The kid got cold feet and got on a plane. The wedding is off. It isn't postponed. It's canceled."*—Ex-prospective father-in-law.

## PERSONAL PROBLEM SOLU H GREATER DESTINY TH



Automation makes possible instant synchronization of numerous operations, ending the old mechanical pattern of setting up operations in lineal see-queue. Computerized technology can produce the specially designed and custom-built at the same cost as the mass-produced can be achieved by assembly lines. The only limits on production and consumption will be the human imagination.

"You just leave your brains at home and work out of habit."—*Assembly-line worker.*



Einstein,  
when he  
wanted to study,  
didn't sit  
in the  
middle  
of a  
schoolroom.

"What'd you just drop? Oh, it's just the manuscript."

# TIONS OF MAN'S ANTIBODY, THE COMPUTER. 0 APPARENTLY INTENT THAT MAN FULFILL A MUC

3M announced that it had a new process for enclosing microscopic droplets of water in waxlike capsules. If you have an idea what to do with microscopic droplets of water in waxlike capsules, 3M says it would like to hear from you.

"I wonder what you'd look like dressed..."—MAUREEN O'SULLIVAN TO JOHNNY WHISMAUTLER, IN "Tarzan the Ape Man."

## Chimps Could Run Factory, Prof. Says

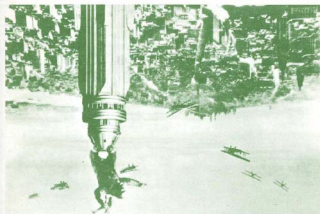
When automation frees all workers, we will be able to ask, "What was it I was thinking that fascinated me so, before I was told I had to do something else in order to make a living?"

"We are educating our computers faster than we are educating our young people...we are still not doing enough to prepare our youth to do what computers can never learn to do."—*Sol Linowitz.*

The old world of architecture was simply self-expression. We have the task of making man a success.

"If it hadn't been for the genius of RCA chairman David Sarnoff, no one would have ever heard of me."—*Frank Sinatra.*

"The future will be work-shy. People are made for singing and dancing and interacting with others."—*John Morgan, British television producer of program suggesting that the 21st century will be shaped by present patterns in California.*



"When I sit down now, my mind runs toward more poetic concepts. It may be the end of me."—*JAMES WEBB.*

It's being suggested that we have a de-generator gap, rather than a generation gap.

Today's young adults watched too much television—the medium—when they were young and didn't get enough sleep. Now they're exhausted, physiologically worn out, too tired to do much.

Many children see thousands of airplanes before they see a bird, yet their first books are full of cows and pigs and Farmer Brown—yesterday.



# ONLY TO THE COMPUTER, S SUPERHUMAN RANGE O IS EVOLUCION ACQUISITION S FACE-SAVINGLY

SpaceShip Earth—8000 miles in diameter and spinning at 60,000 miles an hour in orbit around the mother ship, our nearest star, the Sun—is a mechanical vehicle, just as an automobile. Putting oil and gas into your automobile helps you develop a thermodynamic sense. Of course, all machines must be kept in running order.

"After all, Sirhan isn't the kind of person who'd go to a hotel like the Ambassador."

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"How to Make the World Work" is a computer program under way at Southern Illinois University. Data are fed into the machine's memory bank: What resources are available? Where are the people?, and so forth. Essence of the program: Making every man a world citizen, able to enjoy the whole Earth at no one's expense. One happy goal: Lots of beautiful shade trees for everyone.

"I don't think more than a few bars ahead."—Mick Jagger, discussing his future.

"Why don't I send you any news about our books? We don't have any news."—Publicity director for major paperback publisher to news reporter.

Weather scientists have requested, for civilian use, military radar that is 100 times more effective than their present equipment.

It is possible that Charles Darwin was wrong. Man may have come to Earth from another planet. In Darwin's time, all the sciences were unsophisticated and Darwin had to base his theory of evolution on available information. Now there is different information, gained from nuclear physics, genetics, molecular chemistry. Archeologists keep finding examples of man having lived on Earth as long as four million years ago, but the evidence does not always indicate a more ape-like structure. Evolution may be going the other way — Niwrad — and it is possible that we may be making monkeys of ourselves.

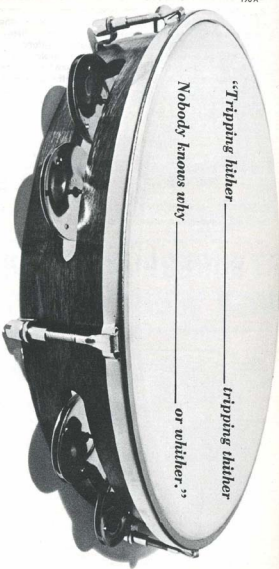
"Regardless of my industry and ingenuity, more than once I've been haunted by the suspicion that I'm yodeling in an echo chamber."—*Richard Maney, celebrated press agent.*

## F CALCULATIVE CAPABI FIC RELIGIOUS LEADER

"One cause of frustration and violence on campuses is the effort to sweep problems under the rug by asking elderly men of great repute and inertia to study them." —JOHN KENNETH GALBRAITH.

We will develop an increasing confidence in the well-programmed computer that can provide unbiased answers to intricate questions. It can even provide answers that show how powerful segments of world society could mutually profit. Surprising mergers of previously opposed interests are likely. Hello, Mao?

"As far as we're concerned, art stops at the door of the theatre, and then we apply community standards."—*New Haven (Conn.) chief of police commenting on Julian Beck's Living Theatre performance that led the audience in dress the police considered indecent.*



It has been noted that consciousness deals only with a few things at a time, translating one sense to the other, unlike the unconscious, where everything happens at once all the time. In mechanical societies where information moves slowly, the conscious is the environment. In conditions of instantaneous movement of information, the subconscious becomes the environment.

"The human body is the magazine of inventions, the patent-office, where are the models from which every hint was taken. All the tools and engines on earth are only extensions of its limbs and senses."

—R. W. Emerson, 1870.

...how

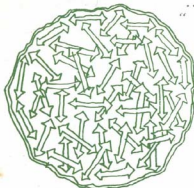
often I saw  
where  
I should  
be going



"Will you turn the page, dear?"

only by setting out for  
somewhere else...

# LITIES CAN AND MAY A LL POLITICAL SCIENTI



only by setting out  
for somewhere  
else...

—WOODY ALLEN.

"My co-star, Janet  
Margolin, and I have  
been an unremitting  
source of delight  
to ourselves.  
If this movie could  
break even on two  
tickets, we'd do  
all right."  
—WOODY ALLEN.

There are more sets of angularly independent circularly continued push-pull paths must inherently triangulate by push-pull stabilization of opposite angles. Triangulation means self-stabilization, which creates omni-directional symmetry, which makes an inherent three-way spherical symmetry grid, which is the geodesic structure.



**"For the first time, man has  
the chance to be a  
complete success in his environment."**

This startling thesis is supported in  
*I Seem To Be A Verb*, by the out-of-the-ordinary authors:

**R. Buckminster Fuller:** Comprehensive designer, inventor, engineer, mathematician, architect, cartographer, philosopher, poet, cosmogonist, choreographer, visionary—celebrated for developing geodesic houses that fly and for Tymaxion ways of living.

**Jerome Agel:** Conceived and produced *The Medium is the Massage*, produced *War and Peace in the Global Village*, wrote *The Making of Kubrick's 2001*, is writing with Arthur C. Clarke *Arthur C. Clarke Meets Hieronymus Bosch*, conceived and wrote the CBS Ip record based on *The Medium is the Massage*.

**Quentin Fiore:** Graphics designer and author, co-author with Marshall McLuhan of *The Medium is the Massage* and *War and Peace in the Global Village*, media and telecommunications consultant, Director of By Other Means Foundation.

