

THE Household MAGAZINE

YOUR HOME
YOUR FAMILY
YOUR COMMUNITY
AND YOU

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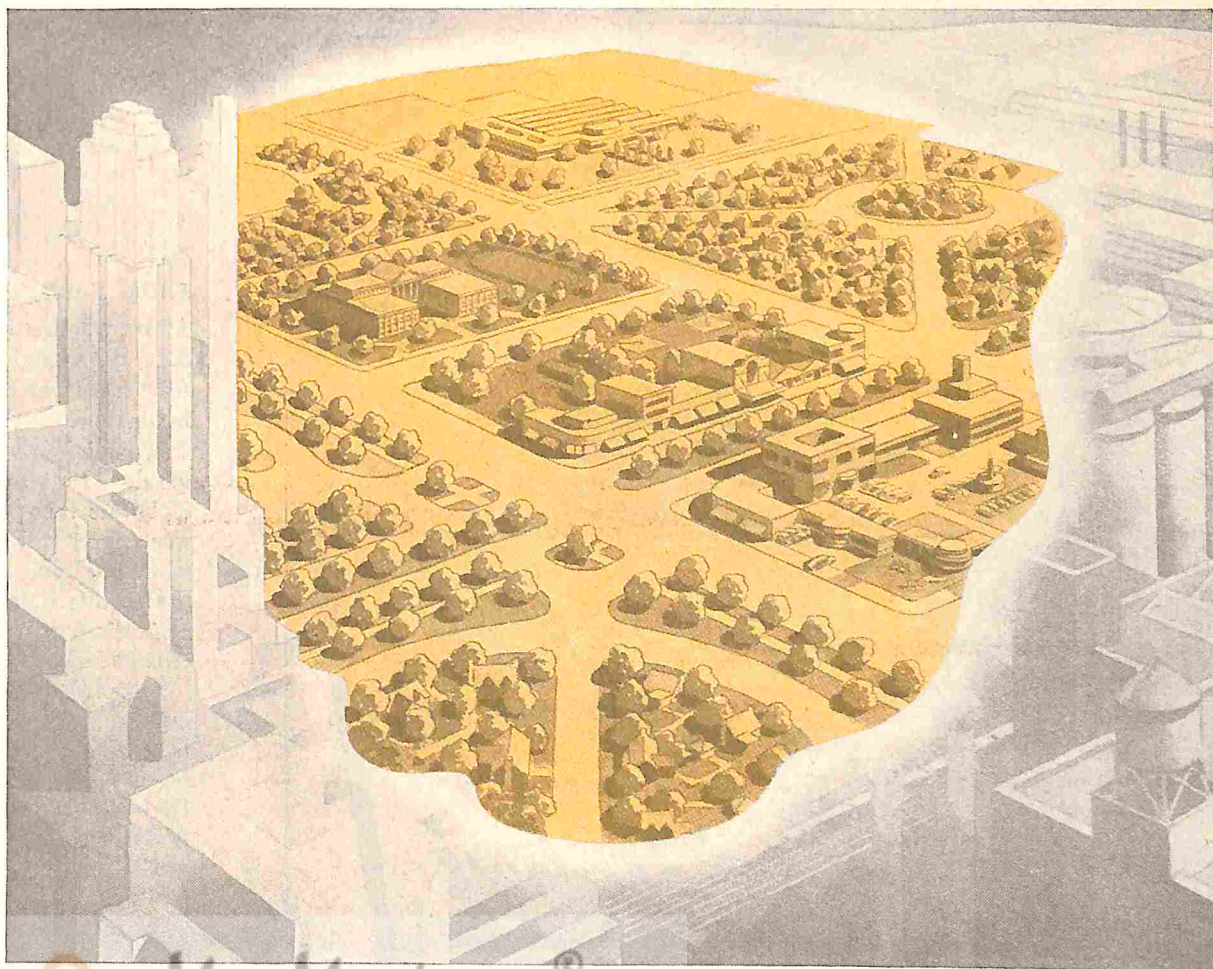
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Inbetweenland

LAND OF THE GREAT TOMORROW



By Walter B. Pitkin

THE best news nowadays all comes from Little Places. It comes from small towns, from farm villages, from the open country.

Are you sick of reading about bombers blowing London and Berlin to blood-stained dust? Throw away your newspaper and come with me to Inbetweenland, the Land of the Great Tomorrow. I'll show you sights. I'll make you glad.

The best way to make the journey is to see the worst first and the best last. Hollywood climax stuff, you know. You go away with the Happy Ending. So climb into my car. We'll ride up and down the dirty, cluttered streets of twenty big cities, to see what we can see. Afterward we'll head for Inbetweenland.

Well, here we are in Boston. Look fast! . . . On to Philadelphia. . . Why no stop in New York? Oh, that's not a city; it's a world by itself. It means nothing in our young lives. . . Ah, here we are in Baltimore, . . . in Pittsburgh, in Cleveland, Toledo, Chicago, St. Louis. . . Well, what do you see?

Empty factories. Deserted warehouses. Ramshackle tenements half abandoned. Dingy apartments plastered with signs, "To Rent; For Sale; Name Your Price, Sucker."

Here's a long street in Philadelphia with one place out of every five empty. Here's Dearborn Street, in downtown Chicago, with great holes in the ground all along the east side from Adams to Jackson Streets. Looks as if the bombers had been over, doesn't it? Well, something worse than bombers struck the place. Much worse than bombers. Blight!

Blight everywhere! Here are motion picture theaters boarded up. Here are others struggling along. Let's count the audience. One seat in every twenty filled! . . . Whew! Here is the old shopping center. Dead. Here's St. Louis. . . Out of a hundred offices twenty-nine are empty! Yes, by true count.

Horrible! Let's get out.

Ten miles out from downtown we begin to see life. Not much. Not very

[Continued on Page 20]

Prophecy for Americans

Walter B. Pitkin, psychologist, investigator, author of *Life Begins at Forty* and other best-sellers, has been making newspaper and consumer studies in almost every county in thirty states, from the Rio Grande to the St. Lawrence.

On the basis of his research, he predicts not only a great renaissance for the small cities and towns, but "a giant movement back to the interior of the continent within the next five years." "Much of it," he writes in a personal letter to the editor-in-chief of *Household*, "will

be forced by national defense needs, but much will also come as a result of the passing of world trade. While export business was important, business moved toward the two oceans. Now that we are becoming a continental economy instead of a world economy, we shall center more and more around our own mid-continent."

Read his article. It will strengthen your faith in the United States and in the opportunity to build the good life for every American.

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