



Underwood and Underwood

Postbaloney ... TRUE OR FALSE?

THE SEPTEMBER 1944, issue of THE AMERICAN HOME carried a most interesting, timely, and well-written article by Jean Austin, entitled "Postbaloney." Witty, humorous, and instructive, it nevertheless presented a serious side with a veiled challenge to industrial design—one which cannot be regarded lightly or dismissed too casually.

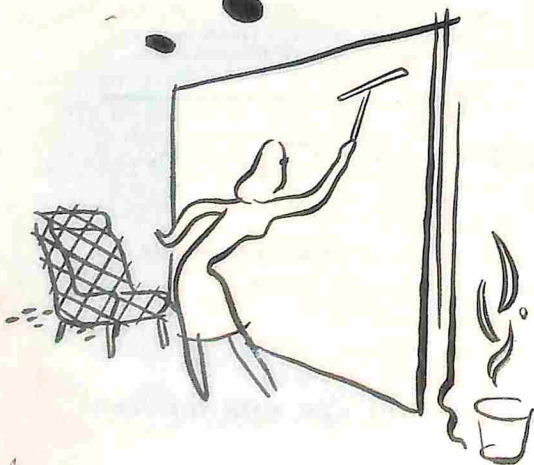
Trial and error has ever been, and will continue as one great method of separating good from bad—right from wrong. The evolution of one distinct contribution to the welfare of mankind often requires that thousands of ideas be studied with the bad discarded and good retained. However, at the inception of a thought who can determine its relative merit and thereupon pigeon-hole it as good or bad?

In Detroit, at the turn of the century, who could have foreseen that the evil-smelling, noisy, slow-moving horseless carriage would become the sleek, beautiful, indispensable car of today? Who, after reading his newspaper under the Kitty Hawk, N. C., dateline of December 17, 1903, could visualize that forty years later, our superfortresses would carry tons of bombs thousands of miles, to be dropped on an enemy not even born in 1903? Who could have visualized even five years ago that a yeast-like substance, now known as penicillin, would be saving the lives of thousands?

Is it therefore too unreasonable to expect glass to compete with wood, stone, and metal as walls for our homes of the future? All of our building materials come from the earth in one form or another. Soil, which supports the growth of trees, is converted by some men into brick, by others into masonry, and by still others into glass.

The solar home today promises far more assurance of success and public acceptance than did the automobile of '98 and the plane of 1903. A belief that I share in common with many others is that the period immediately following the surrender of Germany and Japan will be one of decentralization of population. This movement will be stimulated by improved facilities of transportation: busses, trains, commercial air transports, and private planes. This speedier travel will permit many who formerly

J. Gordon Lippincott



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BUY MORE WAR BONDS!

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Dreams That WILL Come
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