

IDEA BOOK 28

59



THEME and NOTE BOOK

No. C-5093WM

WIDE & MARGIN

IDEA BOOK # 28

IF LOST PLEASE RETURN
TO

MORTON L. HEILIG

128 W WALNUT ST.

LONG BEACH, NEW YORK.

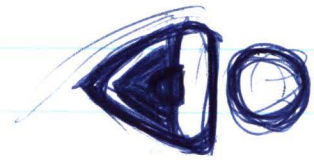
U.S.A.

TEL LONG BEACH-6-0615

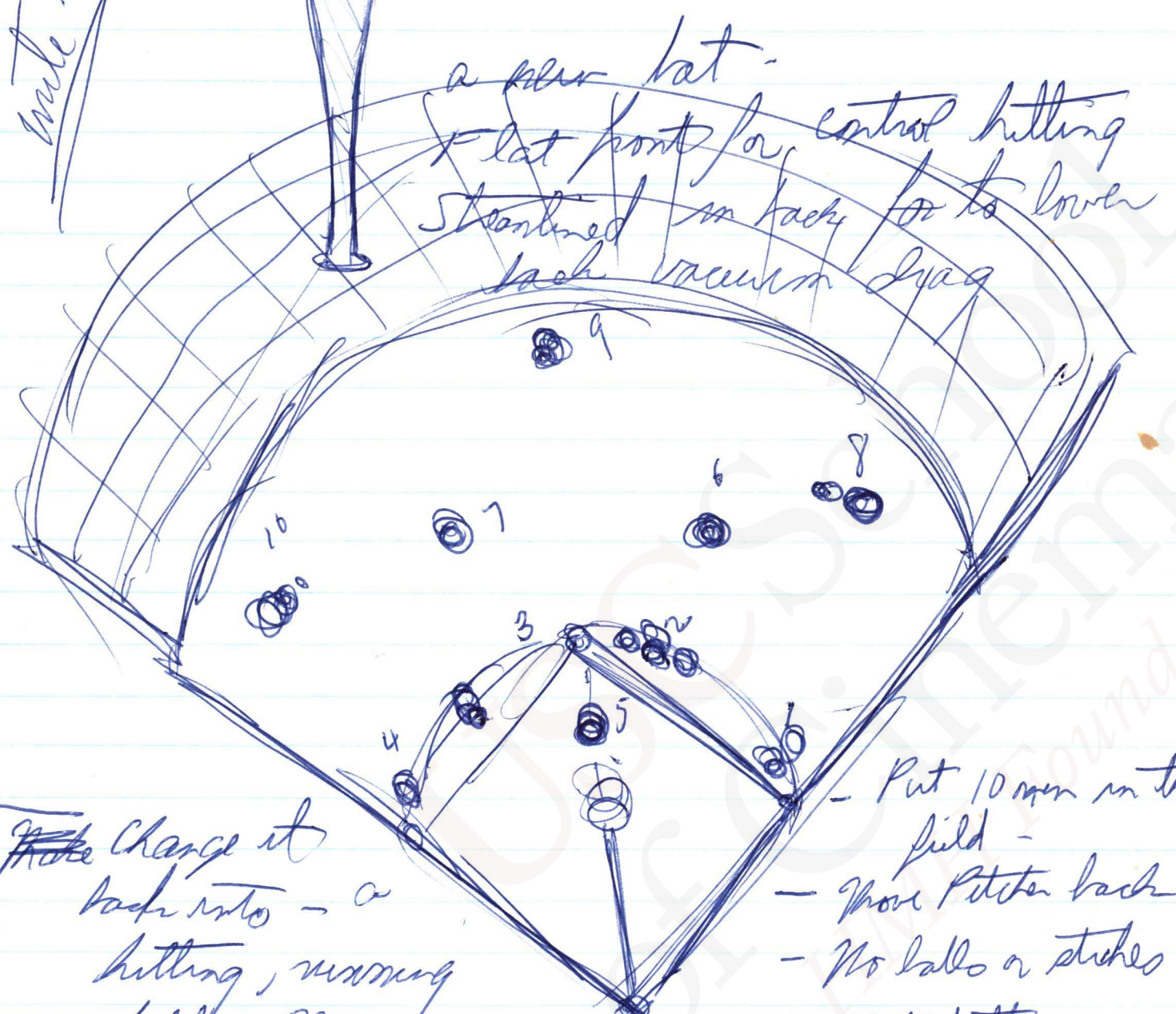
Thanks

STARTED - JAN I 1959

The Cure for ~~baseball~~ ~~falling attend.~~
baseball - Loss of interest
 Falling attendance



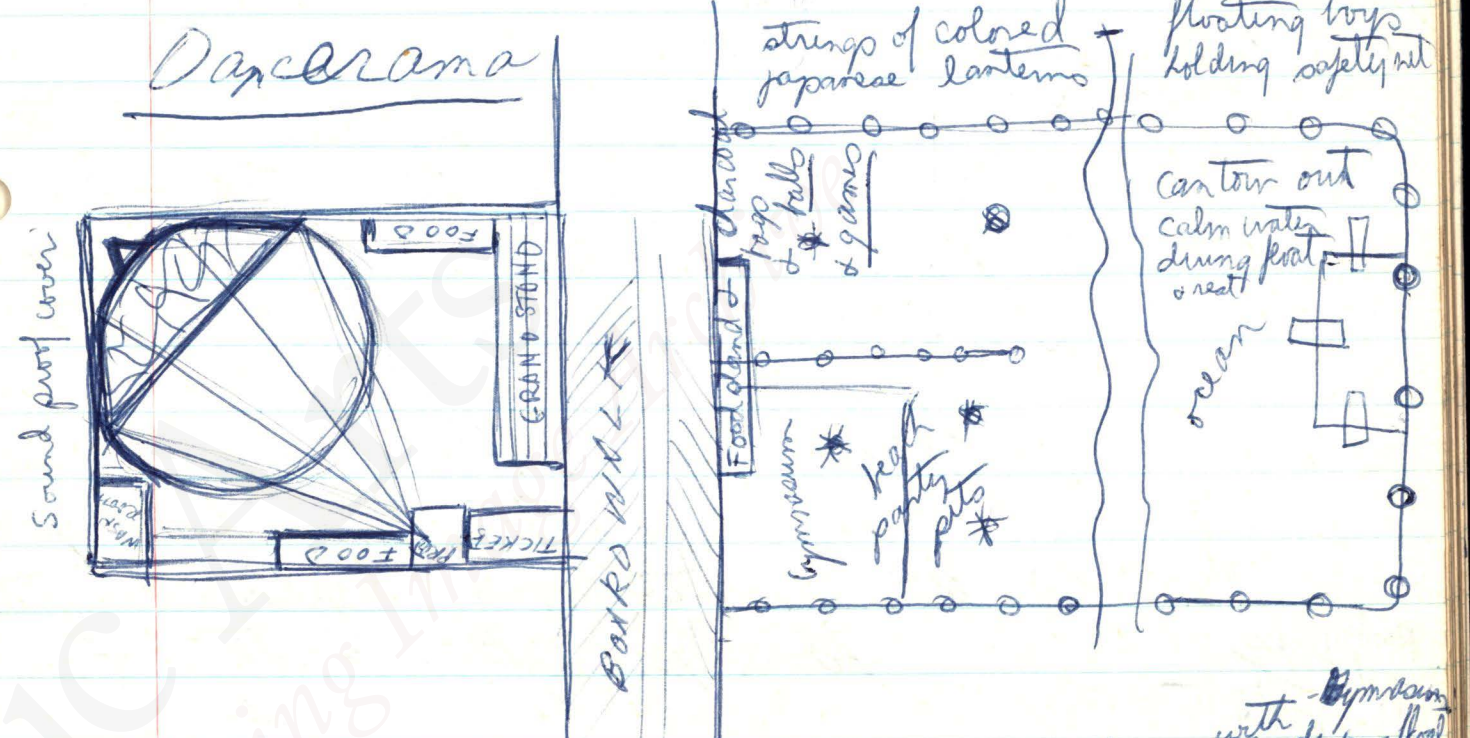
write in



a new bat -
 flat front for central hitting
 flattened in back for to lower
 back vacuum drag

~~the~~ Change it
 back into - a
 hitting, running
 fielding game +
 Not a pitchers duel
 with only rare moments of action.

- Put 10 men on the field -
- Move Pitcher back -
- No balls or strikes
- Flat bats -
- Net in back - bounc off net good -
- Over stadium some King of High



How you can later expand on to the beach
 for day & night
 Roll out soft canvas for floor sitting during film projection

Chairs →
 For more economical use of space & informality



No Tables - but
 Table chairs - old school chairs
 Can make any kind of grouping
 Chair carries its own waste bin

To avoid sound troubles - cover all three land sides & above all - have all speakers insulated & pointed only out to sea - with - no reflecting surface

Unique Features

- Have ① Informality - Self Service
- ② Cheap prices - 50 cents admission, 25 cents drink - 25 cents eat
- ③ 3 drinks - 3 food items & tabs all
- ④ Paying - spectators gallery with common
- ⑤ - Still slides & moving patterns white
- ⑥ ^{Excellent dancing} ~~Telephonic~~ Hifi - Taped sequences - that have continuity & build up.
- ⑦ ④-15 minute or 2 half hour documentary films per night - a cultural floor show
- ⑧ Folk dancing
- ⑨ Audition of local talent
- ⑩ Theme nights - Italian food - South Western American etc
- ⑪ Night / Beach parties - swimming & playing
- ⑫ TV projection of special events

Rent TV kines & projects
 great 50¢ season shows
 documentaries etc

~~Build~~ Start a Revival of Long Beach Boardwalk
 Contact - ~~for rental of land~~

Rental of Land - Frantz Case 1440 Bway
 Longacre 5-5654

Electrical Setup - Jerry Wessenthal & Lew Klomby
 & Projectors - Ralph Warkheimer - 65 E 04th

Construction - Steppes Uncle Charley GE-2-3098

Permits - Phil Cohut - Long Beach Remains @ and

Films Arno Vogel -
 Museum of Modern Art
 NBC - Library - CBS
 Sterling
 Arty Kerman etc.

Personnel - Lee Heilig
 Zelda Isaacs
 Ralph Isaacs
 Steppy Isaacs
 Mike - Beach

In the area of psychic communication you must build up an institution that is comparable to a modern hospital -

a place of integrated specialization - that
 is 1. located close to nature
 2. Embraces and lives as a community

but above all carries out the following activities
 1. Production of psychic value (Factory)
 2. Research & development of all phases (Laboratory)
 3. Teaching (School)

appeal to -

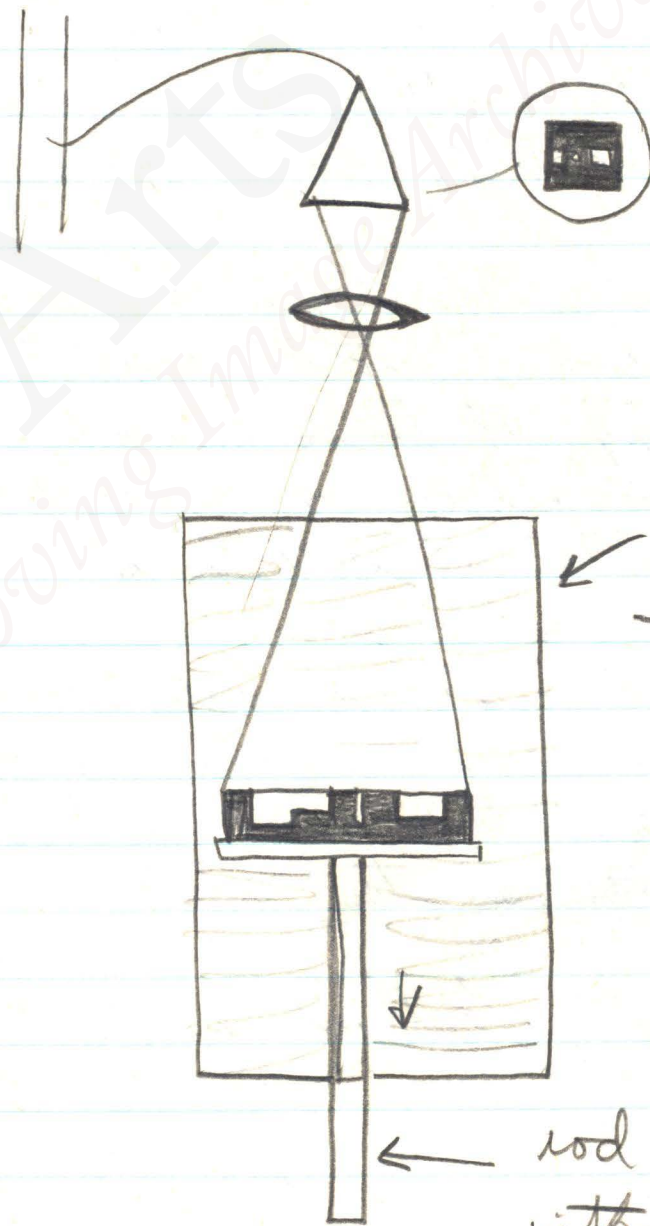
1. Government - a program for emergence
 2. Leaders of Industry - Sarnoff - CBS
Hollywood
- Set 1% of industry gross

Big names - like - Disney - Kazan
Less Strasberg -
Sarnoff - etc

Write Dr James Killian -
\$ for life - not only death

More important than bombs in the coming battle for the
minds of men

The job of converting abstract pattern
to physical pattern -



← a salt solution of a
metal - which precipitates
the metal where
light strikes

← rod moves down in timing
with taped video information

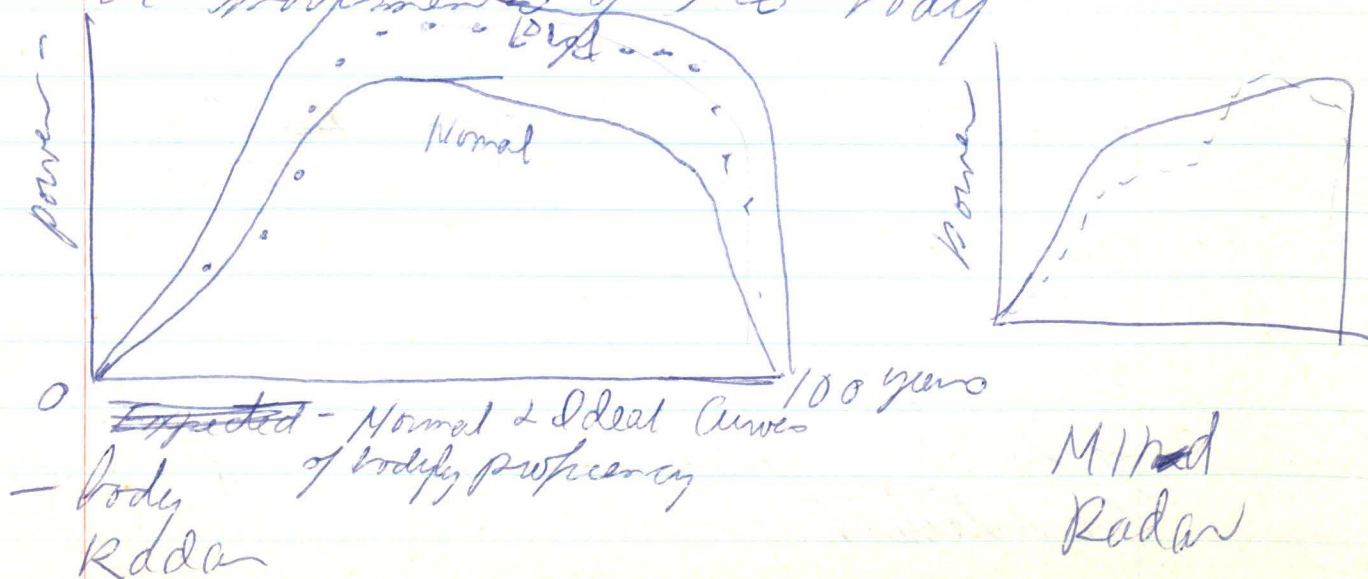
While doing exercises - I've noticed it so much easier to continue doing them if I can watch myself in a large mirror -
I.E. If I get feedback information - from my movements will nourish my mind & ~~drive~~ and satisfy me aesthetically

Imagine how much easier it will be to get ourselves to do the important & valuable things if how much easier to keep ~~us~~ ourselves on an a disciplined controlled path of self improvement if we had reliable graphic forms of feedback - through we could immediately judge our progress - see our position. Like a radar plan or a radar screen navigating ~~through~~ through a city.

We have certain feedback responses already - but most of them are vague and too slow. For example we have - periodical medical examinations, censure of our friends - ~~the~~ police sanction if we go to far off - an own opinion of our actions & above all the money we earn

More than any other single gauge of progress - American Society has money. This is a far more accurate and flexible indication of a man's social achievements than inherited titles of the middle ages - but it is still a hopelessly inadequate standard - since it often rewards the destructive ~~as~~ and lucky as well as the constructive & able.

Supposing we had a device that could accurately - ~~directly~~ and colorfully inform a man of just where he stood both physically & spiritually every instant of the day - ~~just~~ just like a mirror ^{instantly} reflected ~~the~~ ~~his~~ ~~movements~~ the movements of his body



If this feedback information came back to us in exciting & moving images, sounds & touches etc. how much easier it would be for us to know where - we stand where we make our mistakes & how much easier it would be to ~~and~~ ^{control} guide our behavior for the best.

Especially if we had some way of gauging our contribution to society (low effect upon it) this would be fabulous - because these effects are beyond ~~the~~ the range of our sense perception for normal feedback ~~the control of guided control orientation~~ and because few people ~~are~~ are the wise judges of ~~social~~ what constitutes socially ~~contributions~~ or social ~~life~~ constructive action or what ~~is~~ socially destructive action.

Again, money is certainly no indication of health, intelligence or social contribution.

INTEGRATION - OF THE FILM EXP

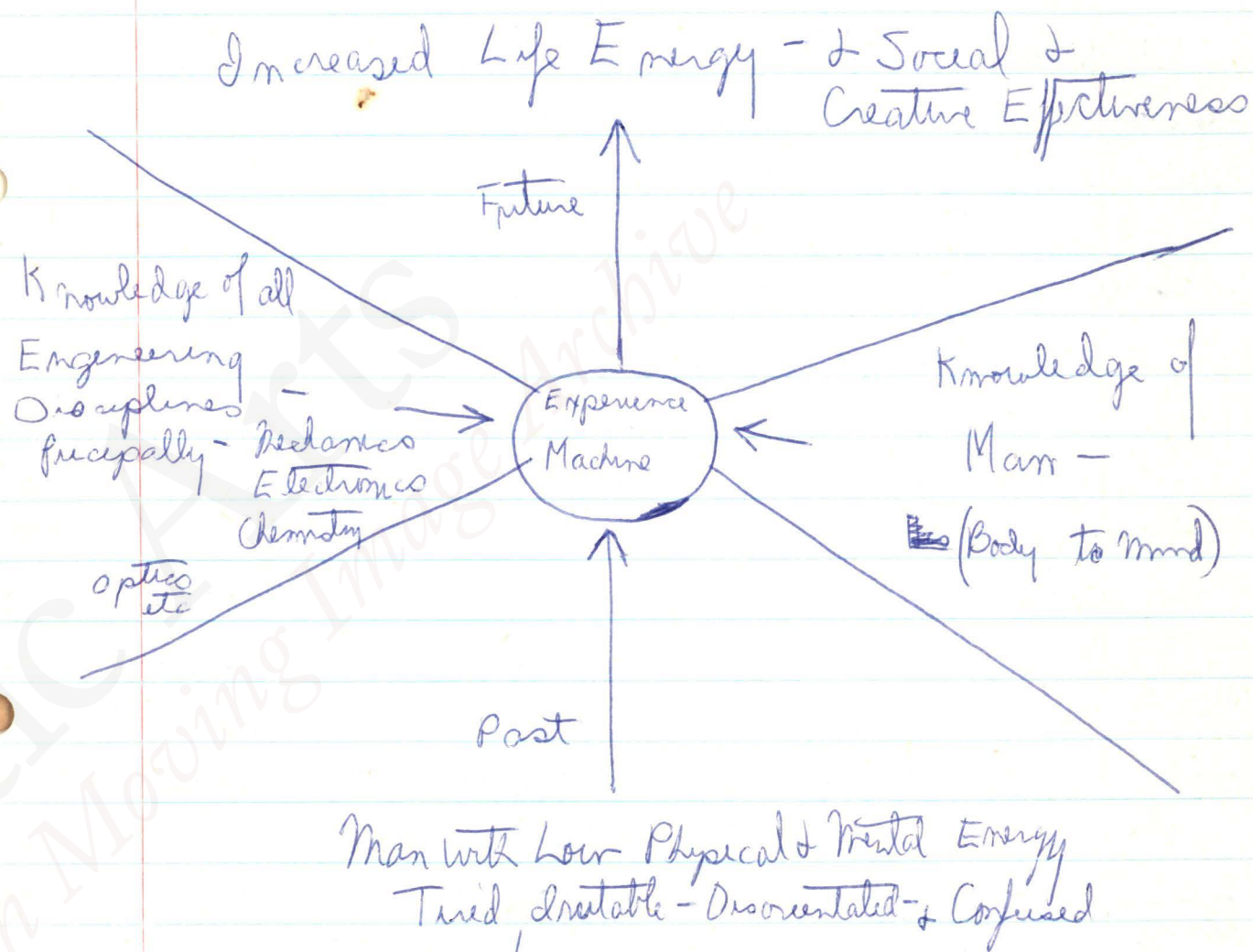
- 1) Integrating the Experience Center with the whole Community - making easy - accessible - & constructive
- 2) Integrating the film experience with all other ^{life} experiences of ~~the~~ learning
- 3) Integrating each film - with what came before & what comes after - like - an educational course or church

Develop in detail -

→ You must create an institute for effecting Human Beings at the "Institute for Effecting Human Beings"

we will bring together a profound understanding of the internal design of man with the designs of natural & man made means things outside of man -

to design & build machines which can have the most complete & profound effect upon man - for the purposes of regenerating ~~him~~, energizing, and orientating ~~inspiring~~ him so that after using these machines he will be ~~at~~ full of living energy - which he can apply to being happier, a better citizen of society and more creative & productive.



These machines will be a ~~continuum~~ of ever series of ~~of~~ in a continuously improving product.

They will be evolved in 3 main categories -
 for the large ^{Community} Group (Secondary Group)
 the - Small Family or ^{circle} size group ^{The Primary Group}
 The individual -



	Community Group	Circle Group	Individual
Exercise	Gymnasium	Small Gym	Home Exercise machine
Bathing	Swimming Pool	Small Pool Japanese	Bath tub
Eating	Restaurant	Small dining room	alone
Resting	Countryside	Small Dorm	Single Bed in Bedroom
Learning	Lecture	Class	Reading (Conversation)
Experiencing	Theater	Small Home Theater	Sensorama Chair
Expressing	Large Chorus Dance	Group Sing Small Dance	Singing Painting
Socializing	Large Party	Small Party	2 People

INTEGRATION

all experiences must be ~~split~~ integrated - man as whole not split into parts -

What has to be done to integrate all these experiences into one continuum in each category

Community Group - The ^{Community} Experience Hall

Circle Group - The small Experience Center - The Unit or Home - or Club House

The Individual - The Complete Individualized Experience or (Sensorama Chair)

In Each of these categories the entire process must be automated as much as possible -

AUTOMATION

also - DYNAMIC experience - as opposed to static because man and nature change - and the artifact that relates the two must also be dynamic

~~TRANSITION~~ TRANSITION - ~~the~~ Experience sessions should oscillate between an emphasis on the physical to an emphasis on the mental

In most cases the session should ^{gradually} start with the physical and evolve into the highest spheres of the spiritual.

This is so because when man's body is ~~is~~ nourished, rested, ~~in~~ a high state of energy can his nervous system operate at maximum efficiency -

~~Just as the machine~~
Man would step into the machine. The machine ~~will~~ will exercise the man. Passage him with vibrations - hot & cold - The wash him - feed him, rest him - and gradually lead him into a wonderful experience - With body & mind changes he will step out & dress and full refreshed take up the tasks of the day.

When ~~the~~ the emphasis is on the physical the physiological stimulants will ~~add~~ add to them - with scenes of muscular activity - during bathing - the wild sea & resting with restful music & vision. Food with gay scenes of farms & bumper crops, etc. This will add greatly to the physical experiences to be effected.

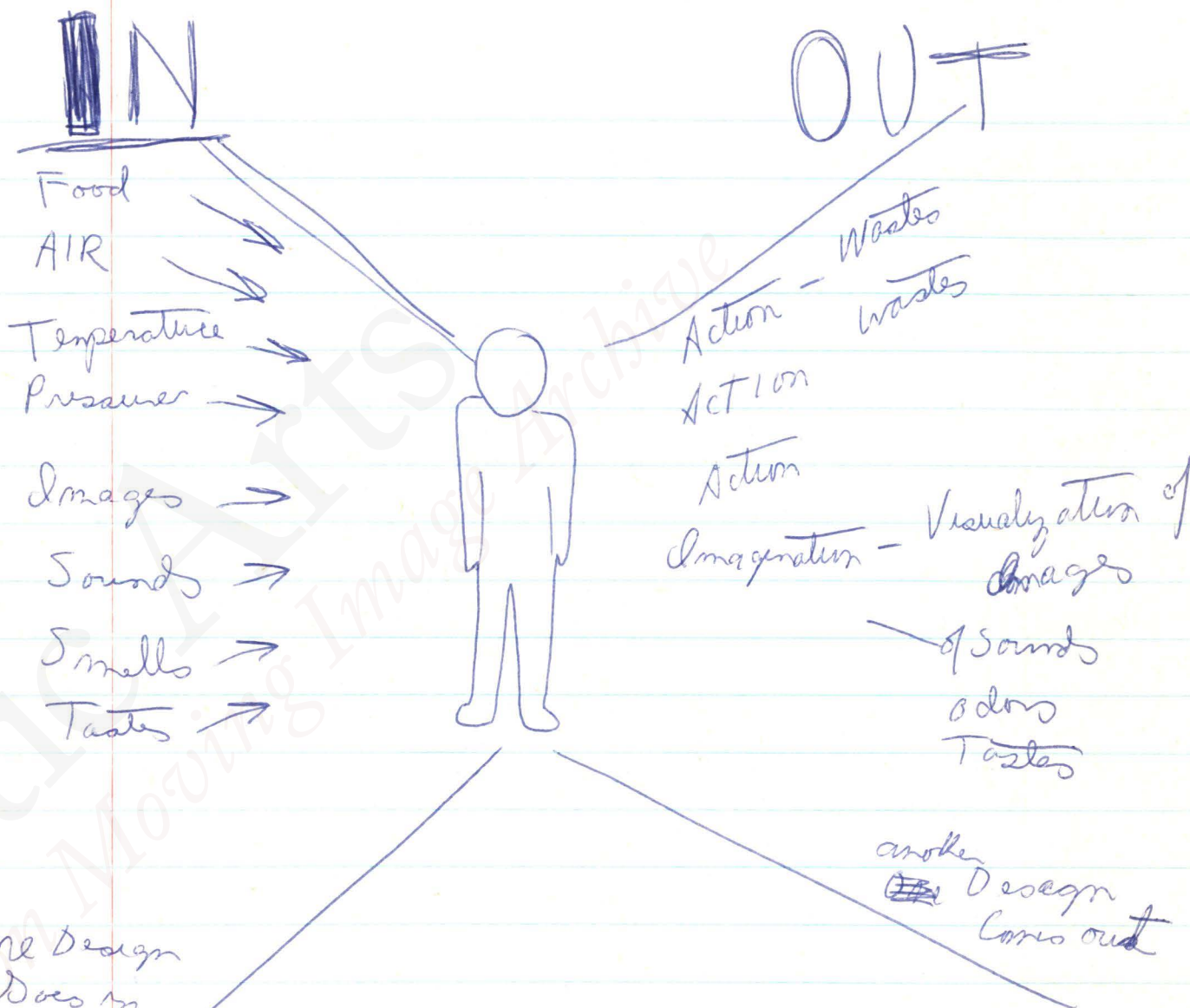
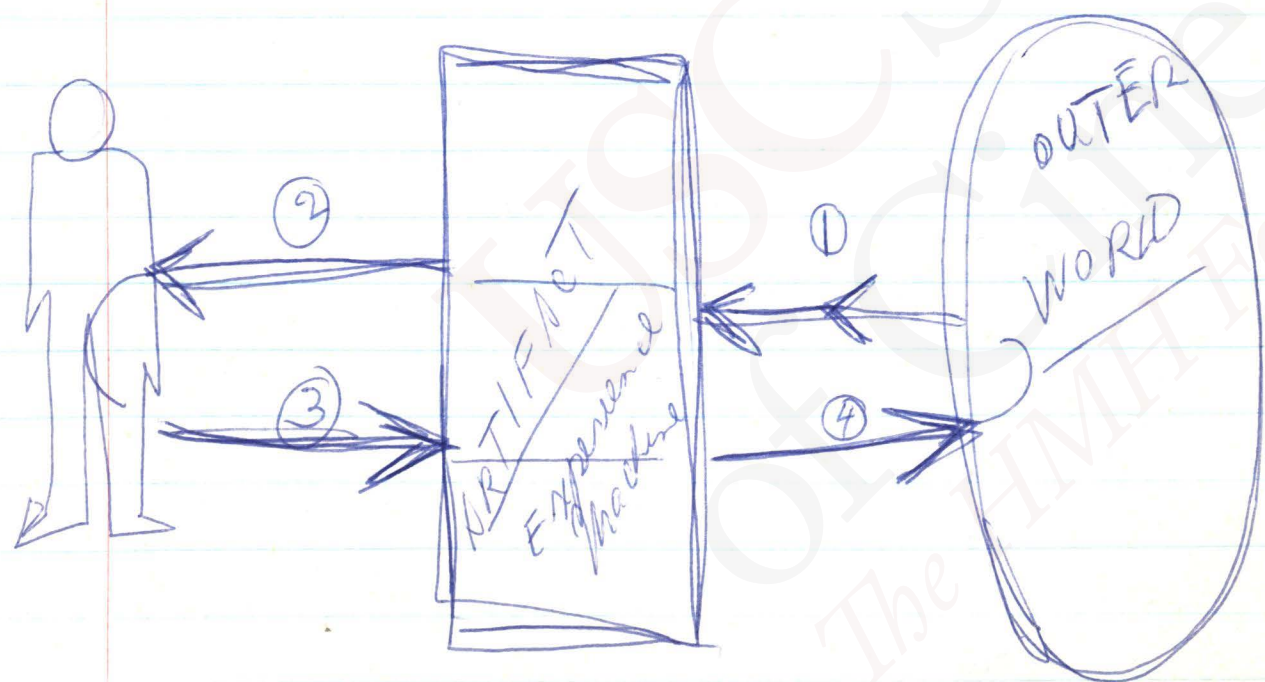
I believe the physical apparatus will contribute to reality, completeness and overall effectiveness of the spiritual experience.

What you are talking of - is a new kind of artifact - ~~that~~ to help relate man's total inner nature control more effectively ~~nature~~ ~~outer~~ the world's outer nature.

Just as one day - a combination - automobile, submarine, helicopter, rocket ship will be an ideal transportation artifact -

You are concerned with designing and building a complete Experience Artifact. One that ~~combines~~ combines many existing devices - (which ~~unconsciously~~ are separately unconscious steps towards the machine) extending the range of each, adding completely new ones and integrating them all into a new device which is for greater than the sum of its parts.

Because that's ONE - a total ~~the~~ organism - where body & mind work together as one unit all the time.



Ideally - the machine must be capable of rendering all incoming elements & sensations -

& Accommodating all outgoing products - (including wastes)

and the FEED BACK cycle must be closed - so that - he can see & hear his own imagination realized & feel the effect of his own action

~~The Machine will have~~

The Machine is the latest in a long series
~~of~~ of devices designed to effect & express
man's body & mind

Artifacts which are substitutes for nature - which
are tailored more than nature could be to
specific human - needs - i.e. designed to
for the body & mind of man -

Which is of great value - because they
give things to man with a minimum
of -

1. Danger
2. (Effort) Loss of Energy
3. Loss of Time

i.e.

~~By looking into~~

- By drawing from an external supply of
energy - ~~frustrates~~ - electricity made from
nature - coal or water power -

- & crystallizing - social experience ~~mechanical~~
in concrete machine & information memories

~~Man using this device will~~

Man looking into machine into this machine :

will be tremendously energized - (charged up almost
like a battery - & oriented) - The two highest
functions of ~~the~~ Physical & Mental Engineering -

- The Symposium & Religious Ritual - which
we now propose to mechanize & automate -

When this machine is built & so can be used
in many ways

① Primarily as a ^{Physical} Regenerator -

During midday - for
such exercise - message
relaxer - sleeper

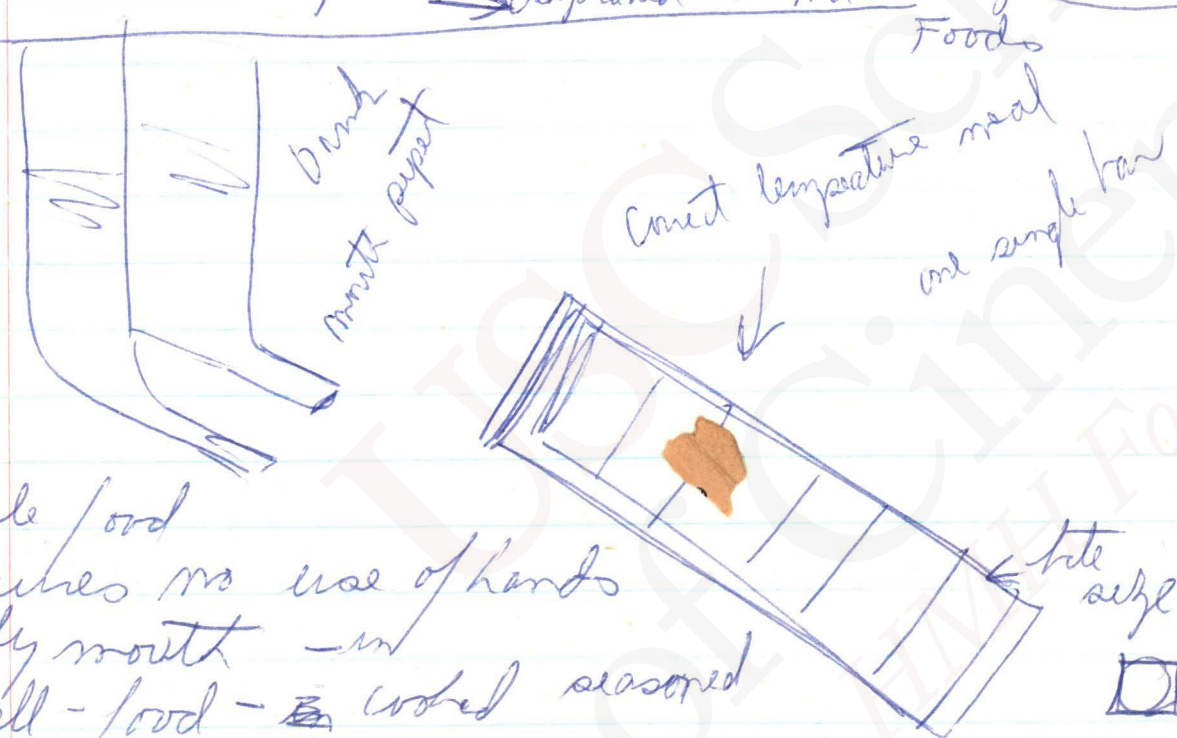
② As an ^{Mental} Experimenter - for Learning - Educational

Experiencing - ^{Vacation} Living
~~Art~~ Transcending ^{Art} Religion

③ As a Communication Device - Between Man & Man
Man & Robot

④ Therapeutic Device
in medicine - for Physical & Mental
Cures & Rehabilitation -

Today's Elements
 Evolutions to these
 Painting - Still Photography - Post-Card - Photo - Television - ~~3-D~~ ~~Scenarama~~ Mask
 Singing - Orchestra - Records - Mag. Tape - Stereo Sound
 Flowers - perfumes → Scenarama
 Fur - Clothing → Electric Heat & Look Suit
 Hands - Water → Vibrator Mesocaps
 Work - Sport - Gyms → Mechanical Exercise Machines
 Stone - Chair → Reclining Chairs
 Ground - Bed → Oxygen Supplies - Tanks - Divers
 Air →
 Hunted Food - Agriculture - Cooking - Canned - Dehydrated - Canned & Frozen Foods



Simple food requires no use of hands only mouth - in all-food - cooked seasoned or mixed
 Vegetable - Fruits - Meats - Fishes - meats etc

Divers Suits Space Suits & Space Helmets

Psychological Sensations that confirm the physical action - greatly enhance the pleasure and excitement of the action - Because the Feedback is there & if possible even dramatized - like the two scale & fell at the Arminals hammer blow - what a delight to see physical force dramatized by the scale its numbers & then the climax the fell -

Similarly the use of mirrors in ballet classes & weight lifting gymnasiums -

If we were to extrapolate this principle using modern devices what would it mean -

For example - an exercise bicycle made a concave ^{TV or mirror} screen showing a scene of a road in the country with turns etc. The faster the cyclist peddles the faster the scene the ~~more~~ passes him ~~more~~ & he also sees ~~the~~ faster by a factor of 2 to

Central Idea - Beat the Speed
limit



increase dramatization

Like we could built a flying
bird exercise machine -



Surround by clouds etc
- The faster you fly
the faster the
clouds & trees go
by -

Also - the Submarine - Swims past
just & gottos -



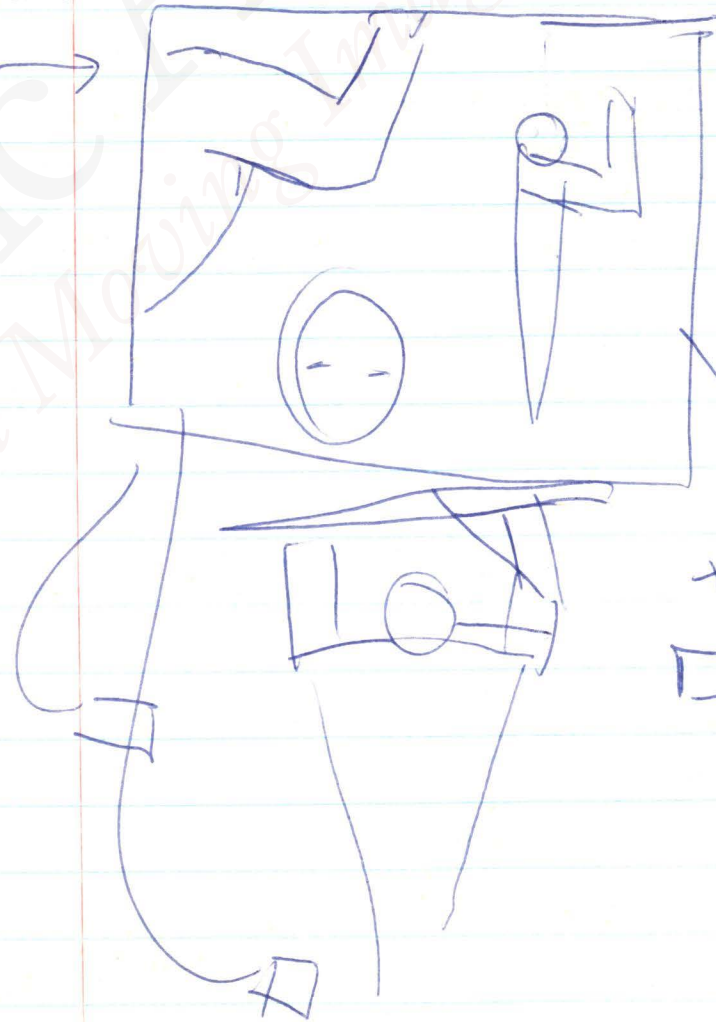
If you can reach the destination on time
you win a prize

Good games & fun

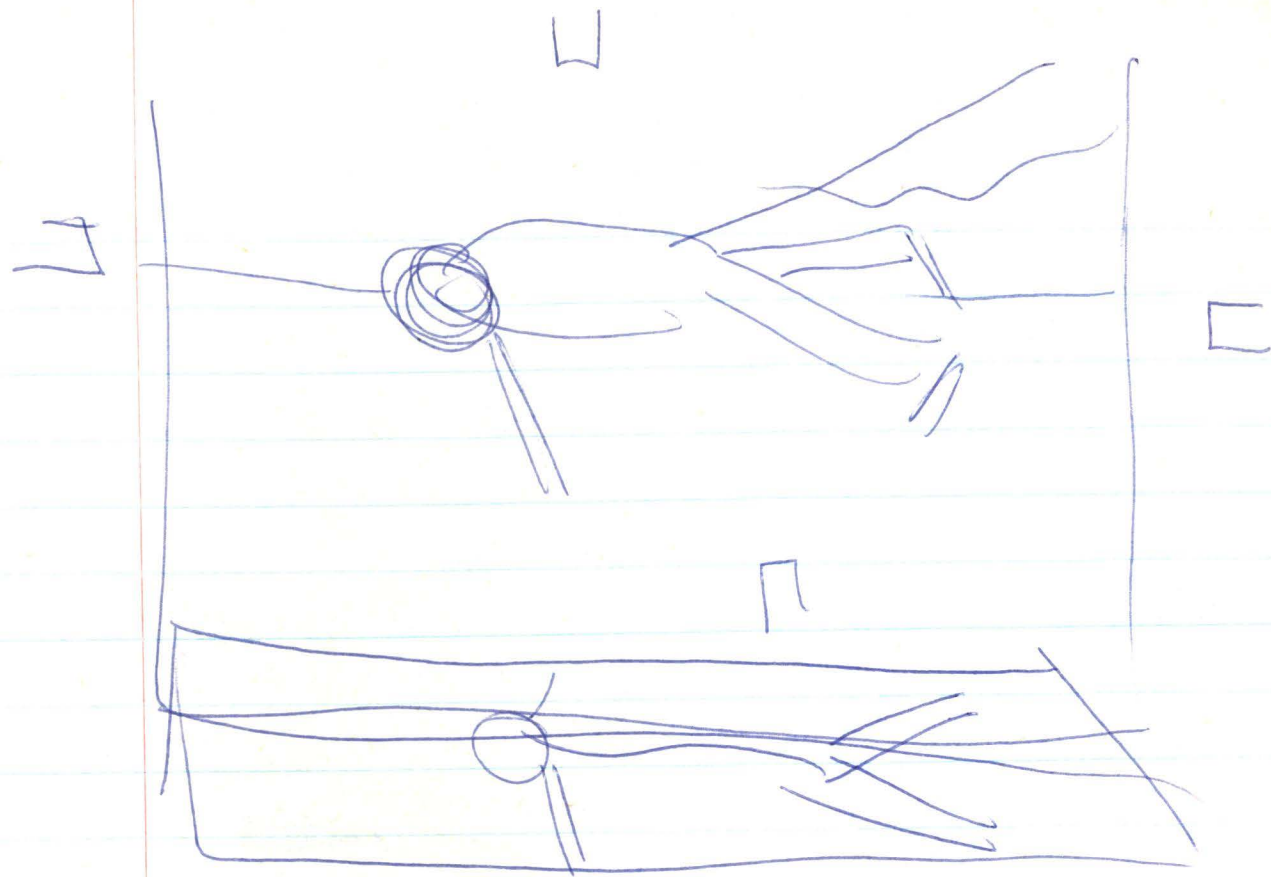
Roughly it seems - our main source of Feedback is
psychological - & our main form of
expression is Action -

We see something - We go for it
We Do something - We observe what we have done

DRAMATIZED FEEDBACK



For weight lighter
instead of Mirror -
a TV screen -
where simultaneously
& superimposed or
side by side or
consecutively he could
see various angles
& details of body
musculature
dramatically let it
action

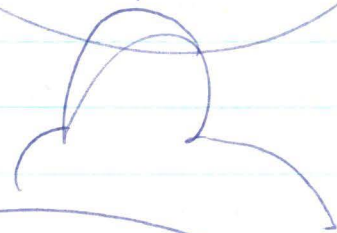
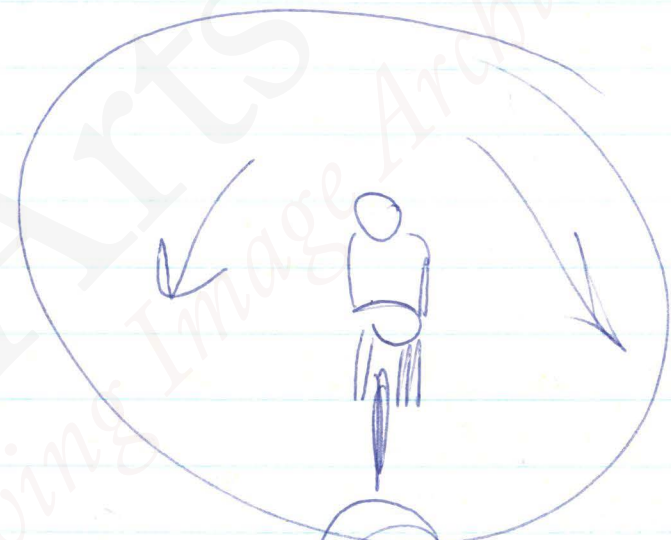


Summer in a Training & Learning tank
 sees all kinds of angles of herself & studies
 his own style

Enter on wall screen - or in a small head mask -

Can use Small head mask - if one TV-camera
 will superimpose image of self in
 passing ^{external} image like on bicycle

Possibilities - In Back - Front or Side
 of Self in the appropriately passing
 scene



once proper
 identification
~~was~~ takes place -
 it should work -
 as a matter of fact
 we do it now -

or We need subjective
 & objective - look
 side & front view

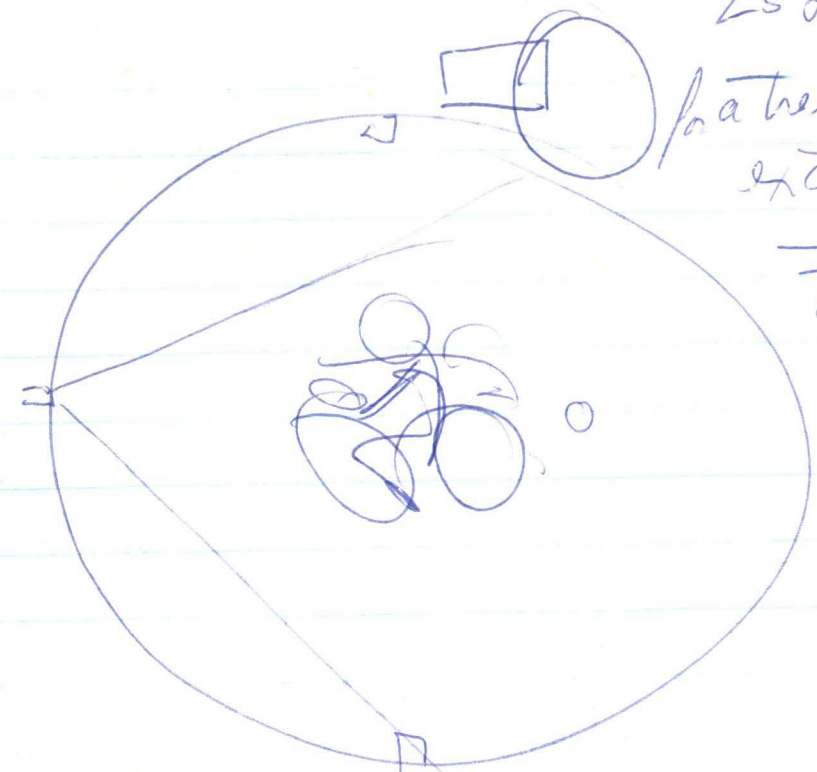
Have - 3 TV cameras
 superimpose this image

or



play

Different TV cameras - for different
Ls & Closeups etc



for a tremendously
exciting backdrop

Though real
land - Science
land &
fantasy land

Also physical reaction is a necessary
completion of a spiritual experience
Running - Singing
Dancing
Love Making etc

The Machine - must help you to react physically

The complete unity of physical &
mental - Feed back & Expression
to what for individuals &
then groups is what you
are striving for !!

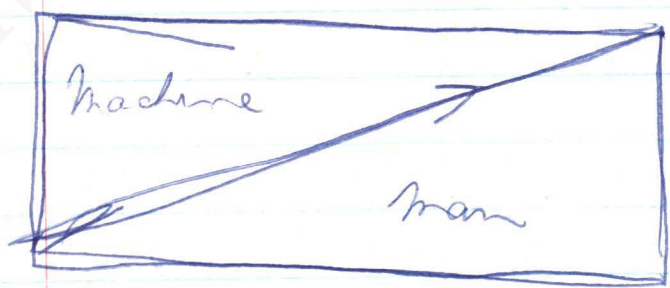
From a long - really Fed & began - study write

- Study - Man - Physiology & Psychology
- Study - Man - Electronics & Mechanics (Chemistry optics)
- Study - Content - Social Design Religion

The transfer - start up - principle is interesting

Physical & mental stimuli start the human
mechanism - accelerate it. Then the stimulus
slows down - as the individual picks up & replaces
it.

Energy



The motor turns arms
legs 100 rpm -
then gradually
subsides as man
strives to keep it up

The same principle can
apply in the realm
of thought or fantasy

Human life is the ~~criteria~~ reason d'etre of all other values in our life. But what is the reason d'etre of human life. Is it possible for a part of human life to even ~~ask~~ such a question - or to hear or understand the answer even if it were given - or is the answer or even the question answer relationship on a level ~~at~~ beyond our mental dimension?

Increasing the quantity of human life can no longer be an inspiring ~~thought~~ criteria in view of the threat of an exploding human population - and because we take many steps already to limit our numbers.

In the long run - I believe the ultimate criteria of value will be the extension of mankind's power - the scope of his knowledge his ability to project himself further & further into the mysteries of the universe his ability to control larger & larger portions of the universe - ~~and~~ ~~to~~ ~~gain~~ ~~them~~ ~~help~~ ~~in~~ ~~extended~~ ~~progress~~ ~~along~~ ~~the~~ ~~or~~ ~~whatever~~ ~~distance~~ ~~man~~ ~~is~~ ~~able~~ ~~to~~ ~~choose~~ to have greater freedom of choice in his own

Design Power - Alphabet

direction of ~~how~~ ~~to~~ ~~be~~ ~~more~~ ~~to~~ ~~be~~ ~~more~~ direction and to travel in that way with ever accelerating speed.

The Extension of Mankind - Knowledge Creativity and Control

This will contribute to Human life & human life will contribute to it - but when ~~then~~ a choice is forced upon us - ~~we~~ ~~inevitably~~ ~~have~~ ~~to~~ ~~choose~~ ~~creative~~ ~~control~~ ~~over~~ ~~numbers~~ will undoubtedly choose creative extension & control over mere numbers.

More Muscles & Brains add to Design Power but when their multiplication threatens to ~~diminish~~ ~~overall~~ ~~a~~ ~~source~~ ~~overall~~ design power it is better to reduce numbers.

We have always valued a small number of healthy vigorous people creating important ~~ideas~~ ^{general} culture - ~~by~~ ~~the~~ ~~large~~ mass of beggars living in a devalued step. (India today)

LIFE CITY -

An architectural machine designed to interact with the human machine to develop it & help it express its full potential

(which is completely ~~affected~~ styled by modern big city living - and hence are atrophying)

Open & inviting entrance -

#2 entrance fee covers everything

(Gym - ~~except food~~ ^{including a basic meal} a movie - dance - & rest ~~and~~ lounge rooms)

Every part of life city must cater fully to the mind & body of the participant

~~Have the~~
Come in & describe -

Gym - Exercise Machines are based on transfer principle - Light, Medium, Heavy - are the basic machine settings

- Each machine has beautiful transparencies ~~showing~~ ^{explaining} the effect of the exercise

The walls should have mirrors - do Vic Tanny & photos of handsome people doing outdoor sports & work -

Have an artificial wood chopping machine - Push swing machine etc

Simulated Work Machines -

Running tread mills etc

Photo transparencies in the shower
Showing proper way to Shower -
Water Massage - Circulation -
Hot → Cold change -

→ Swing Pool - Project film on proper swimming style - Have live fish sides

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Then the garden of peace talk & quiet conversation & speaking -

Then properly lit & equipped love making rooms - where people can make love & sleep until next morning -

~~City~~ The Life Center will have Buffet sessions built around breakfast & Midday Lunch -

- It will give educational courses ~~to~~ by film in the morning & afternoon to ~~be~~ seen in individual Sensorama Viewers -

Life City will have baby nurseries & home maintenance staff - in order to see people from their homes so they can come -

Automation & rich psychologically stimulate should be used throughout to the utmost to effect economy & full personality understanding & enjoyment.

This will be the great new supermarket of living - It ~~will~~ add will break down the loneliness & isolation of American living. It will in one sweep invest American life with excitement, education, stimulation, expression & fulfillment. It will provide a real home & a setting for all kinds of stimulating informative films. It will in its own quiet way effect a deep change in American

society towards a more social
~~more~~ ~~creative~~ ~~creative~~ ^{expressive} creative
~~type of fulfilled~~
~~more~~ ~~emotionally~~ ~~richer~~
~~more~~ fulfilling kind of existence

AMEN

Start Small now &
build

In Essence what you have Designed
is a Regeneration or Recharging
Center

There are two basic phases to living
- Producing and Consuming
or Discharging - & Recharging

~~the~~
The Evolution of the past 100 years
particularly the last 20 years has
seen great strides in improving
the design of the Production Center
- The Assembly Line
- The Research & Development Laboratory
etc.

Although there is still great room for
improvement in the design of the
production centers for more efficient
creative production none the less
they are far ahead then our
own programs for regeneration.

As a result employees are usually
Physically & Spiritually ^{not} exhausted
people who are forever discharging
their energies but rarely
recharging them -
This is what the Regeneration

Center undertakes to do -

It will be the perfect complement
to the ~~eff~~ production center

- It will make it much more
efficient ~~by~~ by ~~releasing~~
sending people completely
reenergized & stimulated back
to their work sites -

and the production center will
develop ways of ~~improving~~ ^{improving} the
regeneration center.

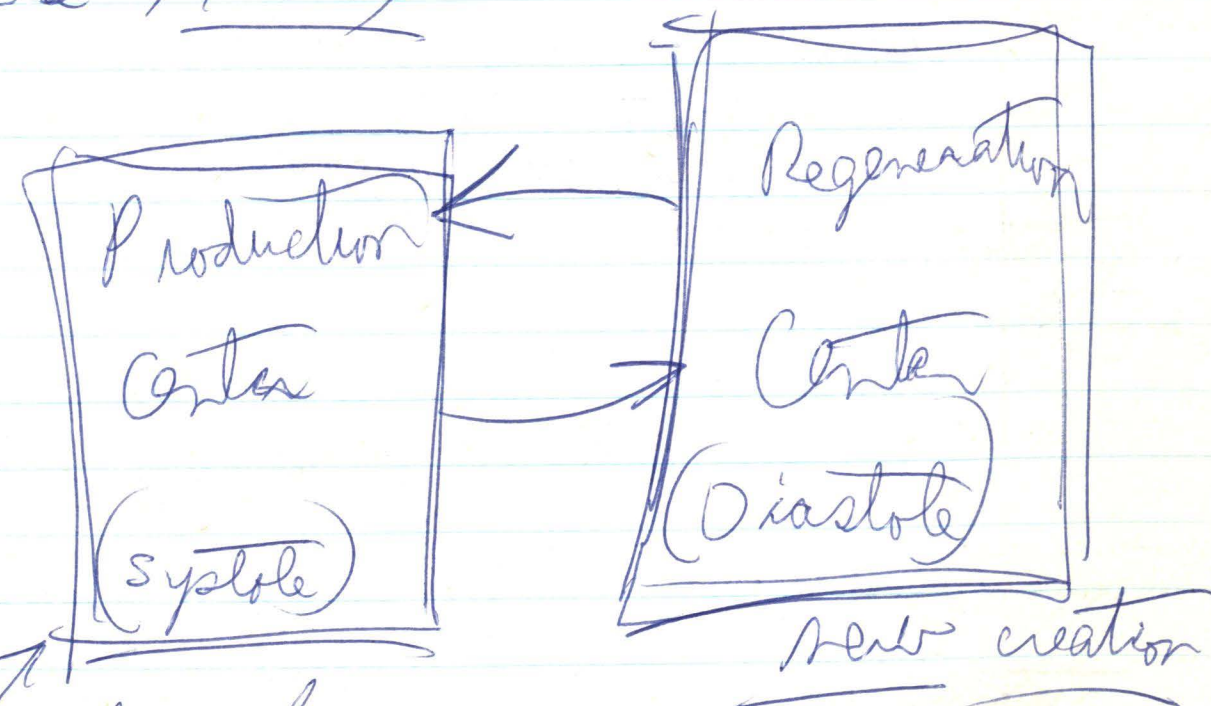
They should stand ~~exactly~~ where
side by side.

This is a key - applied to
industries - demonstrate
improved - moral & working
efficiency -

A Regeneration center side by
side ~~to~~ with every Factory
Research Center in the United States

- one every few blocks in the
big cities & one every small town
Reg Center - Regeneration Center

See M. Fox - The 2 basic units



late work
on improved design for
the ~~work~~

Memo

FULFILLMENT CITY

~~Regeneration & D~~

Health & Development Center.

— Emulated Oxygenized Air -
Yogi deep heating - machines
or rooms

— Mechanical Doctor to - assess
Fatigue, & Health Status -
Blood pressure, metabolism, muscle
tone - ^{help} a start of improvement
or overall Health Number

a fully westernized form of Yogi
& Education & Expression -

Applied to the masses & assisted
by the most advanced technology

The Meeting Place of the outer ^(world) with the
inner ^(self) - Physical & Spiritual ^{to} one

Here to the complete fusion of your
interests in Medicine - Health, Sociology
& Communication & Education

Study - Physiology - Psychology -
and Electronics - Mechanics -
& Architectural Design

A new Temple of Life - !!

Problem - for the sleep department

How to induce Sleep quickly -

- Clues - ^{complete} Silence - Repetitive Soothing -
non attention gathering music

- Good Ventilation -

- Complete Darkness

- but above all - Complete Body support

↳ Gentle rocking motion
similar to - what rocks us to sleep in cradles
trains ^{buses} - (as ^{new} kind of bed that eliminates
^{need for} sleep pills)

Rocking Motion - Purely & Perfect
Investigate why - then

an important invention in its own right

- Then investigate any and all other means ^{rapidly} to induce deep restful sleep - ^{Hypnotism -} scents etc
- & a gentle pleasant awaker -
gentle increase of -
music -
lights -
motion -
wide room, alarm clock

In every case the process of Design involves going from the vague, amorphous and subconscious - to the sharply focused specialized & conscious. This evolution is readily apparent when we will seriously ~~begin~~ undertake the task of designing our days.

First we must realize what of our daily activities we wish we could minimize & what we would ~~would~~ like to expand

I believe we can divide our activities into two basic categories - The regenerative activities and the expressive or creative activities

^{or recharging}
The regenerative activities are -

- Sleeping
- Eating
- Exercise
- Bathing
- Stellen
- Learning

The expressive activities are -

- Talking,
- Singing,
- Dancing
- Sexual/Intercourse
- Designing -
Building
Discovering etc
- Seeing
- Designing
- Making (doing)

The frustration of our lives is that we must spend practically all of our time taking care of the first set of functions or doing dull uncreative work in order to be able to satisfy them - and have so little time or energy left for the expressive activities - which are the real

was of life - the source of our
deepest spiritual joys -

Hence the object of designing our
days would be to minimize the
time & effort necessary to achieve
~~total~~ regeneration - on a high state of
physical & mental Energy -
and maximize the ~~time~~ time
energy & opportunities available
for expression.

Now let us see how this can be done
in lack activity and for the overall
combination of them.

1. Sleep - The ideal we should strive for in
Sleep as in all other regenerative
processes is to need none of
it. This may one day be achieved
through the use of drugs etc
but for the meantime what can
we do.

a) ~~we~~ we should design a perfect sleep
room & bed -

all in one place - dirt connecting walks

To induce deep restful sleep.
Eventually sleep may be reduced to
only 2 hours of really deep regenerative
sleep

From Sleep - No pajamas - (one time)
Perfect Silence - Ventilation
Perfect Rest Mattress

padding

Walk short distance to wake up pool
- and Vibrator - Stretcher - Exercise machines

Put on single piece - magnetic fastener - electrically
heated suit

- Eat - Basic food - meat
- Rest in Rest lounge ^{5 min} Thought Stimulation for the
morning
- Short walk to - Creative Work Area -

Creative
Work

Here optimum Work conditions must be
designed -

Good Physical Conditions
Optimum Stimuli - Heros - Importance
Group Criticism & Encouragement ^{of work stressed}
Physical Contact - with Project
Follow up & feedback gratification

In essence everything man makes is a machine to relate the needs of his interior development (physical & spiritual) to the changing conditions of the external world.

To every problem there are 3 basic classes of solution. 1 - the large community group
2 - The small family sized group
3 - The individual

Architecture provides most of the answers for group 1 & 2. - but I am most interested in group 3. Because ultimately it is the individual who ~~consumes~~ has the need - and if small light individualized machines for living could be devised - they could be mass produced and installed into existing architecture which is a slower & more costly thing to transform.

But focus on Regeneration Cont

the individual - but more relevant to - his house + some kitchen today - but more relevant to

Unitized sections can be placed in attractive collective situations

Things that men do. Machines for living life

Act - Work - ~~Work~~ Machine tools - developed
Movement - Travel - Cars, planes, boats - but underdeveloped
Study - Libraries - Research kind still in ^{transport still much} in the making
Design - Computers - ^{making} much to do
Eat - Restaurants - Design the Eating Chain
Sleep - Rooms - Design the Sleeping Machine
~~Exercise~~ - Gyms - The Complete Exercise
Clean selves - The New Shower
Experience - Sensorama Chair
Express -
Make Love - The Love Couch

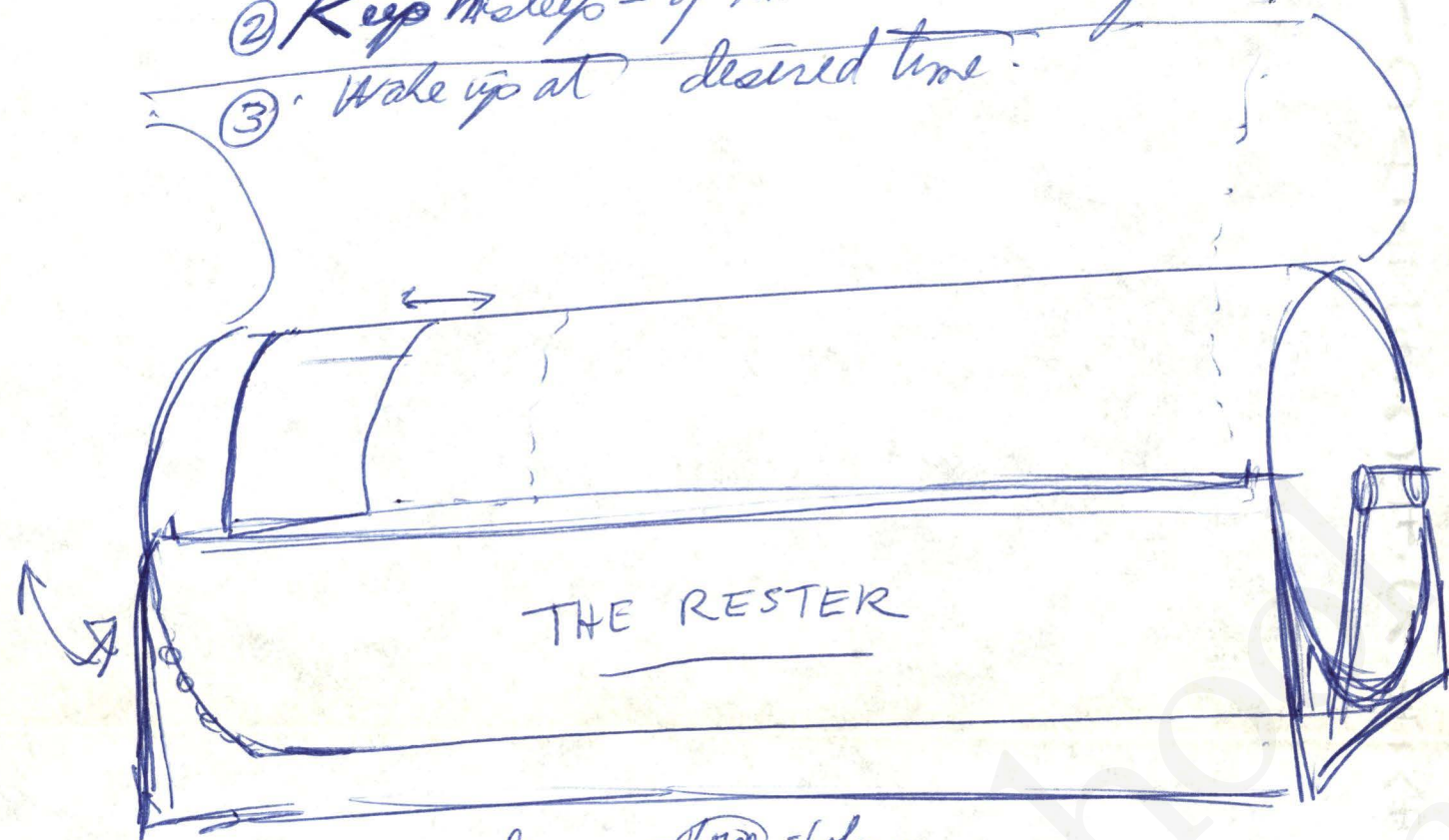
EXAMIN ALL
THE PATENTS

Specifications -- In every case the machine must cater to both body & mind in the correct proportion.
- It must be simple, robust, economical & affordable
- It must have feedback cycles, all attractive
- It must be ^{portable} portable

- ① Set Goal
- ② Do complete research into the requirements of the systems involved
- ③ Use the latest technological means available
- ④ Patent
- ⑤ Sell or Produce

The Sleep Machine

- Specs -
- ① Put a man to Sleep
 - ② Keep ^asleep - of maximum restfulness
 - ③ Wake up at desired time.



- Restful - Sounds - Music - ~~Voice~~ - Colors
- 1. Soundproof
- 2. Lightproof
- 3. Airconditioned
- 4. Position Changer
- 5. Rocker Asleeper - turns on as ~~soon~~ as dreaming starts
- 6. Heat Cooling & Stomach Heating - to draw blood from brain & indigestion
- 7. Temperature Controlled
- 8. Alarm clock timer
- 9. Gentle Awakener -
- ⑩ ^{Waking} ~~gaining~~ bit of Knowledge - Wisdom - Poetry

Experience Center

1) Open to Public - Complete glass front with little or no obstructions - so passing public can see what's going on inside -

(today's bars, + restaurants + ^{cocktail lounges} gyms are hidden behind forbidding brick walls -)

2) Easy open welcoming - womb-type entrance

Plenty of Light - + Color

Plenty of bright light - and liberal use of bright colors on walls, floors + ceilings in great variety -

(today's bars ~~are~~ are black + ~~dismal~~ today's gyms are dingy + dull)

3)

Regeneration Center - 1 hour -

for people who
have only 1 hour
for lunch -

12:00 12-12:05 Undress
12:05 → 12:15 - Exercise & bath
12:15 - 12:20 - Rest
12:20 → 12:35 - Eat
12:35 → 12:55 - Nap - rest
1:00 12:55 → 1:00 Dress -

Too Fast.

\$ 2

12:00 - 12-12:07 - Undress
12:07 - 12:25 - Exercise & Bath
12:25 - 12:30 - Rest & Music
12:30 - 12:55 - Eat
12:55 - 1-20 - Rest - Nap
~~12:20 - Wash & Dress~~
1:20 - 1:30 Wash face & Dress



1:30

as very important idea

The transfer principle - for body & mind

The Body exerciser - Starts you - then tapers off
you have to keep the dial pointed -
at same spot - hence more exertion
with ~~the~~ warm up & very gradual
build up -

(So with a film triggers a train
of thought - ~~a song~~ a story
a song a dance - then tapers
off as you continue - then

enters into a direct with
you - The machine becomes
the starter of your motor

Then you become creator
& reap the full benefits &
~~the~~ satisfaction of playing
the active role -

Like the male in love - who
often needs the flirtatious female
to trigger off his aggressive acts

Regener

Engineered - for people - universal design

Healthy

Cheap

Lean

Automated

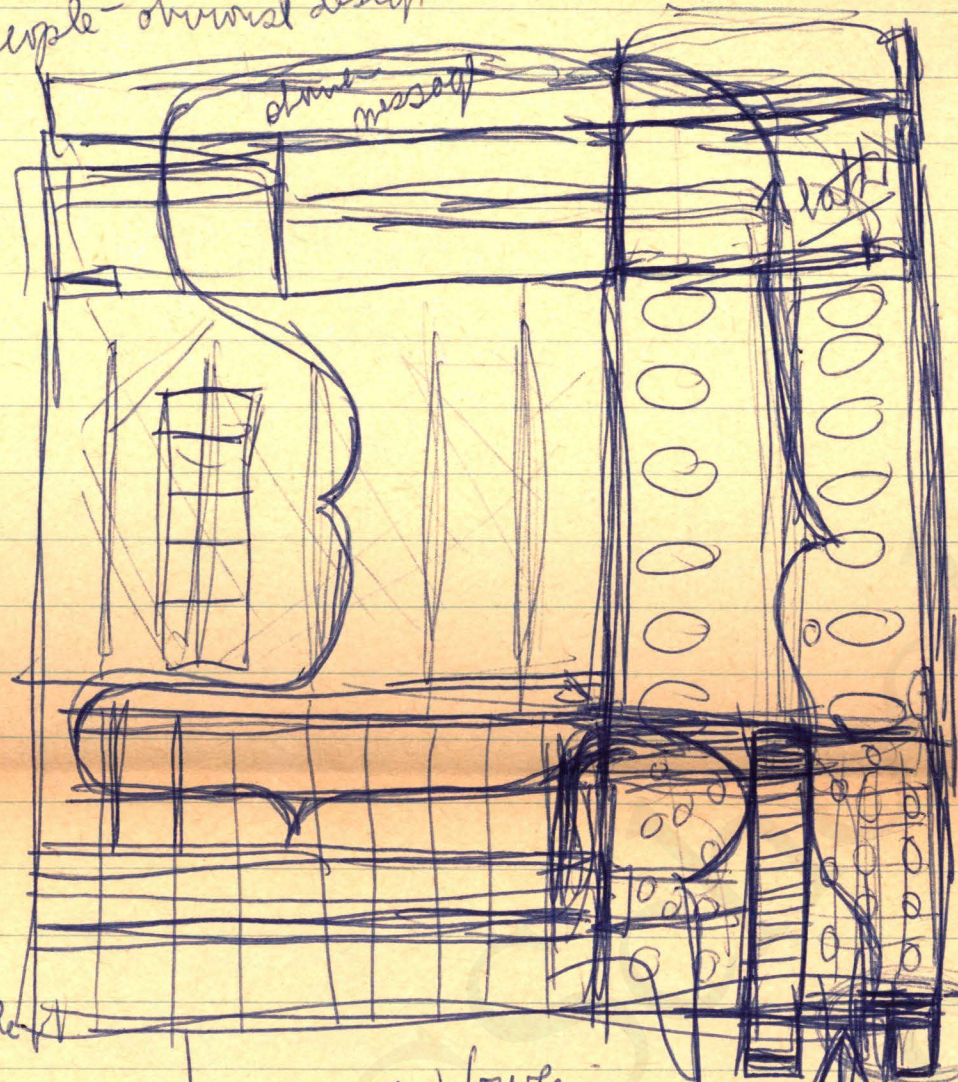
Timed

Beautiful

Collective privacy

Maximum use of space

Efficient Simple

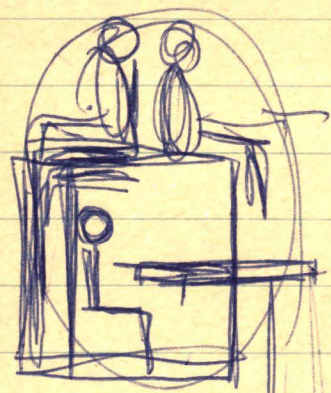


Nothing worn

~~house~~
~~pass of~~
at only top

get here
seat
log

pay -



roll of soft paper

upper & lower

beds -

2 tiers

(Completely automated)

Lights guide

clothing racks

Automatic
Dollar
recognition



The whole meal arrives at once



up heat retaining containers

58
46
248

Regeneration Center - can handle - 100 people in each department at a time - Exercise
Eating
Sleeping

i.e. 300 in one hour

#-2 in

1.50 for breakfast

600 for breakfast

2.50 for lunch

600 for ~~lunch~~

2.50 for supper

900 for supper

2100 per day -

#2

\$4200 per day

30

\$126,000 per month.

Can Draw \$100,000 per month

Cost 42,000 per month

earn Profit \$58,000 per month

31,500

8,500 all other expenses

11,2400

Plant cost ~~300,000~~

\$400,000

\$42,400 per month expenses

Pay initial cost back in 7 months

~~potential~~ Significance of the Community Center

after you have designed an Experience Center which can become the core of non-working life of the community - then Organize - Home Service Inc. as an extension of the Experience Center - to reach out into the community and free the people from the shackles of their homes -

This type of a development will do more to and give people a community outlook - on life ~~and~~ a social feeling than all the preaching in the world.

It will help substantially to overcome the loneliness, isolation and dreariness and spiritual poverty of American life. It will help overcome the hopelessness and frustration ~~of~~ suffered by all who seek - stimulating conversation, physical exercise, ~~dancing~~ ~~art~~ sexual ~~release~~ ~~and~~ expression of any form ~~or~~

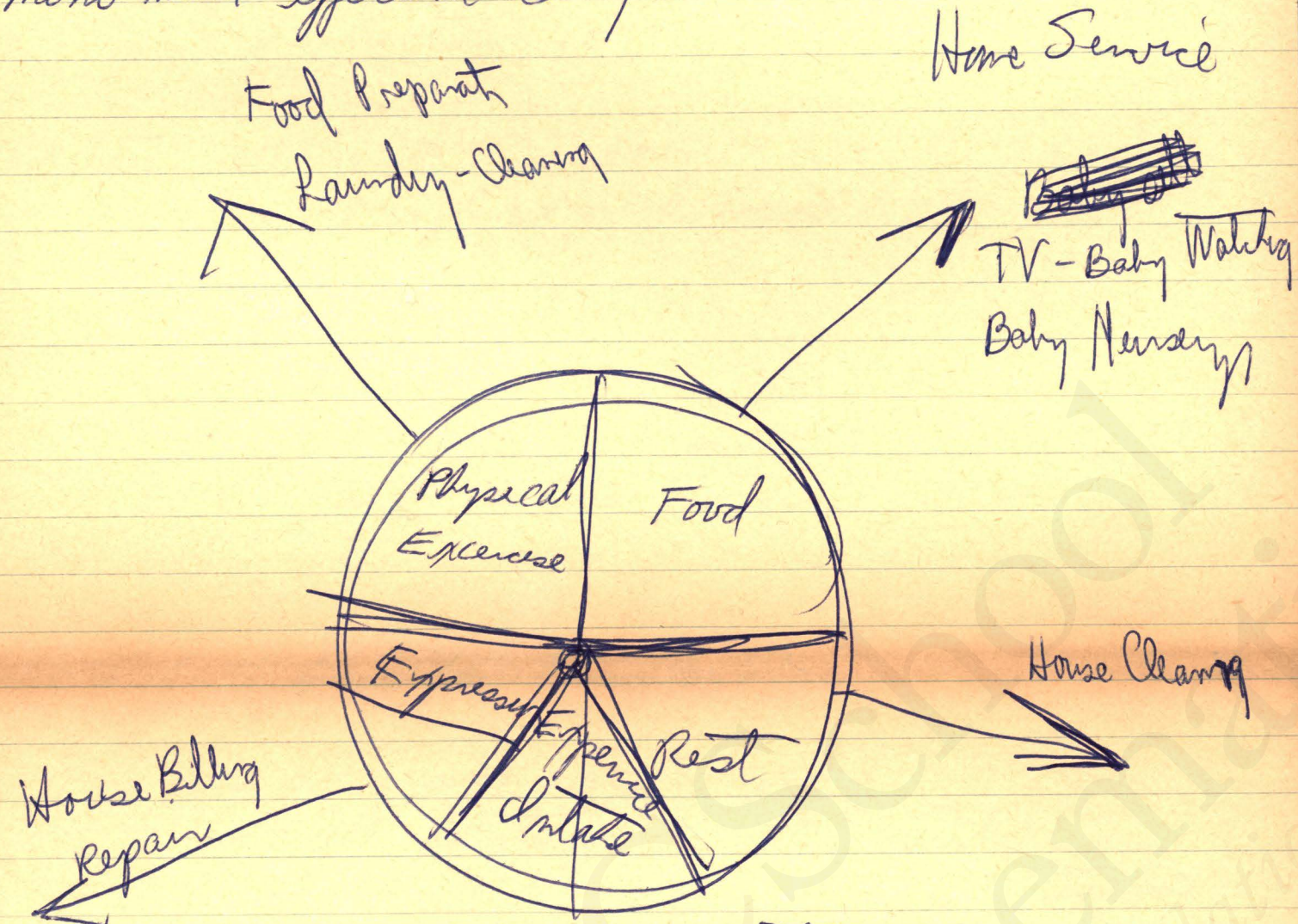
Take all these things out of the dark shadows & dungeons where they
The Community Center will be the basis for ^{lush} ^{now} integrating the film experience into the Horizontal - Integration
- daily pattern -

- to integrate film experience into a integrated educational development | vertical integration

Community Center → Home Service Done.

~~Designed for~~

~~A mono-most efficient Day -~~



Community Center

The Nucleus

whole the core for organizing the pattern of expanded living community into a new pattern of expanded living

Home Service - Designed to free people from the
wounds & ~~stagnant duties~~ duties that tie
to things ~~cell like homes~~ isolation of their
homes.

The Mind of Man - on All Sense-Tape.

I Perfect - all sense Recording &
Playback - Device

II Explore & set up a
permanent Research
staff into Forms

III Lay out a Broad Program
of films to be made

an integrated encyclopedia
of all History & all knowledge

a permanent Board of ^{Historians} ~~Scientists~~ Scholars &
Philosophers

IV Make Distribution as facile as possible
in availability & price.

V Present each series as an integrated whole
i.e. Extend Educational continuity to
~~the grave~~ throughout a lifetime

VI Integrate the Film Experience into an overall
daily pattern so that it is absorbed under optimum conditions

of receptivity, retention, and ~~memory~~ creative response
(passive to active transition)

USC School
of Cinema
The HMH Foundation

- 1 1/2 hour regenerative lunch break
- 2 hour regenerative Supper Period
- Evening Big Religious Aesthetic Experience
 - Conversations
 - Dancing - Singing
 - Sexual Expression -
 - Sleep

In other words what must be done

- ① Scientifically ~~do~~ arrange for the rapid - efficient, satisfying fulfillment of each function - achieve orgasm of return ^{on each} cater to ~~the~~ total mind & body
- ② ~~By~~ Minimize time required for transportation from one area to the other (no commuting)
- ③ Strive for total integration.

You must found - "EXPERIENCE ENGINEERING" which will embrace all the sciences & arts that can contribute towards the designing of better ~~systems~~ experience machines

And by experience machine - I mean everything from - tiny ear radios to gigantic 5,000 spectator theaters - they are all machines for effecting the psyche of man.

~~First~~ The course will be divided into the 3 main categories of
 Technical Form - Perception
 Aesthetic Form - Perception
 & Content - Conception

all of which are equally important & it will embrace feedback response as integral part of all Experience

What I really want to do is
use scientific analysis and all
of the latest technological
arts to develop the consciousness
of man - as rapidly and
fully as possible

To literally help a human being
develop his mind to the maximum
~~both in content & in actual~~
~~physical structure~~
the physical structure of his
mind to the maximum.

~~An analogy~~
It is on this central theme that
all of my ideas can be understood
- for each & every one of them is
another means of ~~helping~~ ~~push~~
~~the~~ propelling the human
mind to higher & higher levels
of being & performance.

The ~~the~~ importance of this work
in an era when we are competing
with Russia with Electronic brains
& trying to maintain control over an
increasingly complex society & culture
~~the~~ cannot be overestimated.

Just as the Medical Doctor tries to
express the physical forces of man
towards higher & higher levels
of health (physical energy)
(like power engineering)

so the Communicator goal is to ~~use~~
understand & use every means at
his disposal to guide man to
higher & higher levels of mental
vigil, health & capacity.

Medicine is like power engineering
Communication is like Electronic Engineering
concerned mostly with mental
energy & pattern.

I'm enumerating all the ways of affecting
the mind -
we have all the

1. Physical Requirements of the mind

Food
Oxygen
Genetics

2. Internal - Kinesthetic sense
posturing

3. External Neural -
Optical
Aural
Taste
Smell
Touch
Feel

4. Internal Mind Energy -

Sensory
Associations
Fears - #
Wishes
Aspirations

interested
at the
moment

Dramatic Suspense
Requirements of Feedback Response
Solidification / ~~the~~ E expression

~~It is not~~
~~would~~

It would be very interesting to
accumulate ^{add up} & apply every ~~one~~
~~the~~ plus technique we know - put
them all together in one project
& see where it leads.

For example

1 Physical -

Perfect - Pre-Experience Real

The best mental activity / foods

YOGA

- High oxygen content

- Any drugs or gases etc
that might facilitate mental
action
(these are not harmful)

- Red blood supply to the brain
by - heat or exercise The
Arterious system

2) Full Neural - External & Internal
The Synchronism Machine

3) ~~Be~~ Project an experience to the
subject so totally interested in at the
moment

Give full 5 way to feedback Response -

1. During Experience
2. Follow up - Digestion
Expression
3. Follow up acts in the
external world -

because understanding without
the ability to act for will become
sterile

Test Before the Experience
Then Test After +

developing some gauge of
psychical growth

Doing all of this we may be able
to 10 times more knowledge
into the human nervous system
than is now done -

Men 25 will have the knowledge
& understanding of men who are
50 - just all of the energy
& enthusiasm of a man 25

thus accelerating the human race to higher
stage in its evolution towards greater
consciousness -

- Dentics & used Development - Training

BRAIN - Farming

1. Good Seed - Dentics
2. Good Soil - Environment
3. Good Cultivation - Education
4. Full Maturation - Time
5. Full Use - Expansion
creative work

All your ideas of Healers, Samana, Suits,
Ordnation to occasions etc fall into one of the
preceding Categories

This the Theme of Your Book

The Great Potentials of Modern Technology
for Raising the Levels of Human Consciousness

Start here to
radiate out

shoot the
stream of
conscience

their various dreams
of what could be in
the discussion about
& what is - internal
mixture - say

This could be a beautiful
poetic short - a study
of people &
what they would
do

The lonely crowd
Nothing happens - behind the door

What could be but don't

People in America are lonely - have tasted
and they are sad - because they poetry
the magic, the ecstasies of living
~~seen so close but not~~ in the
past - and they know they exist -
yet they seem forever - beyond their
reach - just behind a thin veil -
that they manage to ~~penetrate~~ penetrate
now and then by pure chance

They are frustrated and angered - because their
bellies are full - their bodies clean & ready
~~and yet~~ their minds hungry and yet
nothing happens; And they sense the
potential for ~~the~~ bigger life beating
in the hearts of people all about them
in the streets - and yet nothing
happens.

It is all so maddening - like ~~peering~~ peering
on top of an ocean oil ~~walking~~ walking only for
some ~~group~~ group to drill a hole and let
it ~~spout~~ ^{gush} out

There is an ocean of power ~~but~~ in the
people - power to give each other joy in
~~conversations~~ discussion, ^{humor} art, dancing, and love
making

Oh how much joy I would get in
releasing this energy -

The energy so needlessly wasted -
so needlessly swelling up in its impotency
Life is too short to waste it this
way and to live at anything less than
the full potential -

Idea for your Joy of Living Center

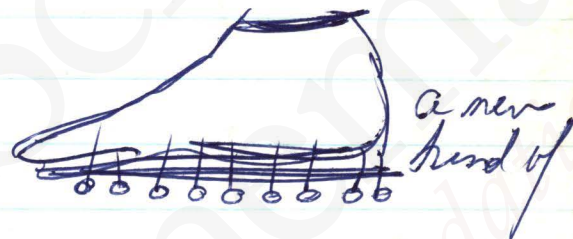
1.) Work Entrance - with large color TV
camera showing activities going on
within. and simple statement of
price 25¢ per activity.

2.) Sex as an ultimate ^{joy} satisfaction must
be fully recognized. Sex is the motivation
behind all crimes, wars, shows, the anyway
only today it is completely frustrated

3) all activities should be free & open
 - it is understood that anyone can talk to anyone.

There should be a matching service to properly introduce - a boy & girl for an evenings pleasure -

- Food place
- Rest place
- ~~Life place~~
- Art place
- Discussion place
- Dance place
- Exercise place
- Swim place
- (Skating place)
- Quiet & Garden place
- Love Rooms & sleep



a new kind of
 dance shoe
 for easy gliding
 movements for
 beginners -
 easy - balance no
 leg strain

all highly - ^{Tasteful} imaginative
 & for the people //
 automatic

Self Service a supermarket for living //
 - an ~~expense~~
 the unit contains - the tape - the (can select & use)

Start by putting your center
in one of Americas large
depressing industrial cities
where there is nothing to
do & which attracts many
conventions.

For Example -

Speak to
Lewis Kellman
& Clarkey

Philadelphia

Pittsburgh

Chicago

Cleveland -

St Louis -

Cincinnati

etc



Hearing from the people back home—Senator Neuberger, in his office in Washington, talks with some of his constituents visiting the Capitol from Oregon.

Are the People Ahead of Their 'Leaders'?

A legislator argues that in today's world Americans are readier to face reality and to make sacrifices than many of their representatives believe.

By RICHARD L. NEUBERGER

WASHINGTON
MANY members of Congress admit candidly to a belief that practical politics requires them to be extremely wary about acquainting their constituents with the stern realities that face the United States in a troubled world.

In the minds of these Senators and Representatives exists a stereotype of the average voter which adds up to a fellow who, given the choice, will invariably follow the path of least resistance. They fear the people are not prepared for further sacrifices in order to advance America's interests and prestige abroad. They are convinced the public is oblivious to the magnitude of the perils in the present world situation, particularly with respect to the industrial and technological emergence of Russia and, to a lesser degree, of Communist China. Nor do they feel that gratitude will accrue to the political leader who endeavors to alert the public to such dangers.

One reason for this rather unflattering concept of the folks back home is the notion, widely held on Capitol Hill, that much of the electorate is more interested in a new hard-surfaced road to the county seat than in what happens to Burma or Iraq. If there is any one maxim which seems to

prevail among many members of our national legislature, it is that local matters must come first and global problems a poor second—that is, if the member of Congress is to survive politically. Berlin or Cyprus may be important, but it is at the courthouse and precinct level that votes are won. And I have heard more than one colleague declare that a lot of his constituents would rather have their taxes reduced than land a space rocket on the far side of the moon.

THE results of such beliefs may be discerned in many aspects of governmental policy. Despite the fact that even the President's shaky \$77 billion budget is not balanced by existing revenues, in neither the Senate nor the House is strong sentiment apparent to increase taxes so that this generation can take care of its own obligations. The fiscal year just ended saw some \$13 billion added to the national debt. The Interstate Highway trust fund is running in the red, but Congress has moved slowly and with great reluctance on the matter although at last the House Ways and Means Committee has taken partial measures to put the program on a pay-as-you-go basis.

Nor is such political timidity confined to Capitol Hill. Some thirty-four Governors of the sovereign states want the Federal Government to continue providing 90 per cent of the \$39.2

billion cost of these interstate roads, but they have petitioned against raising the Federal share of the gasoline tax.

Postal revenues still lag behind expenditures, yet bills to boost postage rates languish in Congressional committees. There is much oratory against special privilege in general, but little is done specifically. Tax loopholes are not closed, despite the obvious discrimination and injustice which they typify. And despite all the fanfare about political reform, bills to control or regulate campaign spending still have gotten nowhere on Congressional calendars.

The glut of agricultural products continues to mount in warehouses and silos, but the sponsors of the Administration's much-heralded program to cut down on wheat price supports did not even seek a Senate roll-call on their own proposal. Key Senators from farm states were reluctant to be forced into taking a stand. The reciprocal-trade structure wobbles when lower bids on electrical equipment from friendly neighboring nations are deliberately set aside by the Government, under heavy political pressure, in favor of paying higher prices to domestic firms.

In the political world there is apprehension over the Presidential elections of 1960. An unwillingness exists to offend blocs of votes. This attitude rests mainly on the thesis that the American public is not ready for sac-

rifice, that the Presidential hopeful who dared advocate higher taxes or more expensive postage stamps or an end to discriminatory benefits favoring powerful political groups would be out of the running.

IN my opinion, such concepts are wrong. I believe that the national leader who promised the public sacrifice rather than subsidies would soon rally a dedicated and informed following in every state. I think he could speak in terms of increased Federal revenues to defend ourselves and the rest of the free nations, and I feel he could challenge many special-interest organizations to relinquish their favored treatment at the expense of the public purse. He would have to be fair, and he would have to voice his advocacies without fear or favor.

Let me make plain what I mean. He could not ask the rural electric farm cooperatives to give up their special 2 per cent interest rate on loans from the Treasury, unless he also challenged the private power companies to abandon their accelerated tax write-offs. But if he did both, I am convinced he would not only get away with it but increase his popularity.

I am aware that my authority for such statements is sharply limited. I am only one of ninety-eight members of the Senate, and I come from a Pacific seaboard state of only 1,800,000 residents. Yet (Continued on Page 76)

The Breakthrough of Buckminster Fuller

By **ROBERT W. MARKS**

IN Moscow's wooded Sokolniki Park, shortly before the opening of the American National Exhibition, Soviet Premier Nikita S. Khrushchev got his first view of Buckminster Fuller's gold-tinted "geodesic" dome, the structure that houses the main display at the fair. This is no ordinary dome. Designed according to a special mathematical principle, it provides maximum strength with minimum material—and encloses space at minimum cost.

"This dome is very interesting, very good, worth copying many times over in the Soviet Union," Khrushchev told news men as he pocketed one of the structure's brass rivets. "J. Buckminster Fuller [sic] should come here to lecture our engineers on his invention."

Since then, at the invitation of the State Department, Fuller has flown to the Moscow fair to lecture on his work under the lozenge-patterned mesh of his own roof. At the moment, many of his architectural creations are on exhibit at New York's Metropolitan Museum of Art. And a one-man

ROBERT W. MARKS, visiting professor of philosophy at the New School for Social Research, is the author of "The Dymaxion World of Buckminster Fuller," to be published soon

Fuller show will open soon at the Museum of Modern Art with a dome and other structures in the museum's garden.

Bucky Fuller, who was once called by Frank Lloyd Wright "a man with more absolute integrity than any other man I have ever known," is an intense, stocky man with crewcut white hair and serious eyes that gaze fixedly from behind heavy tortoise-shell glasses. For the past thirty years he has been a thorn in the side of conventional architects and industrialists. Living with his wife in a three-room apartment in Forest Hills, L. I., Fuller has created a steady stream of startling houses, cars, maps, domes and systems of mathematics. Each has had a special Jules-Verne-plus-Einstein quality, and each represented a sharp break with static ways of thinking.

During this long period, few top-level industrialists took him seriously. The architectural brass regarded him as an amiable eccentric, always-good as a conversation stopper—but scarcely a man in tune with the realities of business.

Now, suddenly, there has been what Fuller calls a "breakthrough of the Dymaxion idea"—his notion of getting from any structure "maximum net

performance per unit of input." More than 1,000 Fuller domes have been erected in the past half-dozen years. The Air Force's DEW (Distant Early Warning) Line radomes are Fuller domes—transported by air, erected in hours and strong enough to stand firm in 125-mile-an-hour winds. Fuller flyaway domes are used by the Marine Corps as front-line shelters—deliverable by helicopter. The State Department, which discovered that Fuller domes draw crowds at international fairs, has put them up in Afghanistan, India, Burma, Thailand and Japan.

MORE than 100 licensees are developing Fuller domes, including North American Aviation, the Kaiser Aluminum Corporation, which erected the Moscow dome, and the Union Tank Car Company, whose Fuller dome in Baton Rouge, La., is the largest clear-span building (one with no interior pillars) ever constructed (It has a diameter of 384 feet.)

It is not easy to understand Fuller's domes without a knowledge of higher mathematics, for their great strength in relation to their weight is a result of Fuller's system for calculating the most economical distribution of forces. The logic is that with buildings, as with airplanes, sound mathematical

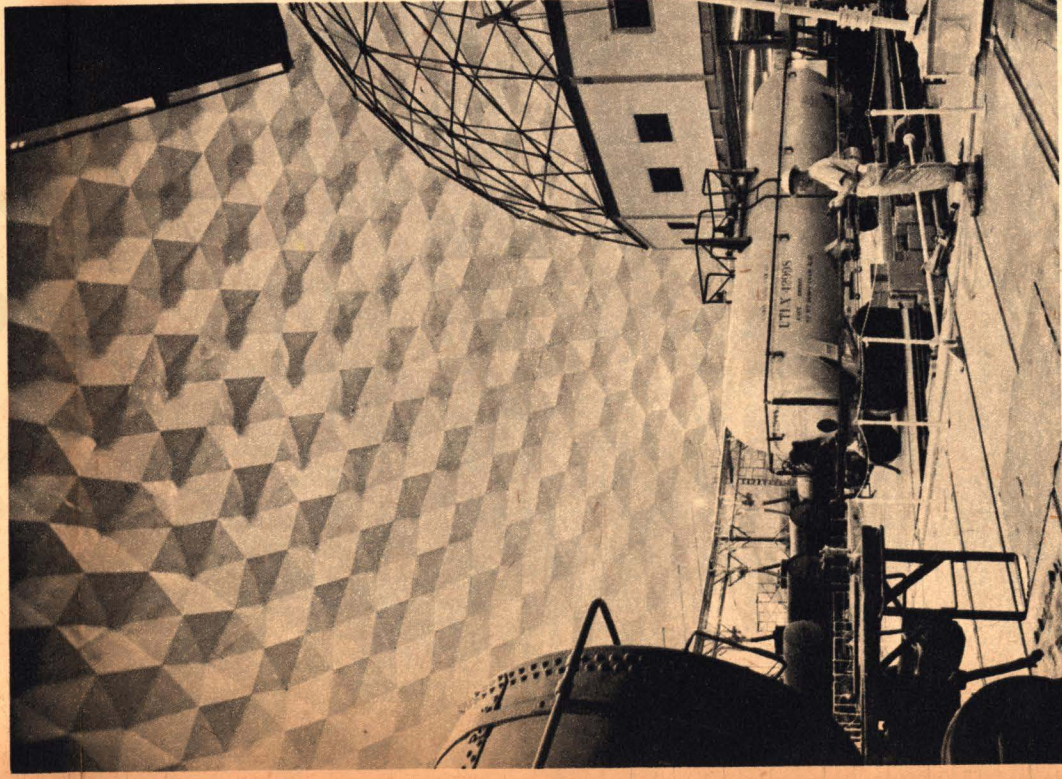
design makes it possible to do more with less.

The walls of most buildings have little to do with holding the structure together. Their only strength is compressive strength—the ability to resist being squeezed together. A push from the side by a bulldozer or by the air pressures of a hurricane, and they pull apart. Furthermore, the price paid for even this compressive strength is the cost in dollars and man-hours of moving and assembling tons of unnecessary dead weight.

The compressive strength of materials has not increased since the days of the pyramids. On the other hand, tensile strength—the ability to resist a pull—has been increased many thousands of times by the development of modern metal alloys.

Taking advantage of this fact, Fuller designed structures in which tension struts of high-strength alloy pulled against compression members—the way taut guy wires pull against the mast of a sailboat, or cables pull against the towers of a suspension bridge. The result was enormous strength with minimum quantities of materials.

The mathematics of force distributions, Fuller discovered, led to the shapes, or patterns, that occur in na-



CAR SHOP—The world's largest building constructed without interior supports is this dome designed by Buckminster Fuller for the Union Tank Car Co. in Baton Rouge, La. Used for repair and maintenance of rolling stock, it is as high as a ten-story building and 384 feet in diameter.



MILITARY INSTALLATION—Fuller-designed radomes, like the one here, housing rotating radar antennas, dot the DEW Line in northern Canada. They are strong enough to stand firm in 125-mile-an-hour winds. The Marine Corps has

The success story of the man behind the geodesic dome follows a classic pattern: years of dismissal, then sudden, world-wide renown.

ture—particularly in the structure of atoms, molecules and crystals. "Nature," said Fuller, "always builds the most economic structures." A typical example is the diamond, the strongest of all crystals, which consists of a lattice (an arrangement of points) in the shape of a tetrahedron (a pyramid with three sides plus its base).

FULLER reasoned that every geometric form could be broken down into tetrahedrons—that the tetrahedron (whose faces are triangles) is a kind of "building block" of nature. Fuller built domes composed of such "building blocks", they were fundamentally lattices made up of tetrahedrons. A pressure applied to any part of a dome's surface was dissipated among the compression and tension struts of adjacent tetrahedrons, and the tetrahedrons adjacent to those.

The greater the size of a Fuller dome, the greater its relative strength. The reason is mathematical. If you double the dome's size, you automatically square the number of tetrahedrons that carry the dome's weight and stresses. In short, the dome's strength factor increases at a faster rate than its weight.

But Fuller does not consider himself primarily a "dome man"—despite the

fact that, as one engineer put it recently, "the domes do so much at such low cost that they are bound to make Fuller one of the richest and most powerful men of our time."

At 63, Fuller still is a puzzle to most of his friends—and to almost all business men who are accustomed to predictable personalities and straightforward manufacturing situations. He talks a verbal shorthand, condensing an encyclopedic mass of technical data in rambling, jerky sentences. To many of his listeners, Fullerese is an engineer's version of "Finnegan's Wake." (Example "Wave embodiments of cyclic experience appear everywhere in the accreted morphology of nature's omnidirectional, convergent-divergent, synchronous-dissynchronous, infinite plurality of pulsating controls of interactive events in principle.")

Even aside from his talk, Fuller is a hard man to understand. He is a maverick. Born in Massachusetts of a family of conformists, he was thrown out of Harvard. For a time, he considered suicide, but, feeling that he had something to contribute to the world, he pulled out of his depression. For years he earned a slim living by lecturing at universities on his principles of "comprehensive design"—a system that embraces a new type of

mathematics, and that is more a philosophy than a form of engineering. His basic aim is simple—"I propose," he once said, "to devote all my energy to finding ways of doing more with less to the end that all people—everywhere—can have more and more of everything."

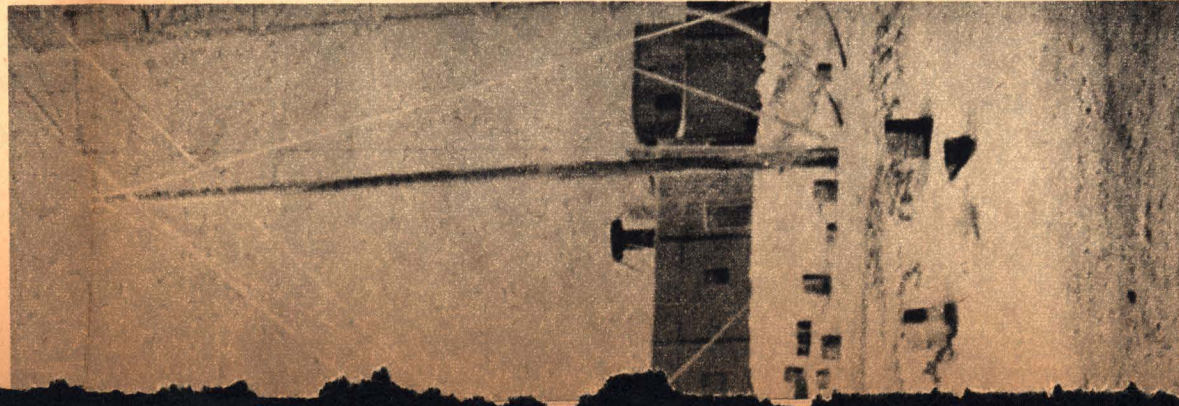
FOR the past dozen or more years, he has wandered around the country, talking wherever he was welcomed. His Forest Hills apartment was no more than a base where he stored his drawings and scale models, and where he and Mrs. Fuller rested between jaunts. Whenever he inherited or earned funds of any size, the money was immediately plowed back into tools and materials for experiments. In the early years, despite expenditures of \$35,000 or more for an experimental model of a car, there would be scarcely enough money in the house for a bowl of soup—a scarcity that Fuller accepted blithely, but that many friends felt was something of a strain on Mrs. Fuller.

Meanwhile, Fuller invented, developed and demonstrated a long series of bizarre creations. Among these were

(1) A luxury house suspended from a central mast, which could be retracted, in 1927, at (Continued on Page 42.)

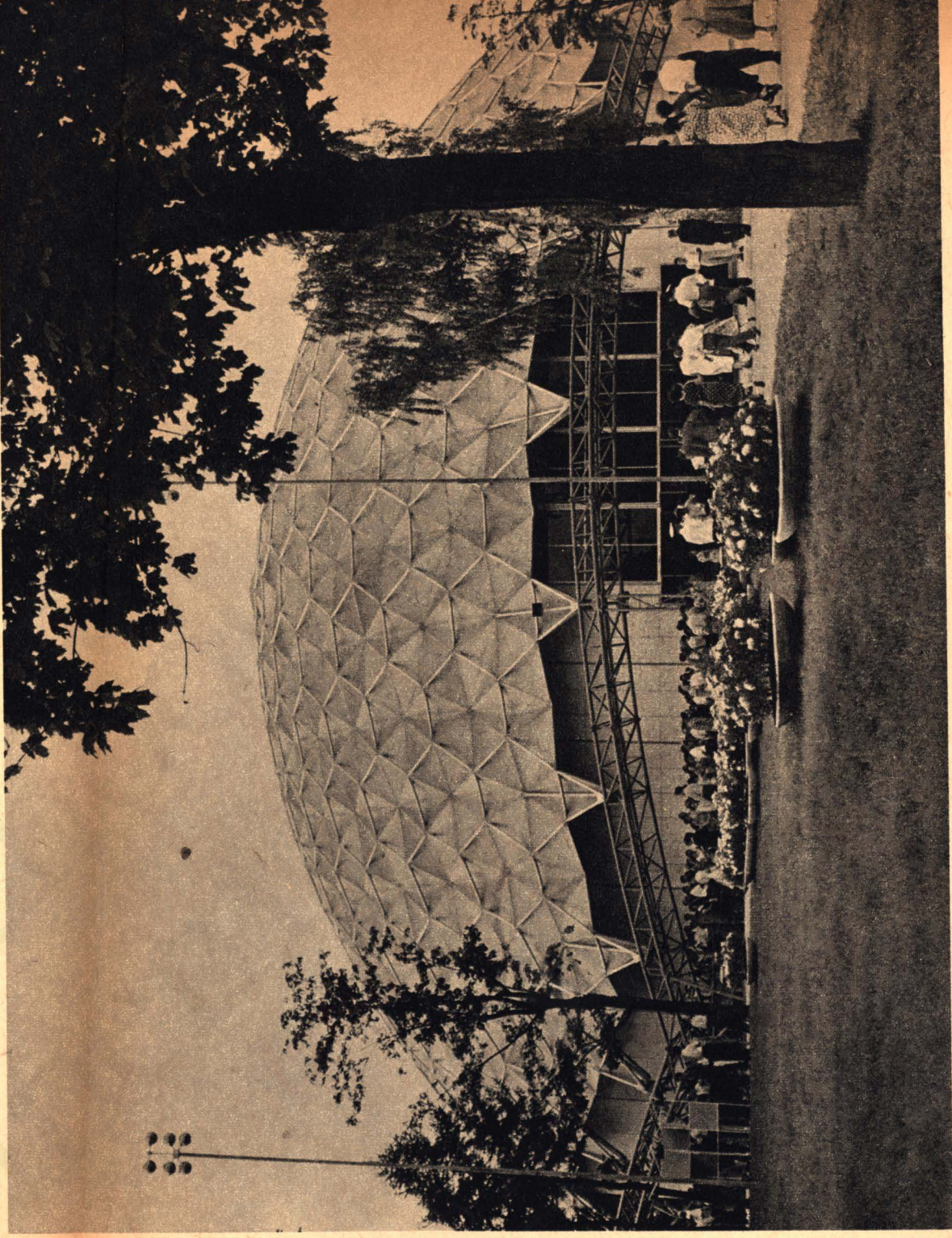


MAN AND MODEL—Buckminster Fuller, shown with a globe of skeletal tetrahedrons. The four-sided figures are the basic structural unit of his unusual buildings.



used other models of the dome as front-line shelters.

AUGUST 23, 1959



FAIR BUILDING—Fuller's gold-tinted dome at the American National Exhibition in Moscow shelters the main display. The inventor flew to the fair, at the State Department's invitation, to lecture on his work. His crowd-drawing domes have also been erected at several international exhibitions in the Far East.



HANDLE WITHOUT CARE.

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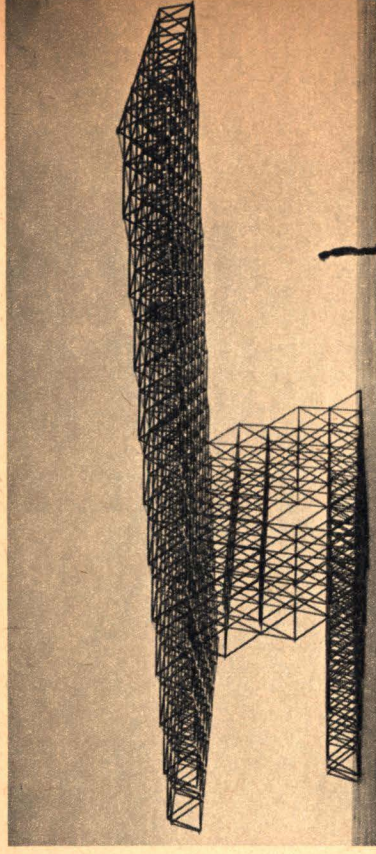
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GRIDWORK—A model of an octet truss, a term invented by Fuller to describe his basic construction assembly of tetrahedrons with octahedrons between them. Trusses can be arranged flat for floors or platforms, vertically for walls, or in the shape of a dome

Breakthrough of Buckminster Fuller

(Continued from Page 15) •
the price per pound of a medium-priced car

(2) A complete bathroom, die-stamped like an automobile body. It could be installed anywhere in a matter of minutes

(3) The first streamlined automobile a three-wheeled car that could go 120 miles an hour and get thirty to forty miles per gallon with an ordinary Ford engine, cross open fields with the agility of a jeep, and park or turn in its own length

(4) The "Wichita House," the first complete house to be manufactured entirely with airplane construction techniques. Produced in 1954 at the Beechcraft plant in Wichita, it provided spaciousness, portability and luxury living, and was intended to retail (like the 1927 house) at the price of a Ford sedan

(5) Energetic Synergetic Geometry, a system of mathematics describing the lines of force that occur in atoms, molecules and crystals

(6) A map, developed on Energetic Synergetic principles, which was the first to show all the continents without any visible distortion, and was the first map to be accorded a United States patent

(7) A system of building construction based on the same mathematics Fuller called this "geodesics"—from the term for the shortest distance between two points on the surface of a sphere

In the years that passed nothing much seemed to come of most of these projects. "Bucky" has brilliant ideas," one Detroit engineer said of him, "but he doesn't seem to be able to follow through on any of them." "The trouble with Bucky," a leading New York architect said, "is that he can't seem to stick with anything. As soon as people get interested in one of his projects—wham he's leaped from Cloud 7 to Cloud 8.

BUT during the years when his name brought little more than a tolerant smile from "practical" men, Fuller enjoyed a kind of esoteric fame among mathematical theorists. In Boston, once, he lectured to a science group on the implications of his geometry—showing how it linked things subatomic and astronomical in size. At the close of the meeting John Ely Burckard, then vice president of the Massachusetts Institute of Technology, rose and said laconically, "I refrain from calling Mr. Fuller a 'genius'—because this is a term we commonly reserve for foreigners."

The industrial breakthrough of Fuller's ideas began a few years ago when Ford engineers tried to find a way of putting a conventional dome over the exhibition court of the Ford Rotunda Building in Dearborn, Mich. The existing walls would not support the weight of a dome constructed by ordinary means. "Why not call on Fuller?" someone suggested. "He's the only man who knows how to lick this—and perhaps the only man in America who would be fool enough to try."

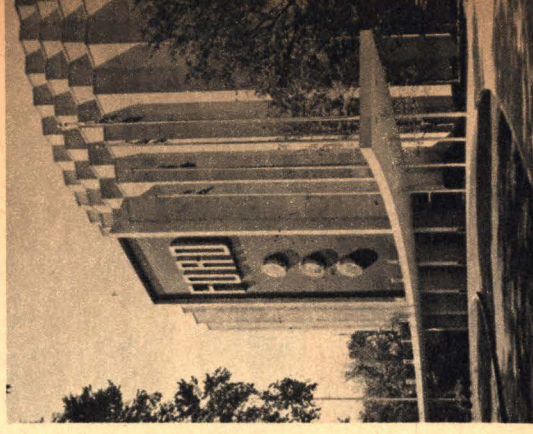
Fuller saw no difficulties. He did the necessary calculations on the back of an envelope. He knew precisely how many struts the dome would require, and how much it would weigh.

The structure went up according to his schedule—about five weeks. And it cost a small fraction of what the Ford engineers had estimated a dome would cost.

TODAY, with dozens of giant geodesic domes under construction in various parts of the world, with new paper domes available—domes that will cost about \$60 to \$200, and can be skinned with concrete for permanence, with new domes in process—domes miles in diameter, capable of producing a moderate, controlled "climate" for future cities in Antarctica, and with houses for space travel on his drawing board—houses that can be shot from rockets and will unfold like umbrellas—Fuller is enjoying a full-scale breakthrough.

Fuller's explanation for what has happened is simple. "None of my early projects were 'failures,' as so many people thought. All of my prototypes

(Continued on Page 44)



PRACTICAL ROTUNDA—Fuller's geodesic dome at the Ford Motor Co. plant in Dearborn, Mich., was put up in about five weeks

Personal

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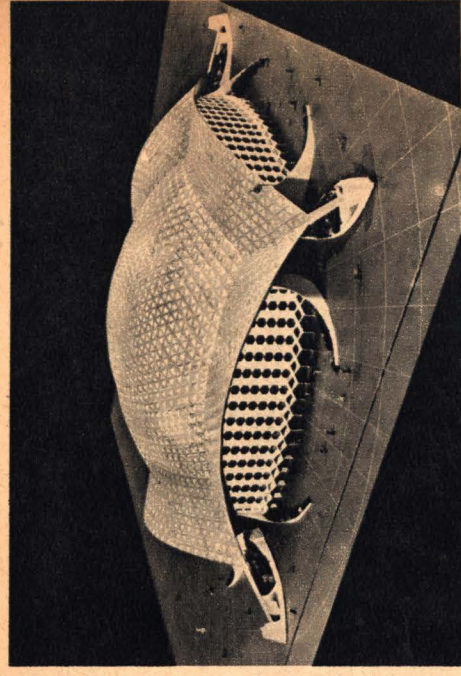
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ARENA—Fuller has designed a sprawling sports stadium for Oklahoma City. It has not yet been erected, but would look like this.

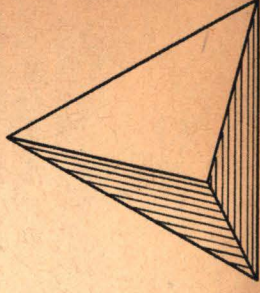
(Continued from Page 42)
worked. Their principles were demonstrated. But it is the function of a comprehensive designer to anticipate what is going to be and to design with his eye on the time table of an evolving industrial complex. If you want to know why so many of my ideas are working now, and why mass production of them was not feasible in 1927, the answer is this: the required billions of dollars' worth of research has been accomplished. All you need now to carry the benefits to all the world's 'have-nots' is the knowledge of what you want to do."

FULLER now has three corporations working full time, developing engineering data for the projects showered on his head by American industry, by the armed forces and by interests in other countries. Yet he is still the American maverick, keeping himself unlabeled and free from commitments that are exclusively money-making. "His thinking may be in the line of Jules Verne," an acquaintance said of him recently, "but his living is in the tradition of Emerson and Thoreau."

He keeps his life down to necessities. Since the Fullers' apartment was destroyed by fire in June, he has been without a home of any sort—living from a suitcase, and adopting travel as a permanent mode of existence. He does his work anywhere—at restaurants, in friends' armchairs or behind the wheel of his French car. Many of his most important new structures have

been designed on the backs of envelopes or menus. His only "office" is a ramshackle store in Forest Hills.

He neither smokes nor drinks—not that he has anything against either, but because he prefers to get along without nonessentials. He wears no hat and, except on days of extreme cold, no coat. Time means little to him. He will sit for hours over a lunch talking with great detail, drawing diagrams and formulas on the table cloth until the waiter drives him from



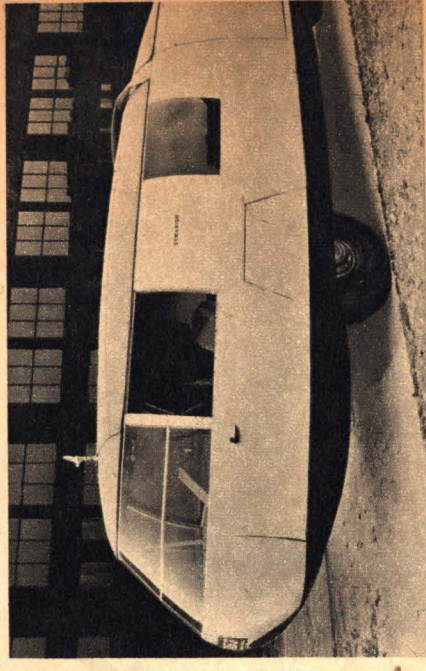
Building block—A tetrahedron

the table with small perceptions.

He still maintains his frontiersman's dislike of fences. This spirit has created delicate situations in his relation with the armed forces. When problems were heaped on his head, it was demanded that he be cleared for security.

"Why?" Fuller asked. "Because," he was told, "after you have created something for the armed forces it will naturally be top secret. You have to be cleared."

"It is not necessary for me to be cleared in order to trust myself," Fuller answered. "I already know my own top secrets."



RUNABOUT—Fuller's streamlined, three-wheeled automobile, tested in 1933, could go 120 m.p.h., cross fields, and turn in its own length.


Why Don't We Enjoy Our Free Time More?

of them. By Monday night I was dying to get back to work."

"With too much free time a person can just sort of get lazy," another man said. "If you aren't working, it's so easy to think up things you shouldn't do."

Employees' wives didn't like the long week end either. "I have too much to do around the house," said one. "When my husband is home he gets in the way."

Every study of leisure time activity has revealed similar discontents. In a survey of young families in a Chicago suburb, all of them busily engaged in a variety of activities, the typical comment was "I think of what we are *not* doing and I get depressed." A study of teen agers in Texas revealed that they are overwhelmingly bored with free time, while in New York City only 15 per cent of the young people questioned felt they had a satisfactory leisure life. More than 60 per cent of a group of top executives told a polltaker they were unhappy in their non-working hours. (Continued on page 106)



Many young families are spending their weekends and evenings on entertainment that bores them, social activities that annoy them, hobbies that give them no pleasure. What's behind the peculiar problem of how to enjoy leisure?

by Norman M. Lobsenz
Photograph by Mort Schreiber

Another Woman's Family

by Vivian Cadden

Photographs by Arthur B. Rickerby Pix

When Claire Parcel was graduated from high school in New Jersey, her classmates predicted in their yearbook that she would be "first to be married." It seemed obvious that this bubbly girl with the unruly blonde hair and keen sense of fun would laugh, dance and charm her way to the altar within a very few years.

At 25 Claire was still unmarried, and many of her friends, now immersed in washing diapers, making up formulas and mothproofing closets, said almost enviously, "Claire? She'll never get married. She's having too much fun running that employment agency of hers and catching the ski train every weekend. She'd be bored stiff by marriage."

The one prediction no one would have made was that at the age of 29 Claire would marry a man with five children.

"If anyone had suggested that to me before I met Harry," Claire says, "I would have pronounced them plain crazy."

Yet one day early last December Claire Parcel, radiant in a white wedding gown, married Harry Wright, head football coach at the United States Merchant Marine Academy. When she walked out of the church in Great Neck, Long Island, a seven-year-old boy clutched her around the waist and said, "Hiya, Mommy." Three other boys, ranging in age from 8

On her
wedding day
Claire Wright
became
the mother of
five children.
This is how
she faced the
problem of
earning their
confidence—
without
challenging
the memory
of the woman
they still loved

Girl Without a Heart

It was a wet day, and the air smelled of cut grass, earth and lilacs. Margot Sanders and Hank Gardiner walked slowly across the campus. They both wore raincoats and they walked in step, not talking, a little apart and yet leaning slightly toward each other. Margot knew how they looked—like lovers in the spring. Well, one of them was.

When they reached the library they stopped. “About six thirty?” Hank said.

Margot nodded. “I’ll cook hamburgers or something. Then I’ve got to read *Coriolanus*.”

He grinned. “We’ll have one of those wild college parties—you studying Shakespeare and me cramming for my economics test.”

“When is it?”

“Tomorrow.”

Too bad, she thought. If her plans for the evening worked out, Hank would probably flunk his test.

“Well, see you,” he said. He hesitated before he turned, and Margaret could tell that even for these three hours it was hard for him to leave her.

dangerous, and it was true. But she wasn’t really bad—not yet

She watched him as he went up the library steps. He was a tall man with square shoulders, an ugly handsome face and an air of durability. Although he had never said so, she *(Continued on page 102)*

by Harriett Pratt
Illustrated by Coby Whitmore

The average American has more free time than ever before in his—or anybody else's—history. Most people reading this statement are likely to think of their rushed and harried days and protest: "Who, me? Why, I don't have enough free time!" But, in fact, nearly one day out of every three is now ours to do with as we choose. A recent survey of 6,000,000 workers showed that one out of six worked fewer than 40 hours a week. Half of all office workers are on 35 hour weeks. Many industrial unions have seven hour days, and union leaders now talk about the four day week. In addition, vacations are growing longer and holidays are becoming more numerous.

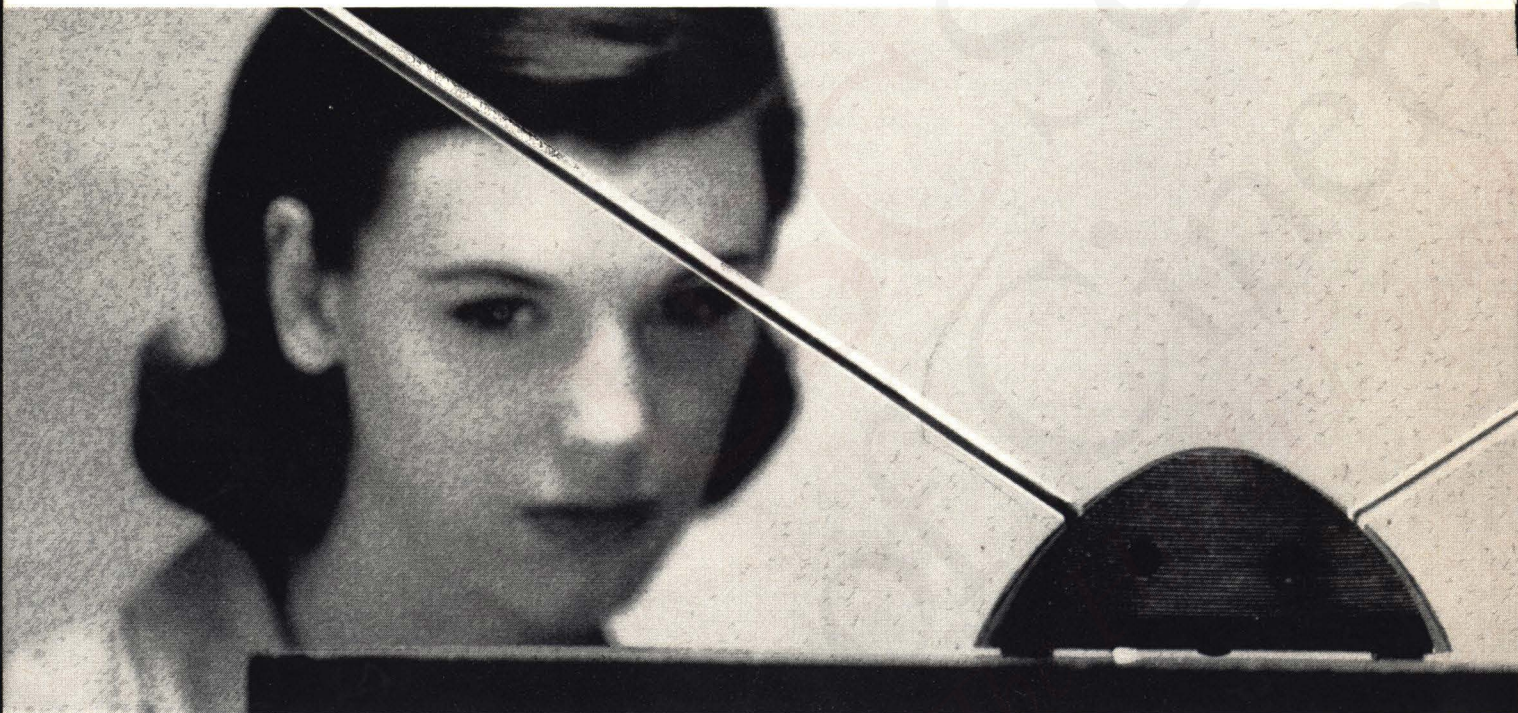
"Count your 'days off' from May through October," advertises a manufacturer of outboard motors, an industry that has skyrocketed with the increased free time. "Most people have 65, including weekends, holidays and vacations. Two months of playtime!"

This seems like an encouraging picture, but we are finding problems as well as promises in our

growing leisure. Many of us are uneasy at having so much free time, and are vaguely dissatisfied with the uses we are making of it. Dr. Boris Pregel, president of the New York Academy of Sciences, predicted recently that automation and atomic energy will, in coming years, cut the work week to 20 hours. When this happens, he said, "the poverty stricken will be replaced by the leisure stricken."

Already Dr. Pregel's prediction shows signs of coming true. Last year an aircraft plant in Southern California set up a working schedule that gave each employee a three day weekend once a month. The theory was that a man and his family would have a chance to relax thoroughly, perhaps get away to a nearby beach or lake. The company operated on this schedule for nearly a year. Then in a plant-wide election the employees voted heavily against the new, seemingly beneficial setup. Why?

"That long weekend was for the birds," one worker told an interviewer. "A man shouldn't have all that time with his family, he gets tired



I should at least be able to cook hamburgers.

After dinner they settled down on the sofa to study. Margot held her copy of *Coriolanus* and looked at Hank. She looked at his square hands and his head bent over the book, the back of his neck, the line of his jaw. She liked him. That was something, anyway.

He glanced up and caught her staring at him.

"I love you," she said unexpectedly.

Margot had her own perverse sense of honor, and one thing she had not planned to do was lie. But it had slipped out, and once it was done she thought, Why not? Who am I to have standards?

"Did you hear what I said?" she asked. "I said I love you."

Hank gave her a strange, troubled look. "Yes," he said. "I love you too. But you know that."

"I know it," she agreed.

She moved over to him and pressed her cheek against the side of his neck and put her arms around his waist. Although he held her, he seemed tense and withdrawn.

"Hank," she said, "what's wrong?"

He shook his head. "Nothing."

For a while neither of them moved. Then, very carefully, she kissed the corner of his mouth. "Was that all right?" she said.

He closed his eyes. "Yes."

She kissed him again.

"Have a heart, will you?" he said.

"No," she said.

His arms tightened around her, and she let herself relax against him. It's going to be all right, she thought. I like him.

It was Hank who pulled away. "I think I'd better go home," he said. He leaned over to pick up the books and papers that had fallen on the floor.

She lifted her hands and saw that they were shaking, and then she clutched at his arm. "Hank?" she said in a queer, dry voice. "Hank, don't go."

He froze. "What?"

"Don't go."

He opened his hands and let the books and papers slide back to the floor.

"Don't go," she said again, and this time she meant it in a different way because, illogically, she was scared and she didn't want to be alone.

He took her by the shoulders and studied her with an expression close to despair. Then he said, "Margot, will you marry me?"

She stared at him and waited to experience triumph or pleasure or relief. Instead she felt simply awful. All she could think of was that she was a liar and she couldn't even cook, and he was the nicest man she had ever known and it wasn't fair. "Yes" was a short, simple word, but to her astonishment she couldn't say it. Not to Hank.

"Hank," she blurted out, "I lied to you. I don't love you. I don't love anybody."

"I know," he said. "I'd have proposed to you months ago if I hadn't known that."

"Oh," she said. Nothing was going the way she had planned it. "Why now? Why did you ask me now?"

"I asked you because I love you and I don't want anything to happen to you."

"Nothing's going to happen to me," she said. "I can take care of myself."

"That's what I always thought."

She felt her face getting red. She was furious and humiliated. "If you mean tonight," she said, "I knew exactly what I was doing. I wanted to get you to ask me to marry you, and you did. Now you can take it back if you want to."

"I don't want to," he said.

"Well, then, the answer is no," she cried. "No, I won't marry you. No!"

"Why not?" he said, and he sounded just as mad as she was.

"Never mind why not," she shouted. "Just go home!"

He went out and slammed the door.

When he was gone she walked around and around the room. She was hot and shivering at the same time. She tried to cry and couldn't. She went out to the kitchen and picked up a plate and dropped it and broke it, and cried over the plate.

After a couple of hours she began to level off. She sat with a cup of black coffee and tried to figure out what had happened. *I'm a mean girl and you can do better*. She had said that once to someone—who was it? Larry Andrews. But that was different. She hadn't cared about Larry. She sat like a child with a giant jigsaw and tried to make sense out of all the pieces.

At two in the morning the phone began to ring. She raced across the room and snatched up the receiver.

"Margot?" Hank said. "Are you up?"

"Yes," she said.

"Okay. I'll be right over." He hung up before she could answer.

She stood absolutely still, and everything came clear to her.

Of course she loved Hank. When you loved someone you wanted the best for him. And she was not the best. So of course she had turned him down. She loved him too much to marry him. And yet, if she loved him enough to give him up, then everything was possible.

She was caught in the heady, illogical alchemy of love. Round and round it went. There was no end to it. If she could love Hank, why couldn't she love other people too? Her parents, her stepparents, her brothers—maybe even herself? If Hank loved her, she couldn't be really bad. If she loved him, then she was not a liar. As for cooking, anybody could learn to cook!

She threw on a coat and ran down stairs and outside. It was raining again. She waited on the sidewalk in the dark.

After a while Hank drove up. He got out of the car and came over to her and said, "Well, here I am."

"Here you are," she said, feeling suddenly silly and happy.

They both started to speak and they both stopped. She shivered a little and he said, "What are you doing out here in the rain?"

"Waiting for you," she said.

He began to smile. She put out her hand and he took it in his and she said, "After you left, it occurred to me that I do love you."

"It occurred to me too," he said. "But you put up a darned good fight."

"Didn't I?" she said, with so much pride that they both laughed.

Anyone, seeing them, would have known at once that they were lovers in the spring.

THE END

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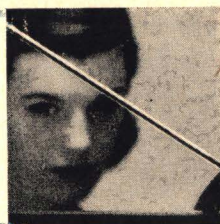


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(Continued from page 29)

In another survey, several hundred people were asked to list first the ten leisure activities they spent most time at and then the ten activities they enjoyed most. Not a single activity from the first list appeared on the list of things these people really wanted to do!

Ohio State University sociologist Alfred C. Clarke discovered further that many people actually *dislike* the activity to which they are giving most of their free time. While television was the chief relaxation of most of the people Clarke questioned, many made remarks like these on the questionnaires: "I spend more time than I should on television." "I don't enjoy many of the programs, but there's nothing else to do." "I must have become addicted to TV!"

Watching television without enjoying it may be simply a way of following the line of least resistance. Television, after all, is inexpensive and requires no effort. But when people also give large amounts of energy and money to activities they do not enjoy, we must look for other explanations.

Thirty million gardeners, for example, spend over \$4 billion a year in an annual frenzy of green-thumbing, and suffer heaven knows how many calluses and aching backs. This would seem to indicate that many people like to garden. But a survey by sociologist Rolf Meyersohn, of the Center for the Study of Leisure, revealed that fewer than half the suburban gardeners interviewed considered their hobby enjoyable. Even among those who were dedicated to their gardens and were known for them, only a comparatively small percentage said they found any pleasure in the activity.

Why, then, do they keep on gardening? Sociologist Reuel Denney suggests that "most people do their gardening as a chore whose chief reward is the achievement of status—a conclusion borne out by the fact that unlike the European grounds, the United States garden is not out back, where it can be enjoyed with a maximum of privacy, but out front where the neighbors can see it."

Like gardening, many leisure-time activities, from playing golf at the country club to driving sports cars to serving on committees, can be motivated by a desire for social prestige.

"The leisure of many middle class people is entirely taken up by attempts to gratify their status claims," contends social critic C. Wright Mills. "It takes money to do something nice in one's off time when there is an absence of inner resources. Thus leisure is made hollow by status snobbery."

Leisure is made hollow also by the simple need to conform. If on a summer weekend you could hover over America in

a satellite equipped with an immensely powerful, wide angled lens, you would see millions of people preparing back yard barbecues, umpiring Little League games, taking home movies, driving on jammed highways, building do it yourself patios, waiting to tee off on golf courses. Are most of them doing the things they especially want to, or are they just doing the things everybody else does?

Even card playing, one of the country's major leisure time activities, seems to be rooted more in the need to be part of a group than in the pleasure of the game itself. Sociologist Irving Crespi, impressed by figures showing that more than half of all Americans play cards, conducted a survey to find out why. He discovered that those who played cards *most* were the ones *least* interested in it. Why, then, did they play? Because a card game made it possible for them to be in a relaxed social situation, to be with a congenial group that made few demands other than to follow suit.

Obviously far too many of us are not satisfied with the way we spend our free time. What is the answer to the problem? Do we need to be trained to use our leisure? If so, who has the right or the ability to train us?

Union leaders at a recent conference on "The Shorter Work Week" devoted as much attention to the issue of the workers' free time as to the economic effects of a 35-hour week. The Twentieth Century Fund is beginning a major study of the problems of leisure. The Center for the Study of Leisure, under the direction of sociologist David Riesman, also is surveying the subject. The American Psychiatric Association has established a standing committee on leisure. Recreation workers, ministers and educators are increasingly concerned about it. Businessmen and advertising men, suddenly aware of the money they can make in the "leisure market," are deep in surveys.

Some observers see us headed for a cultural renaissance that will put to shame the glories of Greece. Others believe we are in for round after dreary round of "activities"—grim but game as we ply our hobbies. Some view with alarm the trend toward passive television-watching and other forms of "spectatoritis." Others view with equal alarm the trend toward hyperactivity—the compulsion to hop into cars and boats and ride off in all directions.

Why is there a leisure problem at all? One reason Americans worry so about free time, apparently, is that our cultural and religious traditions emphasize the virtue of work and the sinfulness of fun. Most of us have enough puritanism in us to feel a little uneasy when we think about relaxing. "Idleness," we have been taught, "is the devil's workshop."

Anthropologist Margaret Mead points out that many people can accept pleasure only if they consider it a reward for duty done. Much of our personal weekly routine supports this idea. Saturday night parties are considered justifiable because they compensate for the previous week's labors. On Sunday we may righteously laze around the house because a day of rest is considered therapeutically necessary to get us back in shape for the hard week of work ahead.

Some psychiatrists have been trying to combat this pattern by encouraging what its detractors label a "fun morality." Dr. Alan Fromme recently urged people to schedule simple pleasures for the middle of the working day or week. "There is no reason," he said, "to enjoy yourself only on Saturday night."

Today, however, the moral taboo against leisure for its own pleasant sake is running into developments unforeseen by our Puritan forebears. The character of work itself is changing.

For most people work is becoming less and less demanding—and less and less satisfying. Assembly-line techniques have long since taken away the craftsman's pride in his individual creation. Now automation is beginning to eliminate other challenges to the employee's skill; white-collar workers are seeing electronic machines do more and more of their "thinking." Other additions to the office routine, like coffee breaks, soft-drink cans and piped music, have been making the working day more pleasant.

These developments have deeply affected the meaning of leisure. With work becoming less demanding, there is no longer any overriding puritan justification for relaxing on one's day off. But with work also becoming less *satisfying*, people feel a greater need to get more satisfaction from their free time. One way out of this dilemma is to turn leisure activities into chores—jobs to be worked at rather than enjoyed.

Everyone knows people who seem to be punishing themselves in this way. Their leisure is filled to overflowing with activities: golfing, boating and do-it-yourself tasks, painting classes and Great Books circles, drives to the country and trips to the beach, civic meetings and adult education classes, cocktail parties and dinner parties. Leisure becomes an endless round of duties. Weekends leave these people limp. Vacations leave them exhausted.

Added to this need to keep busy, in many cases, is a compulsive drive to *excel* at leisure-time activities. It is no longer enough for some people merely to golf; they must lower their handicap each season. As a man whose chief recreation is bowling put it: "I just go crazy when the other guys beat me. Lately bowling is getting to be more like work. When I was real bad I didn't care so much. Since I got a little skill in it—well, I lost the fun of the game."

Indulging in frantic yet virtually meaningless activities is at least an effort to *use* one's leisure. Many people avoid the problem entirely by simply refusing the gift of free time. A whole new group—the "leisure-underprivileged"—has arisen. For the most part they are underprivileged because they want to be.

The weary executive working late at his desk or carrying home a full briefcase for a weekend's labors is already a stereotyped figure. "If free time is so highly prized today," asks August Heckscher, director of the Twentieth Century Fund, "why don't the most influential citizens, the very ones presumably who have most control over their working hours, appropriate more of it? If free time is something to get, why don't those who get most of what there is to get, get more of it?"

The usual answer is that executives and professional men are driven to work harder by the goads of competition, ambition, the desire for wealth and power. Perhaps. But they are not alone in their last ditch stand against leisure. The self-employed—salesmen, store owners, farmers—can work all day every day if they want to. And many of them do.

Large numbers of people who aren't self-employed are refusing leisure too. Many of the workers who quit promptly when the whistle blows do so in order to get to a second job on time. One out of every 20 workers who has gained a shorter work week uses his extra time to "moonlight"—to hold down a second job. In 1957—before the recession, when personal income was at a peak—nearly 4,000,000 Americans were moonlighting.

Because many rubber plant workers in Akron, Ohio, have a six hour day, the city has become a laboratory for researchers in leisure. And what do they find? Of every five rubber workers, one holds a second full time job and two others hold extra part time jobs.

"Do we really want more free time," asks Mr. Heckscher, "or more money?"

Although as a country we may emphasize material success over other values, we don't generally refuse leisure just to earn more money. Often we refuse it, or accept it uneasily, because we don't know what to do with it. Many of us feel we don't deserve it, many of us are downright afraid of it.

"We cannot relax," says psychiatrist Alexander Reid Martin, "because we have no button to push that is marked 'Relax'."

Dr. Martin, who is chairman of the American Psychiatric Association's committee studying leisure and its relation to mental health, has coined the term "week-end neurotic" to describe a person with a deep fear of relaxation. "The inability to relax even for a moment is a common complaint," he says. "Many individuals are unable to take vacations. If they take them, they do their best to spoil them. Others are severely irritable on weekends and evenings. I have one patient with a duodenal ulcer. All his symptoms become aggravated when he goes on a vacation."

Another of Martin's patients, a young man, was able to take a rest from hard work only when he could get his doctor to order him to do so. A woman who loved music and wanted very much to learn to play the cello told Martin she would start taking lessons "if I ever get sick and have the time."

"The fear of relaxation," says Dr. Martin, "is related to a fear of the buried impulses and feelings that would emerge if a person relaxed his compulsion to remain occupied. For such an individual it is imperative to be constantly busy. Leisure threatens him."

In the next few years our leisure problem will be growing faster than ever. Some unions negotiating contracts this year will seek a 30 hour week and longer vacations. By the time our children are graduated from college the four-day week probably will be a reality.

Will you control your increasing free time or will it control you? Will it amount to nothing more than a string of time-killing activities between one day's work

and another? Or will it be raw material to be converted into something valuable? Or will it turn into what the six-hour-day rubber worker in Akron calls "honeydew" time—"You know, when the wife says, 'Honey, do this,' and 'Honey, do that'?"

Many large businesses, assisted by motivation researchers, and marketing experts, are now leveling their sights at the leisure market. Americans already spend between \$30 and \$40 billion a year for recreation, and the figure keeps rising. Your major leisure-time task, in the view of some economists, is to increase this expenditure even further.

If business sees leisure chiefly as an economic bonanza, professional recreation workers, or "recreationists," seem to view it as an opportunity to get us all doing something—anything.

"Since the average citizen is unable to invent new uses for his leisure," Willard C. Sutherland, of the National Recreation Association, has declared, "a professional elite shares a heavy responsibility for discovering criteria for ways of employing leisure and creating enthusiasms. Or, as one factory worker put it far more simply, 'If they're planning a twenty hour week, somebody's going to have to think of something to keep people occupied.' Are recreation workers the "somebodies" who will train us to use our leisure sensibly?

In recent years recreationists have grown in number and importance. Scores of colleges offer bachelor's and master's degrees, and even doctorates, in recreation, and admittedly there is a need for trained persons to guide recreation activities in playgrounds, hospitals, schools and elsewhere.

However, many authorities question whether the recreationist can—or should—take on his all too eager shoulders the responsibility for guiding our leisure-time activities. Recreation workers, who usually have majored in "physical education" at college, are adept at guiding hobbyists and organizing games. Whether they are equipped to guide men's minds is quite a different matter. "People in the recreation field," says Dr. Martin, "have little real conception of the task ahead. We need psychological, not muscular, preparedness for leisure."

What can you do to improve your use of free time? One approach is to examine your present activities critically and try to understand *why* you are doing certain things rather than others.

A second is to try to rely more on inner resources than on outside stimuli in using your leisure. For too many people leisure has become a passive routine. They clean up the dinner dishes, move into the living room and challenge the evening's television performers. "Entertain us!"

A third answer may be to learn to resist the social pressures to conform, the business pressures to consume and the professional pressures to keep busy, and to find, among a world of choices that you may not even have considered before, activities that will gratify you.

Leisure can degenerate into purposeless activity. It can result in dreariness and apathy, or become a new opportunity for personal growth and creativity. The choice is largely yours. THE END

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Carefree Farm Vacation



(Continued from page 64)

Our vacation, however, was as much off the farm as on it—in trips to marble and slate quarries or over to Weston to shop at the "original" Vermont Country Store, a visit to the Farrar Mansur House, one of the best small museums in the state, a ride in the ski lift up Big Bromley Mountain, a trip to the art show and craft store at Manchester Center, a ride over to lunch at the old Wallingford Inn, a visit to the Calvin Coolidge Homestead, not to mention golf at the nearby Lake St. Catherine Country Club, swimming in the lake, and fishing in a rocky stream that rushes through a gorge near Poultney.

We always asked the youngsters to come with us, but even a trip to the trotting races, which we thought Joann would find irresistible, was refused. The reason? It would be "silly" to watch horses race when the farm had Betsy, a real horse she and Johnny could ride.

With similar logic they declined to attend a nearby county fair. Could they "take care" of the animals there the way they did the new kittens or the new puppies which had so conveniently timed their arrival to ours? Could they have a turn at milking a cow? (Ken Proctor had just earned lifetime affection by naming one of the cows Joann and the youngest bull John.) Could they bring home a baby pig? No? Then why go?

Even the lure of the Ferris wheel at the local carnival was as nothing to a ride in the jeep with Mr. Proctor and Terry, the dog, "across the fields—right off the road."

One of the reasons the children hated to leave the farm for even a minute was that they'd learned the daily schedule, they always knew what "big event" was coming up next, from the first morning milking to the final excitement of the evening, when they took turns ringing the old Lake Champlain ship's bell to announce supper.

We did insist on a trip to the Shelburne Museum, a restored Early American village, where there's the added lure of a Lake Champlain steamer set up on dry land (it was a job getting Johnny out of the engine room). In the honey shed at the museum a swarm of bees keeps working busily in a glass hive. Here the kids had fun finding the queen, who'd been painted yellow, in the swarm. Then we sat out under brightly colored umbrellas to finish the lunch Gertrude Proctor had packed for us. Just another service for farm guests, and all part of the \$140-a-week rate for our family of four.

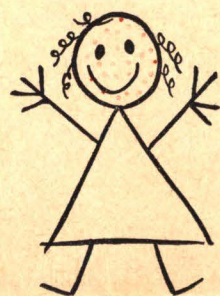
For the first time in our lives the old vacation rule "Take half as many clothes and twice as much money" did not apply. The heart of the farmhouse was the enormous kitchen, where Mrs. Proctor turned out some of the best home-cooked meals we've ever eaten. She made a special effort to please the children with extra fancies like cream puffs and chocolate cake and

one of her special desserts, sugar on snow, which is hot maple syrup dripped over snow (saved in the freezer) to become a lacelike candy.

Our appetites sharpened by farm life and the pleasant family-style table, we packed away huge breakfasts, delicious lunches and equally hearty dinners. Although the farm's raw milk had the highest health rating, Ken Proctor prefers to serve milk which he pasteurizes himself. Our youngsters guzzled it as if they'd made private consumers' pacts with the cows.

There was another plus to farm meals—the children didn't have to sit still for hours in a restaurant or a hotel dining room. Mealtimes were as relaxed as the rest of our vacation.

DISEASE TO PLEASE



BY LOYD ROSENFELD

I quite agree your
crimson spots
Have made of you
a lovely vision,
Getting chicken pox,
my sweet,
Turned out to be
a wise decision.

But, though it's kind
of you to want
To share your blessings
willy nilly,
We'd best not go
to nursery school
And offer them to
Jane and Billy.

"Ah," said skeptical friends later, "but what about dull evenings on the farm?"

Dull vacation evenings are no novelty to parents at rented seashore cottages, motels or hotels. One goes to the movies while the other baby-sits, or they watch television in the hotel lounge, returning to their rooms every few minutes to make sure the children are sleeping soundly. But like so much else on the farm, our vacation evenings were a pleasant surprise. The

children put themselves to bed, and Mrs. Proctor was quick to point out that there was no reason for us just to sit around, since she'd be there anyway.

"There's a wonderful summer playhouse in Poultney," she added.

Indeed, it was a sparkling new, plush-seated theater called the Green Mountain Playhouse, on the campus of the Green Mountain Junior College. We saw Tennessee Williams's original and uncut version of *Cat on a Hot Tin Roof* with a New York cast, and later we strolled across the leafy campus and through the sleeping town.

There were other evenings of square dancing at an open-air pavilion by Lake St. Catherine, of movies, and on Saturday night we drove over to Chittenden for cock tails and lobster and an evening of dancing at smartly rural, \$15 to \$25 a day Mountain Top Inn.

Then there were evenings when, happily relaxed from carefree days in the open, we were content just to "stay home" at Thrall Farms, sitting out under the stars or by the huge dining room fireplace, sharing coffee and conversation with the Proctors.

Did all her guests enjoy farm life as much as our family? "One family," said Gertrude Proctor, "has been back six times!" And the Proctors have been in the Farm Vacations and Holidays program only three years!

They do not take tourists overnight. "We want people to stay and enjoy our farm," said Ken, "so we can get to know them." They exchange photos and letters and Christmas cards with many former guests, and some of them come back for hunting or, in early spring, for the maple sugaring.

The recreation a farm offers its adult guests is not merely physical; we put the Proctors' lawn chairs and hammocks to good use. We also found a deep inner refreshment in the pace of this little world unto itself. Amiable Ken Proctor wouldn't trade his domain, almost as large as the principality of Monaco, for any man's. He managed to convey to us something of the sure calm of men who are close to nature's unending miracle.

Our children understood Ken's tasks far more clearly than those which take their father to his New York City office each day. And the "work" when they "helped" was such fun! Picking corn always began with a game of hide-and-seek in the tall, rustling stalks, bringing in the cows meant a jeep ride with the dogs as passengers out to the far pasture, watering the horses meant hunting for frogs in the farm pond.

Joann found when she fed the calves that "cows have much more beautiful eyes and eyelashes than people." And for Johnny there was nothing to match the importance of any work "with the other men."

More than that was the freedom of the open fields, exploring a woodland grove on their own or a stream in the pasture whose banks were aglow with wild flowers of every color, the quiet joy of lying on a grassy slope, barnyard sounds distant on the soft air, to watch the blue sky wheeling overhead. It's something we want the kids to have again. To be honest, we can take quite a lot more of it ourselves. The only thing is, next year the children want to stay all summer! THE END

your book "The Design & Engineering of Experience"
Engineering Experience
"Experience Engineering"

The ~~study~~ study of design of activities & experiences,
your book for ~~improving~~ ^{improving} the ^{vital} health & happiness, ~~study~~

"The Experienced Designer" (of mankind)
your book - //

Experienced Design - the design of
living - of doing - rather than
of material things
(industrial design)

The fitting of activities to the human body
rather than of things to the human body
with a heavy emphasis of fitting the
activity to the needs of man's
body - and then particularly to
the ~~the~~ deepest needs of his mind
(psyche - spirit) +

This Embraces
Education - Expressive Art & Religion
Entertainment - the cause of this word

Create a new profession - The
Experienced Engineer & the
Experience Designer -

Based Heavily on - an understanding

Man
 Human Physiology - 5th needs
 Psychology -
 Sociology

Means
 Architecture
 Electronics
 Optics - Acoustics

Tapping the
 great
 energy reserves
 of mankind

History
 The Humanities
 Art
 Religion

The transition of this ^{process} from
 hits & misses
 unscientific stage
 to a truly
 deep scientific
 understanding
 Community Centers - Skating Rink
 Disneyland Bowling alley
 Planetariums
 Via Tassny
 Research with
 a portable
 Tape Recorder

pseudo
 mental
 institutions

The tremendous impact
 Engineering - will have on
 social forms such as marriage etc.
 ~~or~~ criminology - juvenile delinquency

Research all past & present efforts to
~~control~~ guide manufacturing plants to
~~given~~ reach a ^{particular} result.

- Yoga
- Monasteries
- Prisons - Reformatives
- Asylums
- Community - Social
- Hypnotism
- Palaces of Culture - Soviet
- Primitive Tribes
- Dance - Dances
- Roman Baths
- Theaters
- Churches
- Disneyland's Lighted Sound
- Planetariums
- Military - US - French

Visit
 Interview
 Take pictures
 Make a colorful well designed book

The successes - groups
 The failures of times
 & failures & inadequacies of all these -

The great possibilities
 of a great leap
 forward in a modern
 approach - based on
 Modern Scientific Analysis, Industrial
 Technology & Mass Social Energy

~~Do Models -~~

Book should give Schools & Courses
available & future
agencies dealing the problem

- Make up drawings & models
of solutions -

after this book

- An Experience Engineer - will
become a recognized profession
with a course and a degree -
& he will be an indispensable
part of every - institution.

- Hospitals
- Prisons
- Schools
- Communities
- Factories
- Buses/Buses
- Military - etc

Experience Designers

Experienced Engineers

to illustrate the difference between their approach & function from that of industrial designers - use the contributions each can make to airplane travel.

The elements Aeronautical Engineer - the airplane
Industrial Designer -

Design for
man's body

External & Internal Decor etc
Comfort of chair - lighting
Controls etc (Engages the body)

Experienced Engineers -

Design for
man's mind

Engages the mind -
Explains flight procedure
Safety irregularities
before asked

Stage games - music
Conversation - ^{The Design} of the Ship etc

Explanation of Surroundings
- the nature of the distractions
Music - Films TV etc

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NEW YORK
IRONSIDES 6 7667

Method -

Buy books & do complete research

on. { A The physiology of the
major sense organs

I { B. ~~1/2~~ ~~1/2~~ psychology of attention
integration of motion

B Study physics optics - Electronics
Chemistry - mechanics & learn
how to reproduce or surpass
them mechanically

II { A Study psychology - The brain etc
structure & function - to learn how
concepts & emotions are built.

B. devise new montage & accurate
machines to achieve it subtly.

evolution form - Technical form

III - Study - History - Philosophy - religion
especially Sociology - to determine
the appropriate - subject matter
& themes of films

content
B. - Penetrate all the dimensions
of ~~space~~, ~~space~~ space & culture
outside & inside man to
bring ~~the~~ films to reality

IV
~~Production~~
Consumption
A
Study dense - Individual viewing machine, permanent, portable
Social Theater - permanent, portable
Libraries
World-wide distribution
B - Do it!!

Plan

Basic Fields of Research

abstract
lectures
& hard core
work

The Engineering of Social Energy-
Socialism

VOGA

HYPNOTISM

Extra Sensory Perception

TRANSACTIONISM

HUMAN PHYSIOLOGY

THEORIES OF COMMUNICATION

LATEST - COMMUNICATION
TECHNIQUES

Practical - Form - complete designs
& practical models
(patents)

Content - The Spiritual
Significance of Modern
Science -

Making - a film & Theaters to exhibit it

Propose an Institute & Research program
to the Govt -

Creating in area of the mind - Intel -
B-Bones & Muscles are in the areas of Blood
for the coming Battle For the Trends

Another way of approaching the curriculum
of an Institute of Communication Arts
would be as follows.

I. Man - the internal nature
of man - particularly the
parts systems most closely
related to communication

A The Human Nervous system
Organs of perception EYE
EAR
NOSE
Organ of Conception the Brain
(Memory - Imagination etc)
Organs of expression

B The emotional systems of man
glands - blood stream -
respiration -

C The Expressive Systems

- Muscular action
- Voice

II External World - The Disciplines
of Science & ~~Engineering~~
Technology - related to
Communication -

- Light Energy
- Acoustical Energy
- Electrical Energy
- Perfumes etc.

III - History of Communication - its Form &
Content - & how they were related
to the technology & the social
& religious ~~parts~~ conditions
of the times

Today & the
The Future

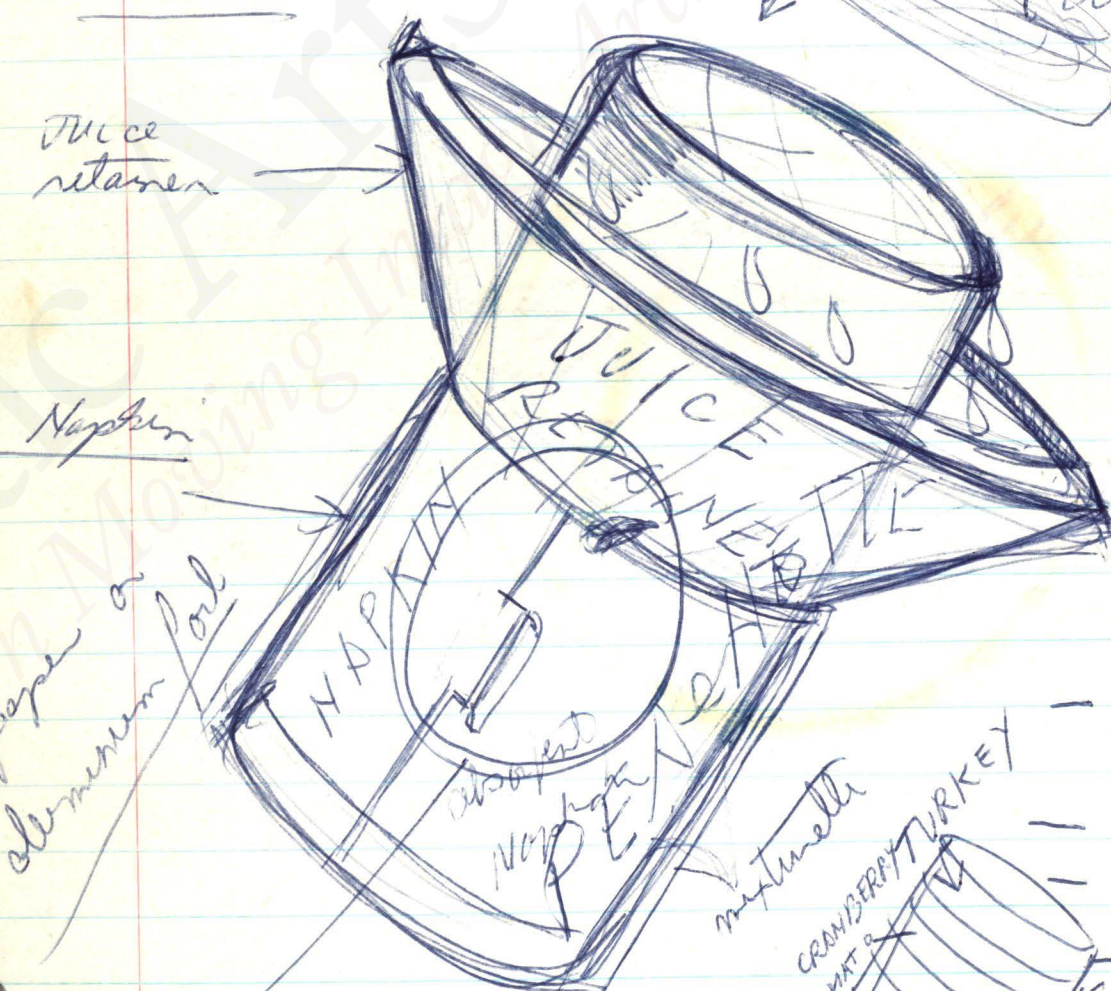
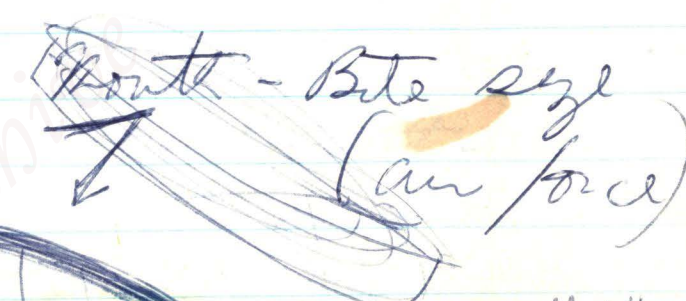
What the American Public lacks most of all is a clear cut ideal that they can use as a standard by which they can evaluate various social systems

All we have now are some vague notions of freedom versus tyranny - But we must see the constant need for variety & expansion as well as integration & control.

& keeping these two extremes in view we must ~~create an ideal~~ ~~try to imagine a~~ ~~social balance~~ ~~we must take the~~ ~~we must go~~ ~~through~~ ~~the travail~~ ~~of all good~~ ~~designs~~ ~~& bring~~ ~~into~~ ~~focus~~ ~~all its~~ ~~detail~~ ~~Education~~ ~~Health~~ ~~Work~~ ~~Science~~ ~~Art~~ ~~Sports~~ ~~Religion~~ ~~etc~~ ~~only~~ ~~when~~ ~~we~~ ~~have~~ ~~the~~ ~~precise~~ ~~picture~~ ~~-~~ ~~can~~ ~~kind~~ ~~of~~ ~~meaning~~ ~~rod~~ ~~can~~ ~~we~~ ~~make~~ ~~an~~ ~~intelligent~~ ~~criticism~~ ~~of~~ ~~either~~ ~~the~~ ~~U.S.~~ ~~or~~ ~~Russia~~.

FOODETTES
GOUTRETTE
INC Sold in cold or hot - automatic vending machines - everywhere -
- a few of them makes a social - picnic - lunch office & even at home
SNOCKETTE

- FPUTTETTES
- SALAD ETTES
- MEAT ETTES
- CHEESE ETTES
- ETC



all different fruits -
- peaches
- grapes
- melon
- apples
- plums etc



colored picture of Fruit
Name - HEALTHFUL
- PURE, PERENNIAL -
ABSOLUTELY NO ARTIFICIAL INGREDIENTS OF ANY KIND To eat

a new
Generation
industry

Hollywood is a Status Quo town
Created by selfish men who don't care
what happens after they
are gone - like the dust bunnies
on the forest floor

Psychic Engineering



Form of your book -

- 1) Knocking down the barriers within the industry
Unions ~~the~~ deorganization etc
- 2) Putting up Research & Development to enlarge
all science the industry from within to
all history expand the uses of film
New Forms - medicine to other areas & needs
- 3) Using Psychic talents to breathe
beauty & meaning into our
whole life.

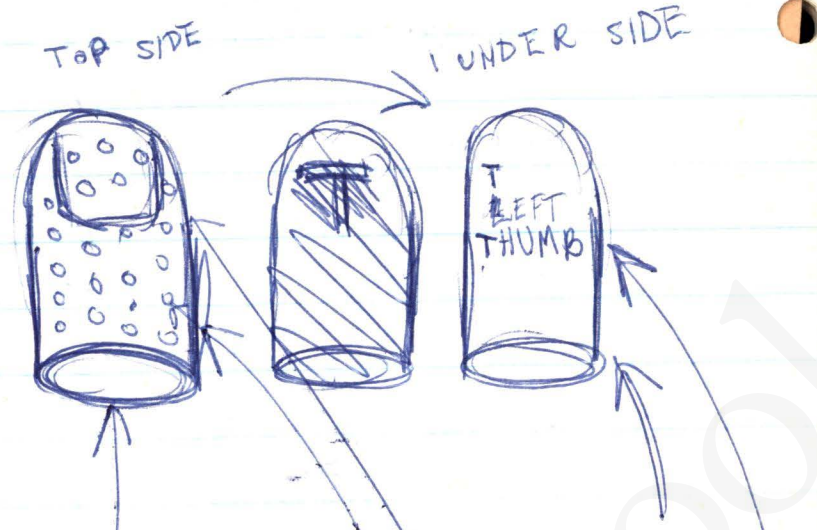
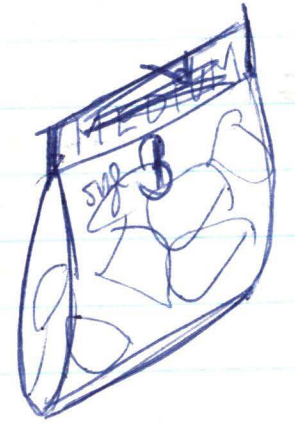
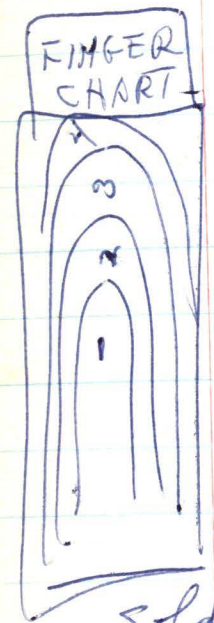
The United States is materially
the richest country in the world
and Spiritually the poorest.

The stage is now set -
that is if no war breaks out or
if we don't fall into some crazy
new McCarthyism for a great
~~cultural~~ ~~and~~ Spiritual and
Aesthetic Renaissance -
one that will ~~the~~ ^{have all the} advantage
of modern techniques -

We will ~~fall~~ ^{fall} ~~found~~ ^{found} into it in spite
of ourselves or ~~through~~ ^{with} consciousness ^{work} ^{shock} ^{by} ^{tricks}

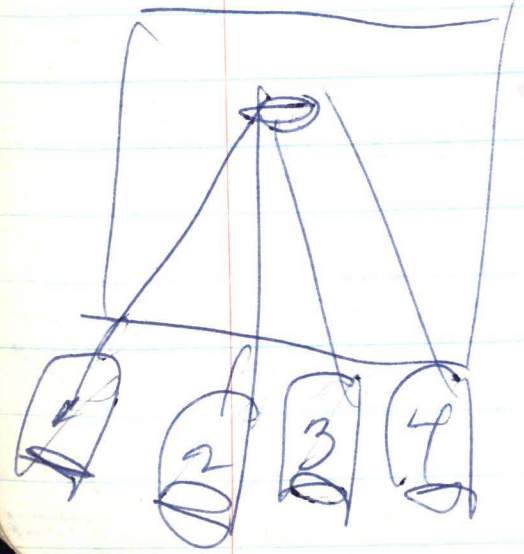
Test
Habit
Self

"STOP BITING" "FINGER TIPS" A protective Device for Nail Bitters



Sold in a plastic pouch in 4 different finger sizes - chest fits finger on finger chart or tries one of 4 samples for size

- 1) Made of rubber ^{response} or plastic ^{activated inside}
- 2) covered with holes for perspiration heating
- 3) Painted skin tone with two tone nail
- 4) Sold in sets of 10 with ^{compact} finger printed on under side
- 5) Deliberately Bitter Tasting to break habit But non Toxic



Film Makers are the Convenience Packagers of Experience -

But just the convenience packaging business really got underway with the arrival of the supermarket - i.e. a good self service ~~direct~~ consumer outlet - and the invention of mass production - economic methods of manufacture -

So will the experience packaging business really get under way - with I - an Experience Supermarket and II - economical mass production methods of manufacture into high quality.

The Home TV set is analogous to the electric stove -

The housewife buys the Tape - puts in her ^{own} records it - returns the tape - & keeps or uses out for recording -

Experience Supermarket

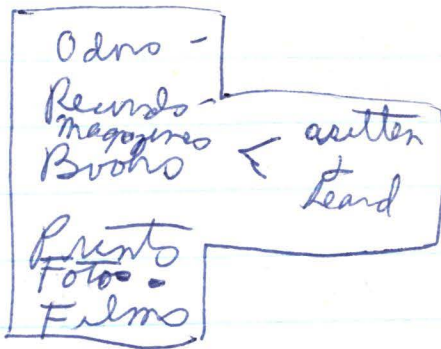
Odds - Taste buds

Records - Music
 Sounds
 Words

Magazines - words
 Pictures

Prints - Paintings

Fotos
 Film strips
 Films -



- Experience about Experience
 or to create Experience -
 i.e. such as Exercise
 Conversation
 dancing
 skating

The Supermarket and 2 different approaches
~~but they~~ - one for food consumption at home
 one for food consumption in public
 but they could work effectively
 together - i.e. the market could
 sell ^{now} foods prepared in the
 restaurant etc.

Similarly - Experience ~~super~~ Market & the
 the Experience Center should work
 hand in hand - i.e. interests tastes
 would be provided in the

Experience center (music - studies ~~the~~
 ideas,
 which the individual could then
 follow up at home by buying
 follow up experience commodities in
 the market. or. vice versa
 he might come to the market
 & go into the center -

above all get the community
 thinking that when it is
 experience they want they
 should go to the experience
center

This outlet is the prime
 problem - once you have
 it & it clicks - you will
 then work backwards &
 develop supply lines to
feed it

just as happened in all material
 merchandizing history -

A film is motion - change - growth

- On a film the ~~audience~~ spectator wants to see change evolution & growth - and he wants to see it ~~more fully~~ - more expressed ~~more fully~~ more fully more percept than he had anticipated - This gives him the true joy of ~~revelation~~ revelation -

The ultimate ma. film is one that is intellectually as clear as a bell -

Emotionally exciting -

- And poetically ~~is~~ true

- If the motion picture screen becomes so big that it covers our entire visual field - then in a sense the director will have less trouble filling it - he will be able to show detail again - ~~as a~~ C.V. of a single person etc. This is so because the

screen - the picture frame, the window will have disappeared entirely. There will be no "frame" to fill - and the director will have complete fluidity of composition and he will be able to ~~show~~ concentrate on tiny areas or engulf us entirely

A very interesting possibility with 3-D will be the superimposition - ^{of different} possibility of filming two scenes and interweaving them spatially -

~~The~~ the director could superimpose 2 different scenes ~~one~~ placed one at 10 feet & the other at say 30 - and they would and although superimposed they would be separated spatially

How exciting it would be to move forward through a series of spaces - ~~the walking through a series of~~

"How The Movie Industry Should Run Itself" (Bran)

a house should be designed from
 the inside out - ~~so it can be~~
 like Frank Lloyd Wright said
 'So it can be lived in'

so that all of the basic activities - can be
 carried out with maximum comfort
 and fulfillment -
 and their continuity should be kept in
 mind

Certainly most houses I have lived
 in have required that the occupant
 control himself so he can live.
 At best is it only a 50%
 solution.

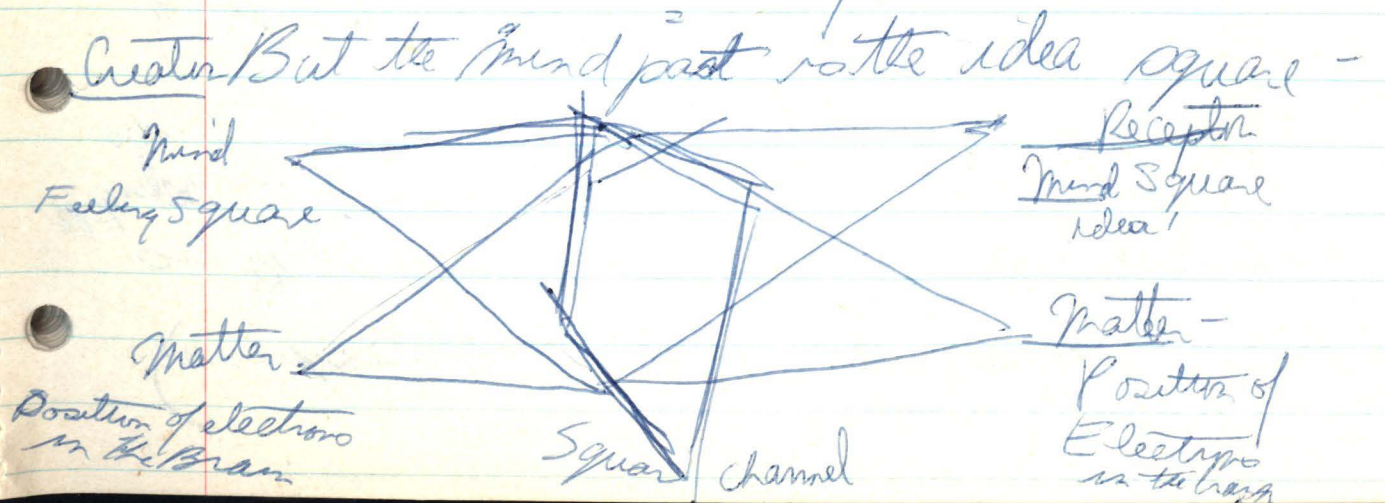
Although ALL IS ONE - we
 apprehend everything as having
 a dual nature - mind & matter.

From the atom to the Universe to ~~the~~ ^{the Part}
~~mind~~ of Man - there is a physical
 and mental approach

If we analyse any kind of Pattern Mode
 closely we can understand the nature of
 this dualism better.

Say for example the drawing of a square
 on a piece of paper -

The 'matter' of this drawing is a series of
 carbon granules deposited in space-time
 continuum on a piece of paper - ~~the~~



We cannot find the image square in the brain - any more than we could find in the granules of carbon on the paper -
~~and~~ because we are approaching it from the outside -

From the outside we can understand only dimension - but not consciousness -

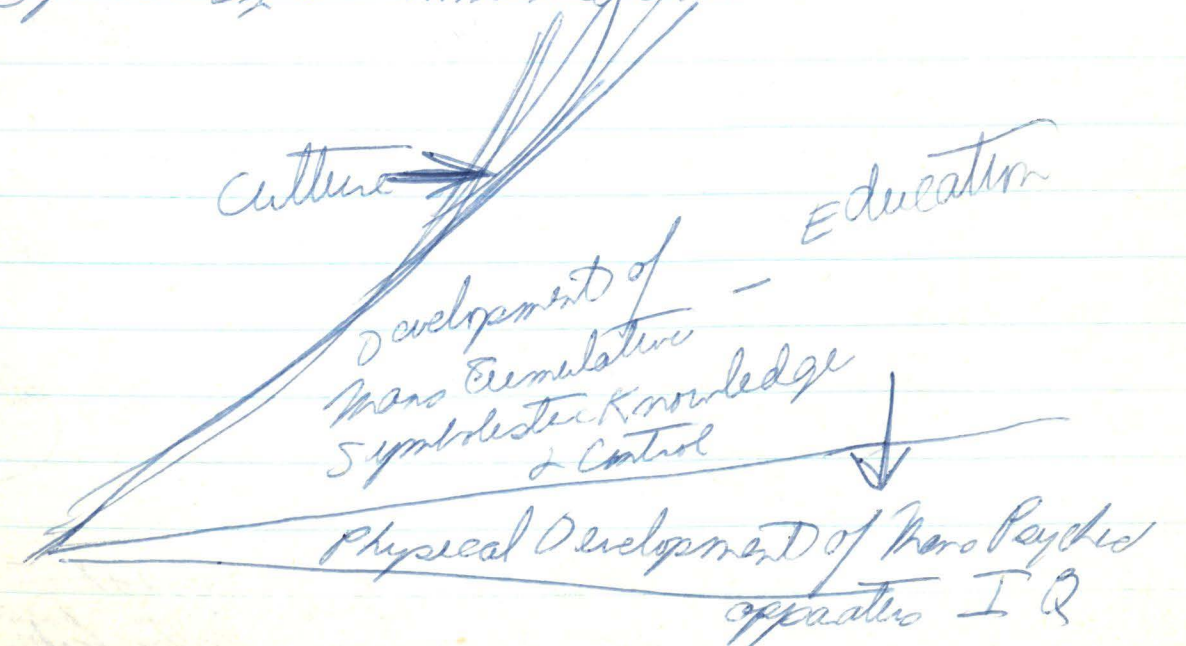
- We must be the thing itself
~~and we are~~ not a part of it -
as we are a part of Society -
Nor can it be a part of us
as a molecule is - part of our bodies
Nor can we above another unit
in the same class - as one of many
americans - but we must be the thing
~~itself~~ - itself.

Then we apprehend - its mind - ^{to ideas} & ^{speaking to}
consciousness because we are its mind - & its mind to us
(In other words to see the mind of a square
must be a square)

If we are the thing then dualism completely disappears - because until the moment of reflection begins, no one feels himself as 2 things - Certainly not as a soul inhabiting a body.

We ~~do~~ feel ourselves as ~~part~~ one with a continuum and only with great effort can we separate ^{our} consciousness - into inside & outside - Me & the world - Mind & body

The Cumulative Building up of Experience from all humanity from Generation to generation so ^{one} the purposes and achievements of Symbolism & Communication



Start with Art is Real

Symbols - ~~are~~ few fleeting moments
Concrete

It is the ability to create & operate
 Symbols that makes human life
 possible - (Boy what a film)

ORIENTATION - ORDERING
 EXPERIENCE OF LIFE

The levels - of aesthetic form

- 1 Representational - Distorted - Completely Imaginary
- 2
- 3

Myth is a vital ingredient of
 human civilization - not on idle tale but
 a hard working force
 Not an intellectual explanation or an
 artistic imagery but a cluster of all
 wisdom & morality
 primitive beliefs (Gobrowski & Polig)
 They deal with life as a whole -
 Science deals with it piecemeal -
 Themes of life - provide guide to living

The Book

People need an explanation of life in order
 to ~~help~~ live even if the explanation is wrong //
 myth based on an incorrect theory of life - (its ideas
 laws - cause & effect relationships) and the nature of
 of the universe -

Art was always meant to influence behavior
 & it still is - Only the beliefs & their
 bases have changed - (to Science & Humanism)

Chapters (of Evolution) in Your book

- Introduction
 What is Communication
 Why Communicate
 Goal - The Ideal
 Progress - backtracking
 the known - creating new
- 1 Evolution of Symbolism - Why Communication
 Non cumulative Culture to Cumulative -
 Recording Devices Science
 Leading up to Cinema (H. O. Urdarm)
- 2 Evolution of Technical form -
 From painting to Super Cinemascope
- 3 Evolution of Aesthetic form -
 From - Representational to Wildest Fantasy (How
 science Fiction)
- 4 Evolution of Content - From Precognitive
 vision of life (archaic - people) to
 scientific outlook - (atoms people universe)
 from to pop. sci.
- 5 Interrelation of preceding 3 - How advances in
 one affects the other

Use the form of
 is shaped &
 form

Introduction
 What is Communication
 Why Communicate
 Goal - The Ideal
 Progress - backtracking
 the known - creating new

An end face looking
 spaced more or
 around

5) Evolution of Distribution & Consumption

7) Evolution of Industrial Organization
Individual ^{The Industrial} ^{Stage} ^{Stage}
Craft Guild - Union ^{Stage}

we are here → Truly Industrial Stage - ^{Real Development}
Social Stage - ^{Shows} Institutes

8) Evolution of Distribution & Consumption

Beyond Film Making -
Psychic Engineering
Adding a Mental Dimension to our
daily lives

Brief Conclusion - Robots - War - Bonds
or more for Spiritual
Flight to

1) Read all book & ~~make~~ ^{make} ^{notes} ^{and} ^{make} ^{notes}
I make Notes

2) See all films

3) Write to Film Centers all over
world & consult Patents

4) Travel & Interview People

The Book

Summary & Classy notes
Go away Somewhere or at Home & write
the book -

Have it well illustrated with
photographs & diagrams
not too easily laid out -

yet not too expensive -

aim at being bought by schools - libraries
all people in the film & TV industries &
call attention to crying needs.

Get small portable tape & interview people
& scout for jobs & company outlets

→ Make it brief - (it will sell more) pretty
profound & complete

Well designed & Seminal !!!
attractive & →

Give full acknowledgment & Credit. Quote at times

Title - "When Consciousness Comes to the
Film Industry"

Communication
what is it & why?
Communication

Form & the Brain

Technical Form

Foto
Moving Pictures
16 film
~~16 film~~
Sound
Color
3-D, ^{stereosound} - The Dynamic
Wide Screen
Cinema
~~Cinema~~
Odors -
Conceptor
Kinesthetic
Feedback

Aesthetic Form

Selection
~~The Stage~~ Picture
The Streets
The Studio - Realistic
Fantasie
Puppets
Animation
Combinations
Distortions
Proliferation
Sound
Voice
Musical
Mellotron
Electronic
Computer

"When the Film Industry Wakes Up"

Interview men
in all phases
about difficulties
lack of
communication
& ideas / improvement

Real
Fantasie
Drawing on Film

Then interview
the advisors
thinkers of
systems & engineer
& operations research
to find out what
they think
they could
contribute

The great
need for the
integrated,
conscious,
scientific approach

Recording - Machines
Recording Media
Play Back Machines
Peripherals

Arrangement

From Technical
to Technical
Fades -
Crosses
Supersimultaneous
Split Screen
Counterpoint - Editing (TV)

Introduction - The Systems Engineering
approach to producing
films of (psychic value) or
affinity
Consciousness & Precision - Replacing Seat of
Power - with all elaborate
apparatus - that lead to identity & self
awareness & self
control

Aesthetic Form

Soundtrack

Dialogue
Monologue
Image Picture Counterpoint
Sound
Music

Introduction -

The main point
of the book -

The need for a completely
integrated industry -
(Because of the essential
interrelatedness of all
elements)

manpower, equipment
select Films - treatment
distribution

Consciousness must
replace ^{that} plot of your
plans that & error -
Operations - Research &
Systems Engineering -
- Why needed & what they could
accomplish

Content

Pre-Scientific World -
People - Tragedy -
Post-Scientific World
Society
Nature
activities -
Shift of Values -
- from less
effective to more
effective forces

From Entertainment
↓
Religion

Films for every need
Entertainment
Education
Religion
Therapy
Debate - Persuasion

used by
Schools
Universities
Industry, M + out
Theaters
Temple

applies the
theory that
techniques cannot
work in the area of art
at same scientific & technical level

Distribution

Local
National
exhibits
Cham
Theatres
Schools
Churches
Back up of the
Omnio -
International
Beginning
TV
Future

Truly
International
Central Exdog
& Cataloging

Films for youngsters
old Folks

Conception

Orest peep dind
 Nickelodeon
 Early Theaters
 Modern Theaters
 Cinescope Theaters
~~Cinescope T~~
 Electronic Temples
~~Life Cinema~~
 Experience Centers
 Home Cinescope
 Personalize - Wash
 Sensory Chamber

(Side Activities)
 Psychic Engineering
 (don't confuse)

Films by
 artists of all ages, who
 create &

You must move
 complete the
 into feedback
 complete

Industrial Organization

Organization of Production
 Experiment
 Pioneer - Individual Group Machine
 Small Companies
 The Hollywood Cold War
 (one man dominated)
 TV - The Networks
 The packages
 The Independents
 Hollywood for TV
 The New Package Industry
 Res & Development
 Party - Ministry
 (side activities) Psychic Engineering
 & Use of

Education of People

None
 Developing Human Resources
 (Brainpower)
 Apprenticeship
 obstacles - income
 Need University Grants
 T send down to kindergarten
 Institute - Red Car
 The Complete Community
 Living Quarters
 School
 Res & Development
 Production

Manufacture

Course - 9 Mos

- ① SEPT-15 - Communication - Goals - Books
- ② Oct - Technical Form - equipment - diagrams
- ③ Nov - Technical Form - Film & Television
- ④ DEC - Aesthetic Form - films - (holograms)
- ⑤ JAN - Aesthetic Form - project
- ⑥ FEB - Content - Books - Film & TV
- ⑦ MARCH - Distribution - Consumption - Statistics - Models drawings
- ⑧ APRIL - Industrial Organization - Books - Biographical
- ⑨ MAY - Use of People - Discussion
- ⑩ JUNE 15 - Summary - Discussion

Requirements - "One thing you should keep clearly in your mind from the very start. You are not designing films but rather ~~are~~ designing the forces of the human psyche - and your tool for doing this is a film. Films can evolve endlessly"

Books - Source Material

Books
Consciousness
Automation

Systems Engineering Approach

Communication - Science & Human Life -
Educational Society - Using 90% not 10% of our
available capacities

Technical Form - ~~Spottiswood~~ Spottiswood -
New Film Techniques

Aesthetic Form - Film Sense
Film Form
Pudovkin
The art of Walt Disney
(writing in Film)

Content - John Drerson on Documentary
Bela Balazs
Battle of Ideas

Distribution & Consumption - Statistics - Architectural
Review of Metro
etc

Industrial Organization - Lewis Jacobs -

The development + Use of
Human Resources - Bob De Nille -
Russia -
Material from the
various schools

Conclusion - Will we repeat the tragedy
of space flight - Too little -
Too late

Cinematography on the Road - Plus
aesthetic
Form

Key Films - Lumiere

Potemkin - Mute

Modern Times

Joan of Arc & Vampire

Citizen Kane

Passion

Umberto D - 7

Fontana
Picture in your Mind
Tynka
Gumault de M...
Emmer on Boesch
Neighbors - Mellan

- Scene films
Marbo Madras

Sources

- Museum of Modern Art

- Cinema 16

- ~~Foreign~~ MGM etc
Foreign
Embassies

Content - Bill Telestone Series

Why we fight Series

20th Century -

20,000 leagues beneath the sea -

The Day the Earth Stood Still

Project 20

Secrets of the Reef -

The Bowery -

School should
Build up stores
book library
Periodicals
& film library
(still)

In this era of flush prosperity when the emphasis in government is on economy and cutting the corners frank speaking is comparatively rare. But the other day in a speech here Professor George F. Kennan summed up the American dilemma in words that encompass many phenomena, among them perhaps the Van Doren tragedy

'If you ask me—as a historian let us say—whether a country in the state this country is in today, with no highly developed sense of national purpose, with the overwhelming accent of life on personal comfort and amusement, with a dearth of public services and a surfeit of privately sold gadgetry, with a chaotic transportation system with its great urban areas being gradually disintegrated by the headlong switch to motor transportation, with an educational system where quality has been extensively sacrificed to quantity, and with insufficient social discipline even to keep its major industries functioning without grievous interruptions—if you ask me whether such a country has, over the long run, good chances of competing with a purposeful, serious and disciplined society such as that of the Soviet Union, I must say that the answer is 'no.'"

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NEW
DAY

Book - course of E. H. Spet
New vision of →
Content

Content

Society must become conscious of itself
in order to be able to control its
growth - in a healthy ^{creative} direction
(it must have a ^{complete} nervous system - in formal content)

all of its cells - the individual citizen
must be able to understand the
true nature of social ^{velocity} emerging
- where it comes from - how it flows
- how it is ~~used~~ ~~spent~~ - spent
or dissipated

What is the difference if - Society if
a creature man inherits a million
dollars or a criminal -

What is lost in a stroke or depression

Why is "costly" prevention ^{cheaper} in
disease, crime, ~~immorality~~,
abnormality & overpopulation
cheaper than "cheap" cures

What is wrong with creature artificial
demand for needlessly changing
clothing and automobile styles
every year -

What is lost when there is no trade
What is lost through poor communication

What is lost ^{to society} if someone steals
a million dollars but spends it any
way?

These are not clearly understood - even by
educated people in the U.S. To say
nothing of the uneducated. They ~~cannot~~
~~then~~

Cinema must make ~~the~~ alternatives
involved in these issues - palpably
~~clear~~ ~~clear~~ ~~dramatically~~
& dramatically clear so people
get a firm ^{held} grasp of the issues and
never forget them.

They need a set of
yet accurate ~~the~~ principles to guide
them through the complexity and
confusion of modern life.

For example -

Exactly what is money - a ticket for
supposed earned by previous amount of value
in simplest terms.

One man carries another on his back for a mile
Palmer has ~~used~~ ^{burned} no energy beyond
normal metabolism - yet he has traveled 1 mile
in a direction he wanted to go. Burns has
expended a double portion of energy - 10 units
for to carry himself & 10 to carry Palmer
therefore he receives 10 dollars from Palmer
- Now positions are reversed and Palmer
carries Jones for a mile. Now Jones
pays him the 10 dollars (a unit ^{energy} symbol)
back & they are even. But the advantage
of money is that ~~Palmer~~ ^{Jones} can use his
10 dollars to ride Palmer's back ^{in a}
month from now (time) or ride on
someone else's back (space) or buy
a pair of shoes instead of ride off
someone's back (item)
In other words money gives a much
greater range & flexibility to the exchange
of value than direct barter trade in

either goods or services. The question
of value is ~~not~~ not only relevant to
amount of energy expended in creating
it but in demand.

For example supposing - the ~~world~~ everyone
has lamps but ~~no~~ ^{no} food. ~~And~~ ^{and} we
run out of oil. Now supposing -
a man pokes a stick in the ground
& oil gushes in. He ~~sells~~ ^{sells} the oil & he
sells the oil & becomes a millionaire -
~~having~~ ^{having} claim on a million units of other
man's energies - after spending none of his
own. (This is not really just - if the discovery
is the result of a million unit of brainpower
- study - research - planning etc. ^{or years of searching} it is.
But if it is patented - or merely stumbled on
by luck - it isn't.)

Work is really the ~~process~~ ^{process} converting of
nature's energies to forms of energy useable
→ ~~to~~ ^{to} man

Now what is the difference between a
constructive man who has ^{earned} a \$1000
dollars getting it & say a thief getting
it - if they both spend it exactly the
same way there is relatively little difference

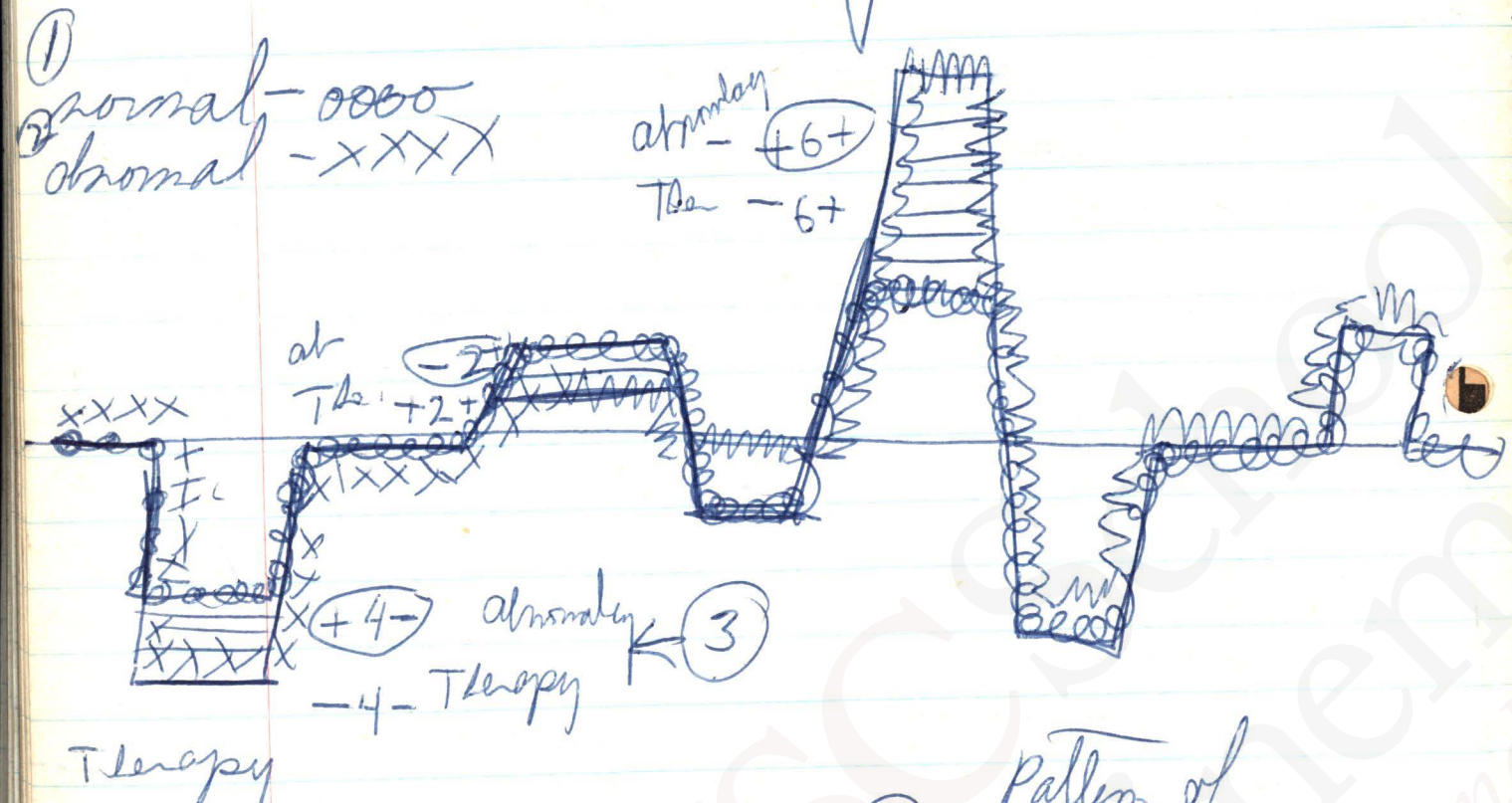
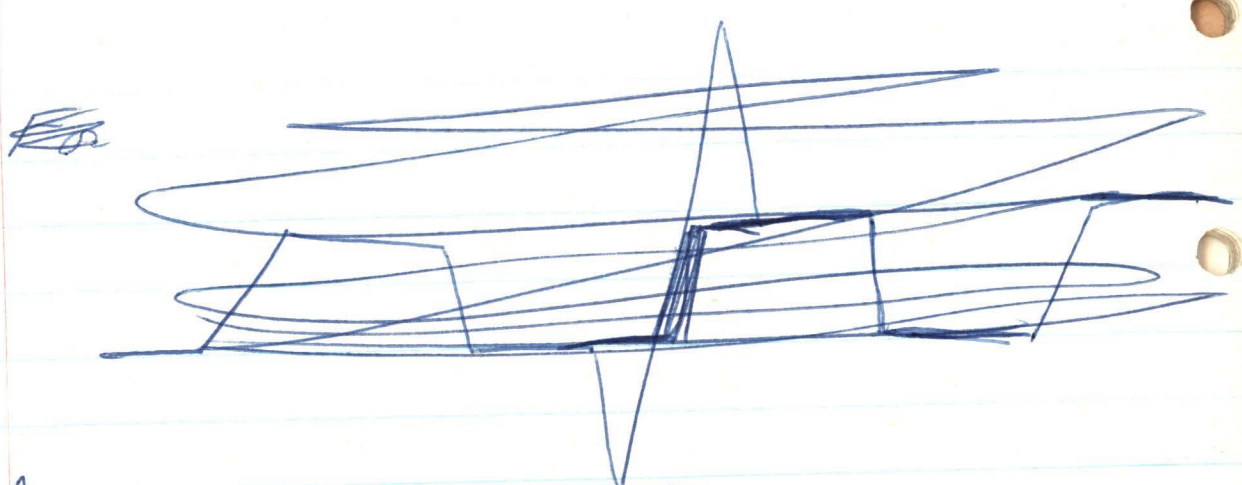
to society except - the ~~the~~ suffering of one man
~~the lack of~~ ^{food} demoralization etc (which can be
very ~~great~~ significant loss)
but a hard working creature man -
and yet they generally do not
spend their money the same way.
One will buy ~~the~~ ~~best~~ food the
other whiskey. One will cloth his
children the other will ~~be~~ buy
tickets for his mistress. Or
other vices - one will ~~at~~ ~~the~~
encourage & support the ~~ex~~
healthy elements (the real energy creating
elements) of our society,
and the other will ~~encourage~~
encourage the infectious - ~~poisonous~~
poisonous (energy depleting)
elements of our society -
Hence spent one way ~~Society~~ ~~will~~.

Society become stronger, more vigorous
- another way weaker ~~suffering~~
death ~~and death~~ can
and it must be clearly understood
that diseased death ~~is~~ ~~not~~
for society just as surely as
it does for individuals;

good -
Good Quality ~~sep~~ - like ^{good} flavorful food - will
satisfy - otherwise we try to make up
for quality with quantity. - i.e. one
meal ^{good} rather than 3 times a week
mediocrally. - (the endless search for
safety)

This ~~alternative~~ alternative must be
clearly illustrated in every case.
and the morality that naturally
springs from this new understanding
of cause & effect relationships
must also be dramatically
expressed.

Only after we understand the mechanism
of normal behavior patterns - ~~we~~
~~we~~ understand and then understand
the mechanism of ~~the~~ abnormal patterns
can we then take effective measures
to do things that will ~~turn~~ ~~the~~ ~~things~~
~~the~~ ~~things~~ change the abnormal back
to the normal



First we must know ① Pattern of Normalcy
 Then ② Pattern of abnormality
 Then we can take ~~then~~ ④ Compensation necessary to establish normalcy pattern again
 Today we know little of 1 - nothing of 2 and therefore are

Note if sex will contribute to this state - as it normally does if once a week - it should be encouraged & provided for

But empirically we do know certain things without necessarily understanding the underlying org mechanisms - just as primitive man ^{empirically} understood the value of rest & food without knowing why they worked

unclear physical illnesses

This we know about the mentally ill -

- 3) The body must be sound - actually into a state of super health & vigor by plenty of ^(energy) good food & exercise
- 4) The individual must be caught up in the flux of meaningful activity not just games - (the intellectual splendor)
- 1) He must be removed from the ~~the~~ environment that created the stress & any memory of it (a change) (the infectious environment)
 analogy - removal from infection - or bone being attacked
- 2) Chemotherapy - ~~analogy - penicillin~~
 Electropattern therapy - setting the bones

only stating ineffectually in the dark when we try to do 3.

There are 3 ways we can dramatically alter the behavioral pattern.

Structural changes - Surgery
Chemical changes - Chemicals
Electrical changes - Electricity

The most promising are first Electrical -
Second Chemical -
Third Surgery -

We can get the mind locked in step by leading it through some process or (Corrective Compensation) through patterned electrical control.

Chemotherapy in conjunction with Electricity may even be more effective.

Science & Human Life - E. V. Butler
& Herbig

Religion is necessarily concerned with what is not known scientifically. It attempts to answer the great mysteries of human existence - ~~to~~ its origin - its relation to the universe - ~~the~~ its purpose and what happens ~~the~~ in death. It is necessarily based on intuition - a conjecture - and on faith - because it

Men cannot wait until science illuminates all mysteries. Science cannot take about purpose or meaning - only what happens. They ~~are justified in~~ need complete answers now - in order to live - in order to organize their individual & social existence. They demand - Answers and Religions attempts to provide them.

Science operates by breaking experience up into little easily manageable pieces. After 300 years of science we live in a completely piecemeal ^{atomized} world. - ~~It~~ Whatever common ground that exists is from the past - and even that is slipping.

Your book & your life work!

Hence Western Societies do not believe profoundly in their (Christian inherited from 2000 years ago) aims. They are unsure of themselves, ~~and they~~ they ~~do not~~ ^{cannot} ~~enjoy~~ ^{enjoy} the full power of their energies because they do not know what to believe or what objectives to aim at.

What is needed is a new integration of knowledge and belief which will assimilate all the detailed knowledge of the Scientific epoch and incorporate it into a ~~new~~ living faith that will again give the people a feeling of wholeness.

→ It may be that western life will have to be eroded to its roots before it can be rebuilt.

If man has a desire & hunger for something that something must exist. If he hungers for unity - of this must exist.

Butler - "The main problem of human life is how to create a superstructure of ideas and institutions which enabled people to live together in a human way (or to release their fullest creative energies) ^{MH}

To do this they must hold sacred beliefs which provide values & meaning to human life.

Book - The Mind of the Social Organism

all communication is really the process of creating a nervous system to orient & control the emerging social organism -

Social Science is the physiology of the social organism

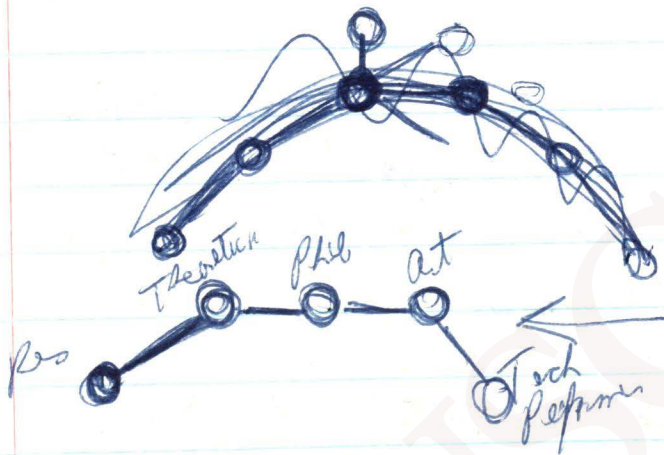
Economic Science - The Study of Absorption & distribution of ^{physical} Energy -
Digestive tract -
Circulation - Respiratory
(etc)

Political Science - The Study of Action & Reaction -

Communication Science
or
Culturology

- the Neurology of
the Social Organization
the accumulation of
Sensation (Sense)
Formation of ideas -
Philosophy, Art,
and Expression - Art.

Researcher - Theoretician - Philosopher - ^{Religion} Writer -
Artist



performing Art
or Technician
high
three main centers of
social man -

a film is the highest most complete
embodiment of an idea -
Intellectual
Emotional

in its ^{whole} natural Space-Time Dependency
Send us well carefully study be

formation of a film & parallel it
to the development & expression of an
idea in the ~~form~~ individual human
being -

This is the real basis for the intelligent
organization of the film industry

- The Autobiography of an idea -
in individual Man & in the
Society

Note at UP - Study Neurology -
more careful read - layman
look

Moholy Nagy - Europe lived in ~~studied~~
& understood how to design
space -

America lives in, understand & is
on the verge of designing TIME

Designing the Use of Time -
(Experience)

The proper sequence of actions in time
can maximize the individual's
receptivity to an idea - as much
as it maximizes the individual
cell's ability to absorb - food, oxygen,
or rest ~~at work~~ etc

If the order is reversed or mixed up
like exercising after eating
~~rather than~~ everything is destructive
rather than constructive -

Study the Social Mind -

which works
UP is
concentrating

Not only the flow Down
of an idea - but the
complete flow up - The
formation of the idea, its
complete flow down & feedback
cycle

When an artist struggles to give
complete expression to his most
complete vision of reality - he is in
reality trying to digest or put himself in
touch with the social organism's
vision of reality

The content of his vision is the form of
Society's vision. The content of the
social organism's vision can never
be known to the individual.

Maybe an individual cell can see & feel our
ideas in extraordinary moments or
"being" "Yogi" & maybe this is
what the individual artist & his
illumined spectator momentarily
achieve via a vis the ~~social~~
consciousness of the social mind.

Mind exists even in the atom
in exceptional moments it can penetrate
the consciousness of levels above itself
through strong identification

reaches the second level - This is the story of all evolution from simpler to more complex - from lower to higher consciousness. - Every time we struggle to integrate a new idea - ~~express~~ - understand it feel - & express it - we momentarily live on a higher level of consciousness and unwittingly are forwarding human evolution to higher plane of consciousness -

The hunger & yearning of the mind for union with all - the one with God -

The motivating force behind all Evolution (~~Structure~~) & Culture

Read Beyond
Overcome
Pain

Creating - the Mind of Society or
Organizing → The Social Organism -

organizing ~~Creating~~

"Organizing the Mind of Society"

First ~~the~~
fact to
get
straight

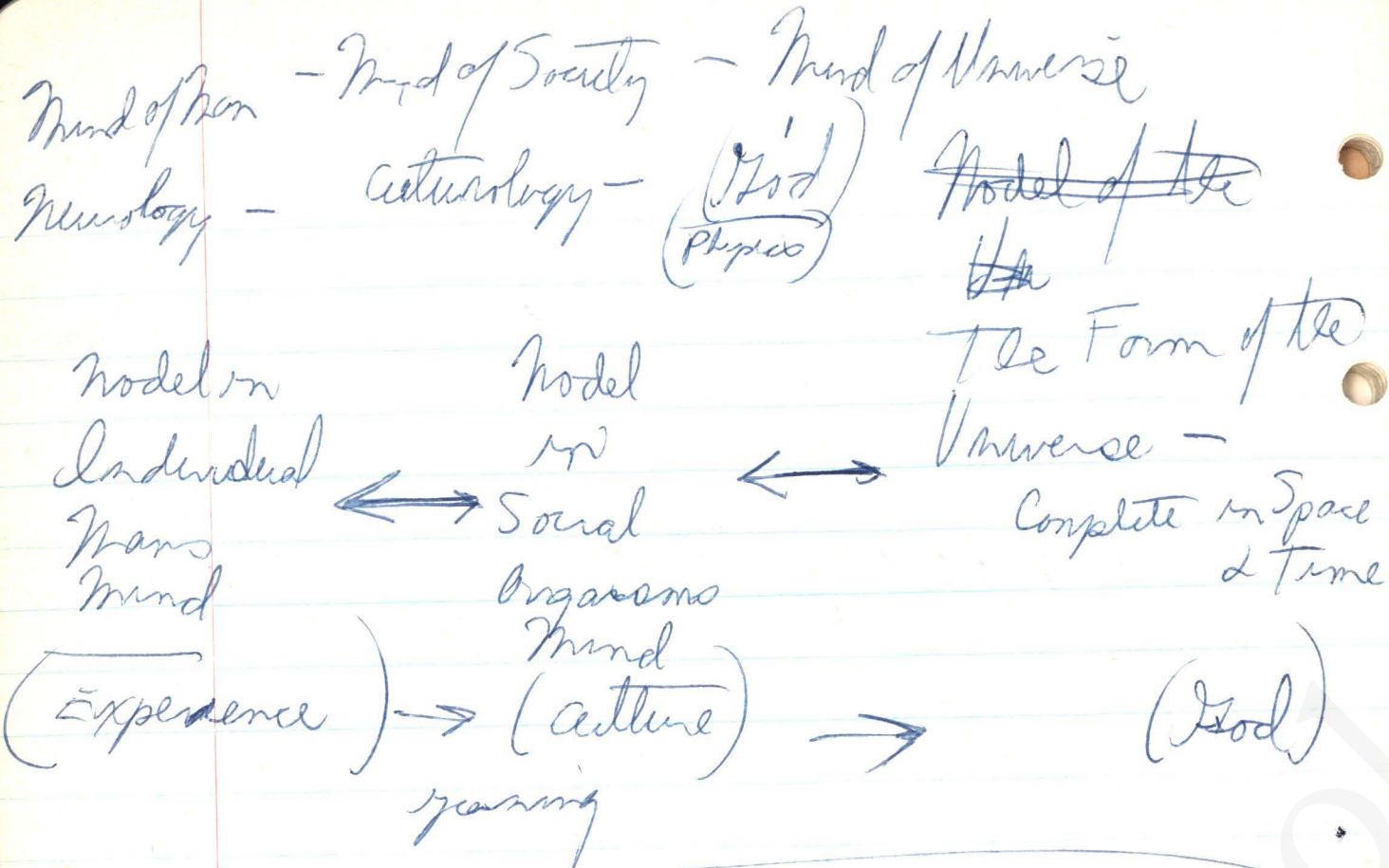
no
matter
how

No matter how perfect the channels it is literally impossible for an one man to understand, feel or experience all that Society Does

frustrating - like ^{the limitations} Copernicus, & Darwin

One part cannot heal parts - the Organism is greater than the sum but a new Quality we only deeply perceive - like the ~~person on~~ face - or the blood within us

Hence this should not be the ~~the~~ illusory objective - of Communication but rather the objective should be to have the right units see & feel what



is important & relevant to see & feel - So as to ^{write carefully} make the Social Organism more efficient - in its operation & progress

There are moments of greater & lesser generality of feeling - as cell to body - different at different moments -

science of existence of individual

analyzes - eating, exercise, Emotion, Spiritual Revelations

greater identity & Generality -

~~The concept~~

Trans Mind cannot be aware of the mental states of all the cells within himself. For example try as I will I cannot feel the joy & anguish of a white cell in my blood stream engaged in a battle with a microbe. or I cannot feel the pleasure of single muscle cell feeding - and conversely of course these cells cannot fully understand a Picasso painting as I do.

To extend this Analogy - ~~the~~ ~~the~~ Society can no more identify itself with my mental state than I can with its.

The ~~cell~~ single cell, - Man, Society, ~~exists~~ exists on completely different levels of consciousness - ~~that~~ Each may know of the others existence but can no more really identify with it.

The Analogy of cell to Man & Man to Society should be used only as a ^{useful} useful tool of analysis and ~~it~~

be followed only so far as it applies
& illuminates - but not so
~~little~~ far and so literary that it
confuses ~~us~~ us more than
enlightening us.

The analogy is like the Camera & the
Eye - a camera is not an eye
but a instrument that follows certain
parallel forms that are parallel to
the eye because it's trying to
solve the same problems with the
same given conditions (or natural
laws of light etc)

Similarly - the social organism resembles
the human organism (but is not
just a big human organism) because
it is attempting to solve
similar problems of efficiency -
consciousness range of action etc
in the same world - hence it
inevitably must develop according
to the laws of Design or
Organization of Pattern which

Apply to ~~the~~ Animal Organisms
Machines or Society.

The struggle against Entropy

Am creating films - we are creating much more
complete form of Memory for the Social Brain

Social Memory - Books -
Pictorial
Pictures -
Records -
Motion pictures ← Film
Tape

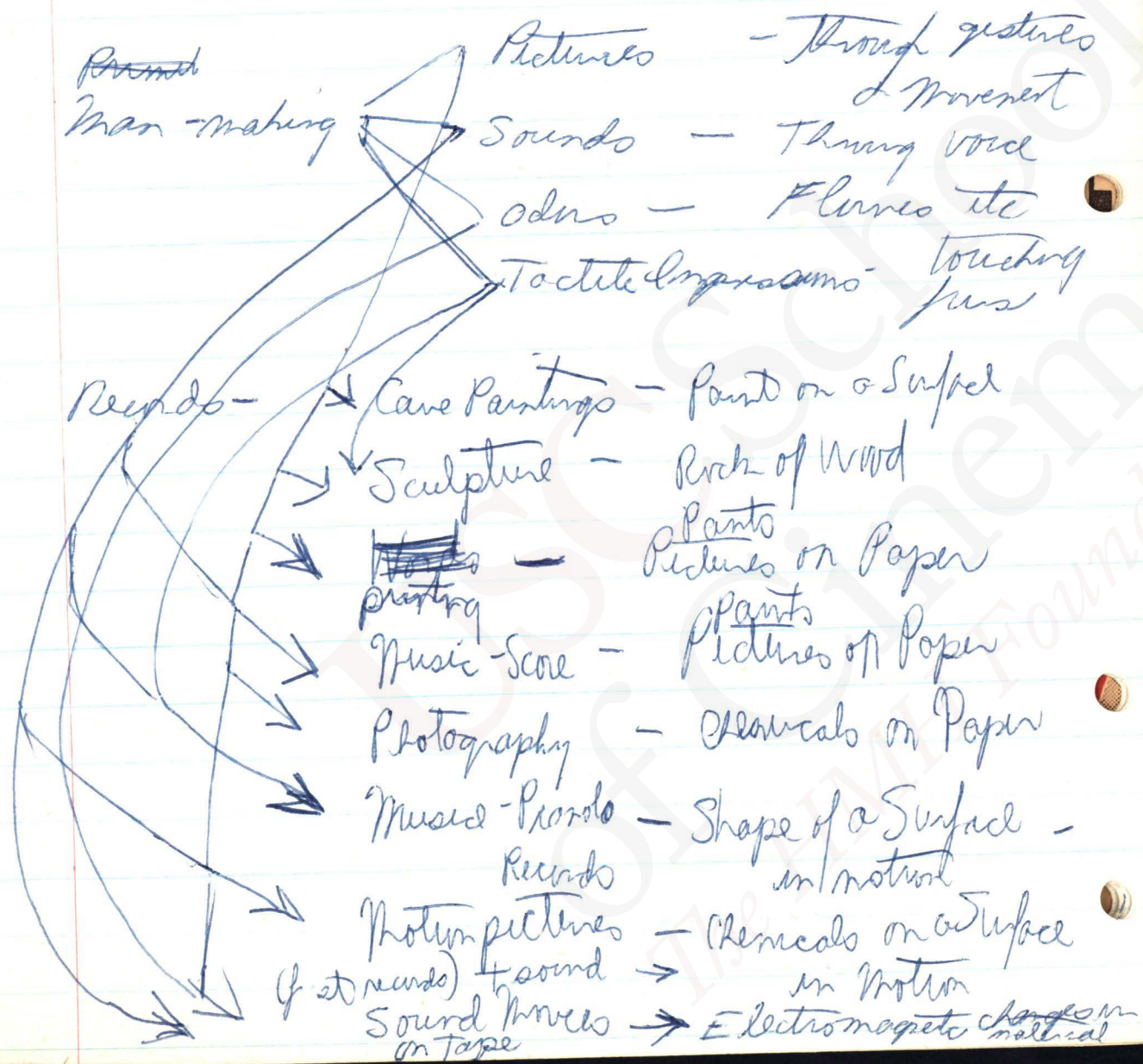
Recording

Picture
Sculpture
Words
Music
Photography
Motion picture

Concrete
forms - the memory
of the world
of ideas -
they gradually
facilitated
circulation
on the open
time

It is very interesting to analyse more closely the evolution of man's ability to give experience a concrete form that could be passed on in space & time.

In each case a record is made by making a physical change in nature that stays



In other words we can code the information in any way & it will be what we want it later on as long as we can decode it

We can code it with a mathematical equation

- Changes in color of material
- Shape of material
- Electrostatic charge of material
- Heat of material
- Radiation of material
- State of Solidity of material
- Weight of material
- Reflectivity of material -
- The Spin or Rotation of the material (~~vibration~~)
- Vibration of the material

Naturally the first is the most compact, easiest, cheapest, economical way -

Today it is becoming Magnetic Tape -

Tomorrow - Molecular Penicillin or spin or Mathematical Equation inside of a solid

It is theoretically it might be possible to have an
math-equation for each experience

(film)
Symphony etc

If this were so they might be
able to be cross fuggled -
and independently create new experiences
or forms -

This would be the Mind of Social Man
Thinking & Designing -

(The Digital Computer Today) 10

The beginning of the Mind of Social Man

Symbolism - Pattern - Mathematics - Electronics

If there can be a formula for a simple pattern
there can be one - for a more complete -

or a series of formulas each brought
into operation at the correct time
by another formula -

In reality a hierarchy of formulas

→ The mathematical
equations

3 dimensional
Space
Space

T-Time →

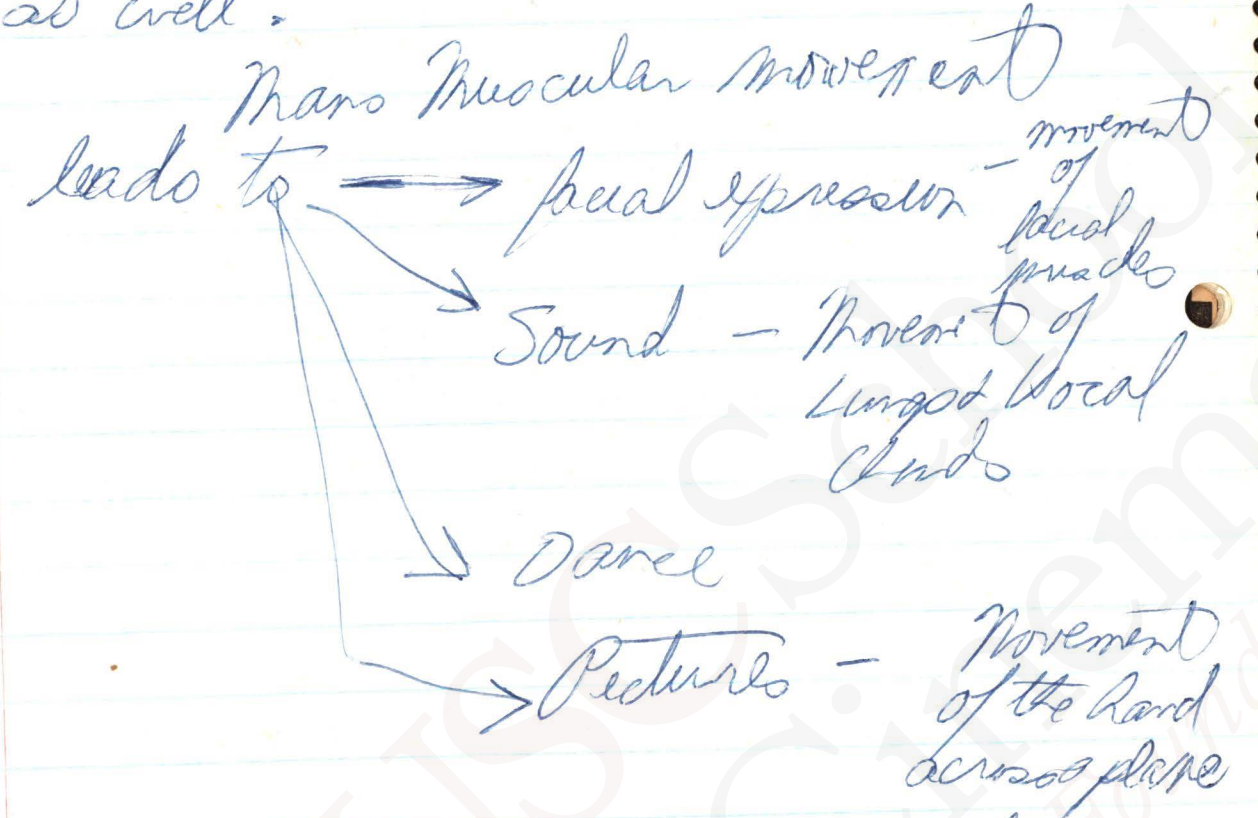
The pattern in Space-Time

Once this is fully developed ^{in 3D} - it will be the
key to the production of all material
goods as well -

a math. Equation - Making - automobiles etc -
which is nothing more than the right
material in the right ^{position} space - created
through time
real automation

The essential link between patterns &
physical being will be ~~the~~ connected

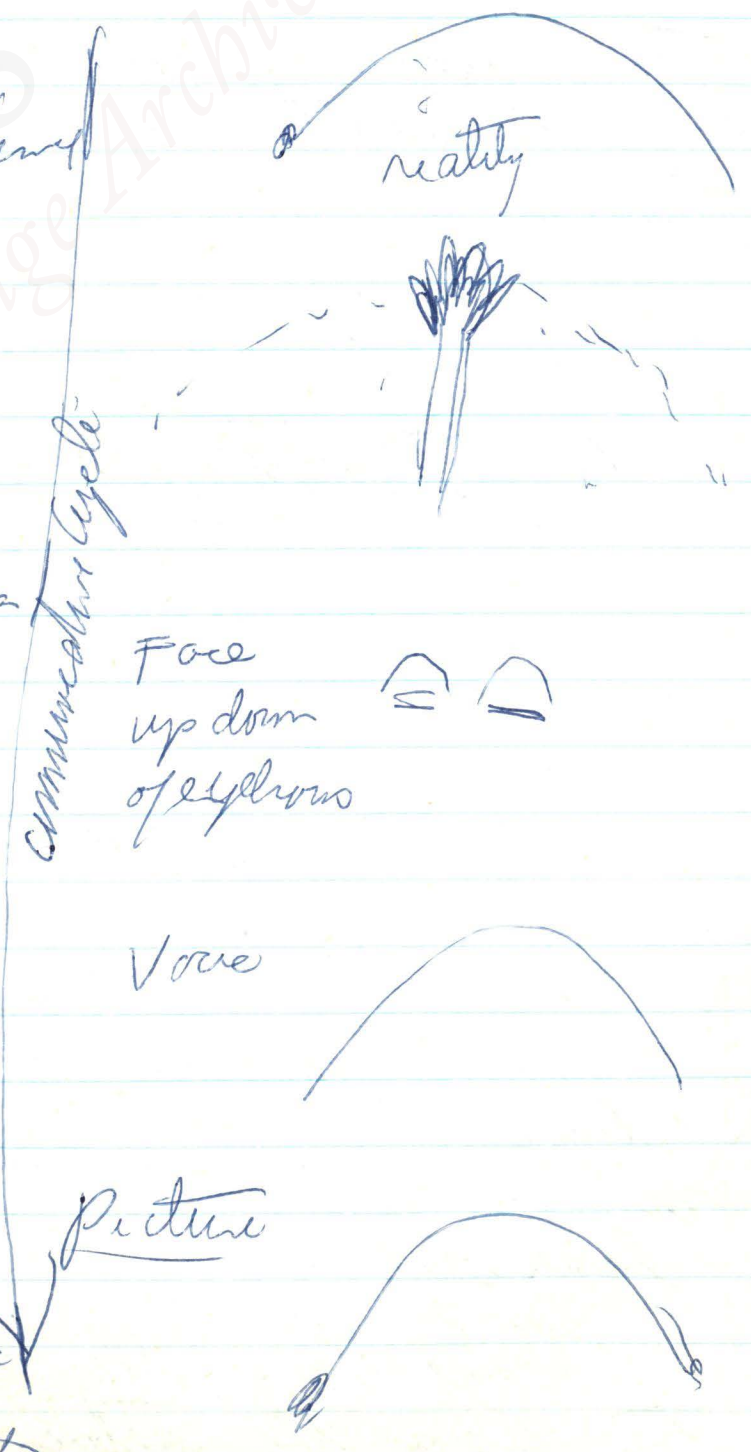
The only thing man can do to express himself is move -
 From Muscular movement flows all ^{not only} of his action but (necessarily) all of ~~the direct~~ and his symbolic expression as well.



thus all forms of expression have their common roots in the movement in the muscular system man feels - so that any given form is quickly related through the laws of movement to all other channels of expression

For example the flight of a stone would be expressed so by the hand

From the Brain
 through the Motor Nerve
 into the Muscles
 Movement
 Tools
 To the Concrete form
 Sense Organs
 Sense Nerve
 Brain
 ↓
~~Substance~~
 Brain Beginning of
 Movement
 Even microscopic
 Muscle Tension
 But No Movement



100-801-

Also - Expression - the demand - the audience
whether self or others - places a great motivation
& organizes ~~forces~~ & directs energies to
the task.

Expression is an act of ~~finding~~ ^{finding}
a thread ~~that~~ reality ~~has~~ taking hold
of it and then following it through
the darkness as far as it will
lead.

once you have marked the path -
- it - lighted it up at it were - then
it is easy for others to follow.

Expression then is a two phase
thing -

- ① It is the artist walking along the
thread
- ② It is ^{showing the thread} helping others to walk
along the thread -

Hence a real Science & Art of
Expression must be devoted
to both acts -

- ① The discovery of how the first phase
is done & then facilitating &
automating that phase as much
as possible
- ② The discovery ~~& facilitating~~ of the second

after the second phase is done
and then the facilitating & automating
the second phase as much as
possible

Book "

The Science and Art of ^{Human} Communication

with particular emphasis on the (past present and)
future of Motion Pictures
and Television

- Physiology
- Psychology
- Hermetics & Symbolism
- Inf Theory
- Cybernetics
- Mathematics
- Cartography -
- Yoga

In other words as is evident in any
dramatic communication -
both the speaker and listener
are engaged in a common act
of exploration - they both
spontaneously following the same thread
further & further into reality -

Basic - Structure Ideas from Moholy Nagy

The new Artist - Designer

It is imperative that there be an institute of light & color (incomplete) or institute of electronics & not in the technological sense alone but in integration with the arts

Television

The film script is the mediator between intellectual concept and visual presentation

a photo cell which translates lam. waves into images

Only a manuscript is film genuine that cannot be fully understood either in book form or on the stage but exclusively through camera-motion sound & color

Viktor Egon - ~~The articulated form~~
The emotional power of
articulated motion

Any artistic medium must involve a
consideration of the specific potentialities
of its medium if it is to achieve intrinsic
organic quality & full power.

Motion is the heart of movies

There is no theory for the use & control of
motion.

Eisenstein - Potemkin

Vertov - Camera Eye

Duffell - Birth of a Nation

Parlorentz - The Play That Broke The Plans
The River
Chicago

Peterborough Films
Maya Deren -

Art goes from the Representational to the Meaningful.

What is needed now is a great synthesis of Accuracy and Complete

- Where morality becomes one with man's physical & social nature
- and where all necessary tasks are given dignity & status & where each individual is helped & encouraged to develop his fullest potentials. He gives the fruits of these potentials willingly to his fellow man.

Unity of Art & Science, Reason & Feeling - Work & Leisure, the individual & Society, thought and action

all areas that ~~are~~ are divided by deep chasms today

The human retina contains 120 million light sensitive elements

→ rods
and 6 million - color sensitive cones.

→ one nerve for many (?) rods - hence vision not sharp
→ one nerve for 2 or 3 cones & even one (hence vision sharper (center of retina))

In order for it to progress the film industry must be vertically organized from Schools Blair Paro to Theaters - because they are parts of one system.

Probably May Very Important

organize each chapter - so

Games Social
Man - Machine -



eye

First Camera TV Camera

where falling where better - future →

Intuition
Perception
Concept
Emotion -
action

A perfect example of the ^{how} ~~inability~~ of private initiative & self centered interest will be incapable of solving the great universal problems of tomorrow - is the threat of annihilation of the human race by bacteria that return ^{into} private space ships from Mars & Venus.

In the case of space nuclear power, space travel & super communication. One group's irresponsible actions can mean the extinction of humanity.

There is a positive and negative side to every action - every thought. It is an escaping from something and a leap towards something at the same time.

Religion is not merely the opiate of the people but also a sincere effort on their part to complete the picture that science ~~only~~ ~~shows~~ only sketches in.

Look for the "grain" of truth in every widely held belief.

The same basic attraction that ~~helps~~ draws + charged & negatively charged atoms together into molecules - draws molecules together into ^{the systems of} life. Cells together into ~~the forms of~~ man and men together into societies.

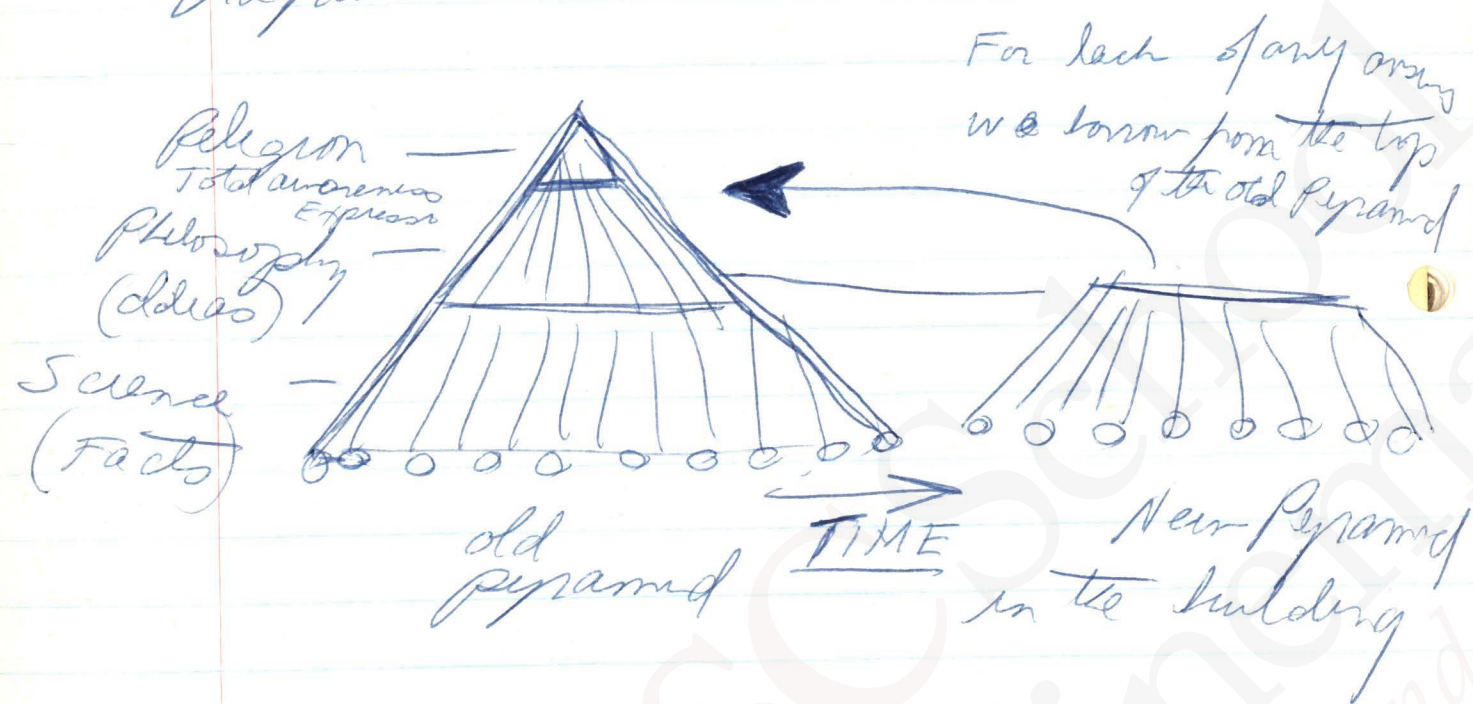
The law of attraction - completion - increasing specialization - for greater efficiency - is a ^{higher levels of consciousness} fundamental law of life.

and a magnificent subject for great moving film - Attraction of Life

- A religion is a design - It is possibly the most all inclusive design the human mind is capable of making. ~~But~~ it is the apex of all the experiences and thinking of mankind. As such it is the most difficult ~~and~~ the last pattern to emerge. It has the longest cultural lag ~~and~~ ~~social institutions~~. As a result it survives long after its foundation has vanished. Men accept the new ^{body of} facts in place of the old and begin to weave them into a philosophy - At the point where the

~~form~~ pattern into men are obliged to turn to the ~~old~~ old system that still answers (though inadequately) the questions of the at the top of the ideological structure

Diagram



I believe in the physical inheritance of ideas - That what is at first consciously elaborated - later comes an instinctual pattern inherited by the newborn. By inherited instinct I mean an apparatus for hearing in a given manner that is so ~~strong~~ well developed

that ~~it~~ it practically pushes the individual into the type of behavior that exercises this inherited faculty. Thus a man with a high ear becomes a thinker - a man with great coordination and musculature an athlete - a man with a passionate emotional makeup a lover or an artist - and so on in greater detail

Some of the courses of a good ~~Psychic~~ Communication school should be

- ① General History of ~~the~~ Civilization
- ② History of Man Communication Arts
- ③ Study of Science (or Civilization Today)
- ④ Study of Sciences related Directly to Communication - ^{the elements of} (or Communication Today)
- ⑤ General Expression Workshops - Learning ~~what~~ through completely unskilled movement ~~with the simple direct~~ to sounds

Chorus & odors etc - to ~~relate~~ ~~at~~
tell a story, ~~communicate an~~
~~experience~~ relate an experience
or communicate an emotion - or
abstract idea.

Roots { Primitive Man
Pantomime
Kabuki - Station of gestural
Bali
Modern Dance - Martha Graham
actors Studios

This type of workshop will free the
students - unblock the psychic
forces of feeling and cultivate their
ability to identify themselves with
external objects and events - such
as a rain, clouds, mountains, animals
machines & people - ^{atoms & molecules} in short all
of the materials of the world - and the
natural material of Cinematic art
⑥ A complete m/ how these feeling
rhythms & ideas can now be
expressed with modern tools

of communication, such as cameras etc to
give them ^{greater} precision, clarity - harmony and
permanence.

Book

- The greatest function of Hollywood ^{to help} formulate
and express a religion for 20th Century Americans
Men & Women - To infuse a sense of high purpose
of goals, of life giving values into American
life - To bring the salt, the poetry, the
sense of spiritual richness back in to our
daily lives - To built great electronic
temples for the this purpose - which will
be a ~~parade of darkness~~ and light
~~dark~~ and beacon of light, beauty and
vitality in our communities - instead
of being the beacon of ~~sadness~~ ^{vigilance} and degeneracy
and affocation like it is today

Oh how great is the potential of 20th
Century Hollywood - ^{literally} begging
to be realized and woefully distant
Hollywood is from this goal -
Strangling in the ^{our} ^{address}, it is our
short sighted material ^{and} greed!!

copy
Walter

~~SYSTEMS~~
OPERATIONS RESEARCH
PLUS SYSTEMS ENGINEERING

~~Concluding~~
replaces
seat of
spirit
point
intuition at
hand
approach

The main point to get clear is that
the motion picture industry has been
~~locked in a state~~
~~of stagnation~~
dogged, inefficient, afraid of
purposes to itself because of a
complete lack of the systems engineering
approach. Its methods of procedure
and development.

Systems Engineering
Teams consisting of Communications
scientists - Electronic Engineers
and people from practical production
side must make a complete
reanalysis of the industry - From
beginning to the end of idea to final completion & feedback
Goals should be clearly established and
then the most efficient - automated
means of achieving these goals
should be devised

~~An analysis~~ a continually ~~reanalysis~~
of this type ~~will have~~ ~~or~~
applied will have a revolutionary
effect on every aspect of the motion
industry from script to consumption (picture)

"When The Film Industry Wakes up"
Main theme of introduction in chapter

- Consciousness vs Unconsciousness
- Integration vs - ~~Compartmentalization~~ ^{Compartmentalization}
- Utilizing it own - vs the obstacle ^{theory & school} of hard bods theory
- Automation - vs - ~~people~~ the "human touch"

- ~~Goals~~
- Spiritual Development vs - Entertainment
- Scientific Approach vs - The Separateness of the Human Spiritual field (Qualism)
- (non Dualism) (Dualism)

- Rapid Evolution vs Arrualism & the Status Quo
- We ~~are~~ ^{have only scratched the} surface vs - We have reached perfection ^{by} ~~Spring~~ putting ourselves ⁱⁿ ~~the~~

What neither Adam Smith writing 200 years ago or Marx writing 100 years ago could adequately consider in their plans for the organization of Society - is the tremendous significance of Modern Technology

Rapid Modern Transportation - but especially instantaneous - electronic Communication make it possible to ~~gather~~ learn the wishes & needs of the people - ~~and formulate~~ plans of action and launch a program with a speed and thoroughness previously impossible.

For example every Television set ^{could} be a two way nerve end linking the individual to the central brain.

Using the best ~~of~~ film techniques a great issue could be presented to the public in a pro & con debate form. Then they press buttons & vote instantaneously.

The vote ~~is~~ analysed by computer - Decision is made & then ~~is~~ explained.

again by TV. ~~Continues~~ - On each vote an ~~sample~~ ^{sample} ~~taped opinion~~ ^{depth} can be taped of a thousand people for a more detailed reaction and ~~then~~ suggestions of new possibilities.

^{international} We have film Festivals and Olympics - how about an yearly international ~~debate~~ Festival of Social constitutions - reporting social developments & progress & above all an internationally televised debate on all political & social issues.

Voted on by a board of Experts - Then voted on by the listening public.

It would be a fantastically interesting vital & constructive festival.

a dramatic ~~display~~ ^{display} of the creative competition of peace ~~rather~~ ^{rather} than the destructive competition of war.

This is a great idea
organize it
International Festival of Social Progress

~~the way~~ Where head on collisions are arranged - ~~and~~ where each side uses any and all ~~dramatic~~ media to convey its point of view -

- an exciting place where all opinions are used

to be Sponsored by the United Nations

The United Nations Festival of Social Progress

France vs. Algeria

China vs. Formosa

Nasser vs Israel

U.S. vs Russia

England vs Kenya

Segregationists vs Integrationists

anti-Semites vs Semites etc

safe passage guaranteed to all

Art for the 20th Century

What is art - Expression Communication -
Mainly Goal - Arms
PFFT - The framework

Background -
Story Telling
Hypnotism
Telepathy
Yoga
primitive direct - no being analyzed
transferred to the machine & distributed to the masses
History of Development
Men & Stories & Achievements
Stalder

Progress today -
Cinemas
3-D
Stereoscopic
Music Concrete
Vortex
Lumina
Music Synthesizer
all Visual Techniques
TV - Matter Nippon etc
Magnetic Tape
Phillips
Chick -
Cinemas
Lie Detector
Encephalograms
Tranquilizers - Chemotherapy

Population
(dramatic)
McLaren
Stapp
Dynamic Screen

Russias - Thrust Action -
Russian - Sleep Voltage paralyzes
Exercise Machines
Sensory -

Cybernetics
Feedback Computers

The final Film - Complete Materialization
of Thought

Complete Control over Spectator
entire nervous system
Feedback Cycle

In essence we are hooking the
creator's nervous system up to
the nervous system of a computer

Then we in turn are hooking the
computer's nervous system up to
the nervous system of the
Spectator -

Today going to the movies is like choosing a restaurant
But once dinner is served we can eat the food on any
order we like - These things flexibilities are important - to our
full enjoyment of the meal - These are also to our full enjoyment of

the ~~same~~ ^{same} feedback ^{cycles} ~~cycles~~ between a man and the
computer - that now ~~exists~~ ^{exists}
between a machine & the computer

Experience feedback is as old as life -
We make our rooms dark & quiet
so we can sleep -

On gay & hoary so we can go wild at
a party -

As we put on fast music when we are
the record player when we want to
jump - or play a slow one when we
are in the mood - to dream

In other words we engineer our
environment so as to ~~encourage~~ assist
in the development of the ~~specific~~
mood we feel is coming on - and one
that we wish to encourage - until it
reaches the orgasm stage of
full expression and return

So will we be able to order experiences
at ~~of~~ as we desire them to
help in the ~~the~~ fulfillment of our
mood or our thought.

Once these series of tools are perfected
they will have tremendous
ramifications in many fields

1. First of all Simple Human Communication
between opponents - political etc
so each could see the others frame of reference
2. Entertainment - Enjoyment
3. Art & Religion - The height of
Spiritual Voyage for the masses
4. Education - Rapid Education
- 5) Psychotherapy - For the advanced
detection of mental tension
showing films (electronic sketches) and
reading responses
and then using mirrors
one formed.

6) National Unity - persuasion -
The explanation of social objectives
and programs

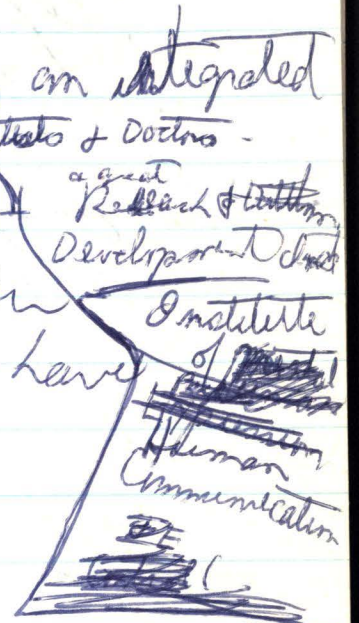
Because of the great need
to get application
great future → a plea for the clearing of all obstacles an integrated
approach - Scientists, Engineers, Artists & Doctors -
Research - Read - See Interview
Record all on a tape recorder
Write on a tape recorder & have
typed out

Take pictures
Make clear diagrams
and give full credit to all experimenters

N.Y.C. - Co & Burma
Hollywood - Ampex - San Francisco Vortex
MIT -
RCA - Puncheon - Motivation Research - Psychology
+ therapy

Europe - Russia & Asia - Consulates

Personally - want to build a machine that
will take a man's mind ~~where~~ to where
he wants to go - just as a motorcycle



or a helicopter will take his body -
 If he feels like walking down a street
 of ancient Rome & talking to an
 ancient slave he can - or if he
 prefers a trip to 10,000 AD
 he can also take that -

The Time Machine
 or if he prefers types ~~into~~ space
 to Paris, to the bottom of the sea -
 or into ~~the~~ a luxurious woman's bedroom
 or out to Mars he can also go
 there.

The Space-Time Machine -

~~We have them now for ph~~
 a motorcycle is a machine designed
 to interact with man's muscular
 system to get his body somewhere

The completed Sonarova Machine
 will be designed to interact with

man's nervous system to get his
 mind (psyche or soul) somewhere
 - progress - Study - WORK!!

The new routine - try it

- 10 Min Brief - Through (whole body) ^{but non exhaustive}
- 5 Min (Rest) ^{exercise -}
- 20 Min meal ^{- Breakfast no way}
- 20 Min Rest - Nap ^{- Lunch time/food & rest}
- 5 Min Shower - Massage ^{- Supper - More exercise}
- 5 Quick Dress - ^{Food}
- 5 In between ^{You must design simple zip up clothing instead} ^{food & rest}

70 minutes or 1 hour & 10 minutes
 This is possible if ~~each~~ ^{absolutely} no time is lost
 between activities & there are no distractions
 during activities

Time for	Breakfast - 8 - 9:15	→	Work - 4 hours
	Lunch - 1:30 - 3:00	→	Work 4 hours
	Supper - 7 - 8	→	Study - 3 hours
	Sleep 11 P.M. - 8 A.M.		
	Total 3 1/2 hours for health -		Total 11 hours
	9 1/2 hrs sleep -		productive work

Men should build Machines
not be them

Extends your design analysis
from the past with its minimization
of wasted energy & time - &
full application of ~~the~~ scientific
knowledge of modern electronic
technology -

from the post school type
of cultural education you
have concentrated on ~~from~~
until now - look into

the entire educational system

Education
From Cradle to the Grave

a good
book

→ The Evolution of Human Communication
From Pre-Man to World Government

Breakthrough
in Education

Books

1) The Coming Revolution in Cinema

2) The Way of Design (Philosophy of)

3) Designing the Individual Design for maximum creative energy

3A - Designing Society

3B - Electronics & Social Organization

4) Designing Experience

- Research & Dictated - Illustrated

→ Your Community Center - shall
definitely include - a "people need
people" bureau - where
the personalities, talents & interests
of all members can be cross indexed
so that if for any reason one
human being needs another
for conversation, guidance,
sympathy, help, loans etc
They can find them. Based on
absolute anonymity, principle

The Study of Mass Communications is essentially the study of the Social Nervous system.

The ~~social~~ Nervous System of the Social Organism has many parallels to the nervous system of ~~individual~~ man because ~~it~~ on its own level it is dealing with similar problems of organization.

In reality ~~our~~ the social nervous system - The flow of information, the formulation of ideas and the ~~the~~ flow of commands and the coordination of social action must always exist in one form or another wherever social organization exists. Social organization needs two things: people & communication.

The ~~the~~ ~~social~~ strength & efficiency & range of the social organization in short its sophistication depends on the number & quality & volatility of its people & the level of their communication.

Although America was proclaimed a nation in 1776 it is still in the process of becoming a true Social Organism.

In many respects as a national organism we are like an adolescent who still has much to learn about utilizing his own energies most fruitfully - but in many ways our social nervous system from a physiological point of view is nowhere as complete ^{or balanced} as that of even a child - it is more like that ~~group~~ ~~of~~ ~~loosely~~ ~~grouped~~ cells about to become a true organism.

The major challenge today is not to erect an efficient national nervous system but an efficient global nervous system that will unite all men into one vital ~~and~~ ~~living~~ social system.

From a good national system we must push on to an even greater - ~~then~~ ~~Marshall~~ ~~System~~.

as a very good book

Evolution of Communication
of Technical
Basic Course

in other words - - just as Neurology
specializes in the structure and
function of the Human Nervous
system - Social Communication
should be a ^{supplied} ~~to~~ hand of Social Science
that specializes in the structure
& function of Nervous ~~system~~ or
communication ~~process~~ in ~~society~~
~~the~~ Society.

Therefore a complete Curriculum - Should
consist of -

- ① The Human Nervous System & Receiver ^{as transmitter}
- ② Evolution of Language and Techniques of ^{Leading to} individual Communication
- ③ ^{Leading to} The Evolution of the Social Nervous system - structure & function

propose to a Life Insurance Co or a Disability Corporation
educational.

Work out a Series of TV programs called
"YOU"

Person	Bodily Health	Food Et Clothing	a series of related One hour Specials
	Mental Health	Hygiene	
	Social Relations	Alcohol Cigarettes etc -	
	Education & Career		is a detailed picture of why
	Oping -		
	Immortality etc		

The greatest interest of people is to learn
how to live healthier, longer & more
fully. The program will ~~bring~~ cater
directly to the interest. - ~~Bring~~ ^{Applying}
best ~~knowledge~~ that Science & Human
Wisdom has to ~~teach~~ ~~on~~ ~~these~~ ~~eliminate~~
these problems -

Books & Magazine continually explore
the territory - why not television

Just as the stomach is an organ ~~designed~~
designed to digest food - the
human brain is an organ designed
to digest sensory information, build
them into idea-patterns and
express them. If you do not
feed the brain sufficient fresh
new sensory stimuli, it cannot
perform its function of building
patterns - it will waste away
from disuse. - and similarly
if there is no room to express
ideas & feelings to the
mind will ~~begin~~ start communicating
primarily to itself. What normally
should be output becomes re-accumulated
~~input~~ becomes input - ~~mental~~
constipation and mental
poisoning will be the result.

In order for the brain to be in
a state of health and vigor
it must be fed its daily
ration of information and it
must be allowed its daily
~~all~~ ~~the~~ opportunity outlet of expression.

The good educational institution -
and later the general educative
milieu of adult life should provide
in full for both of these sides
of healthy mental life.

A complete nourishing diet of
stimulating information -
Time & Opportunity for integration

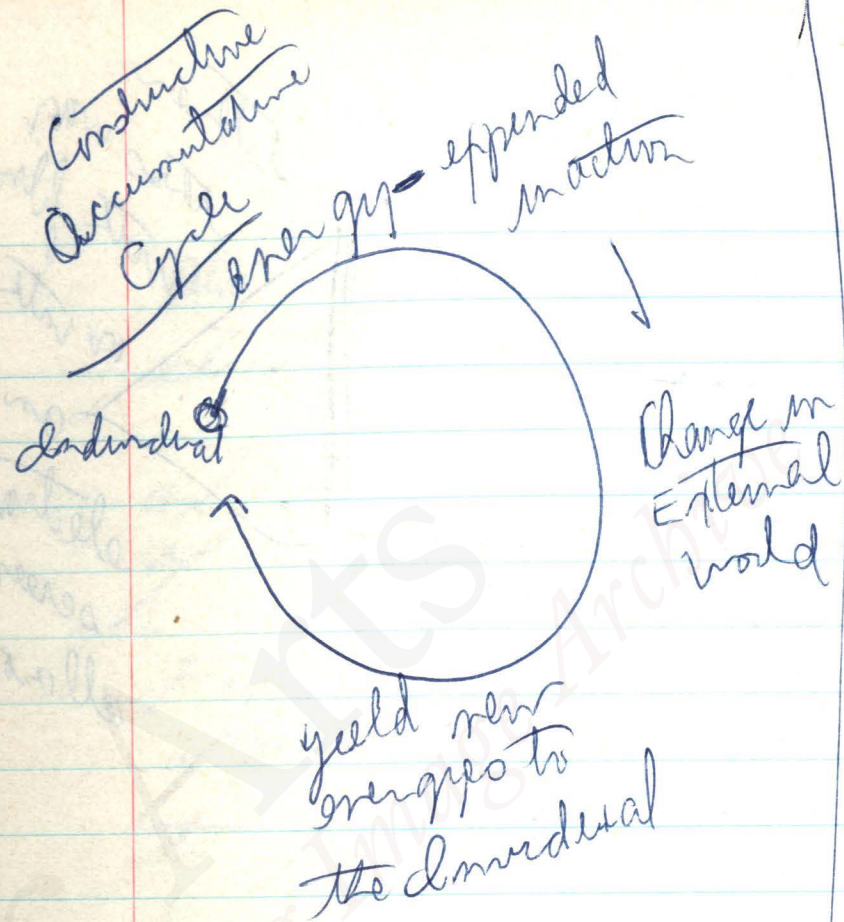
^{attitude}
^{variety} Full & effective means of expression
to other people in the form of
art, projects, discussion etc

The distinction between an ~~uncivilized~~
~~and~~ a ^{imm} civilized one - & between
a great society and tyrannical
one - so that in the first case
energy ~~is~~ expended in activities
that return even greater quantities
of energy to the doer - where in
the second energy is ~~is~~ applied either
through ignorance ~~of~~ or ~~misuse~~
~~or~~ ~~on~~ ~~the~~ ~~principle~~ ~~of~~ ~~destruction~~ or
inactivity to activities that return no

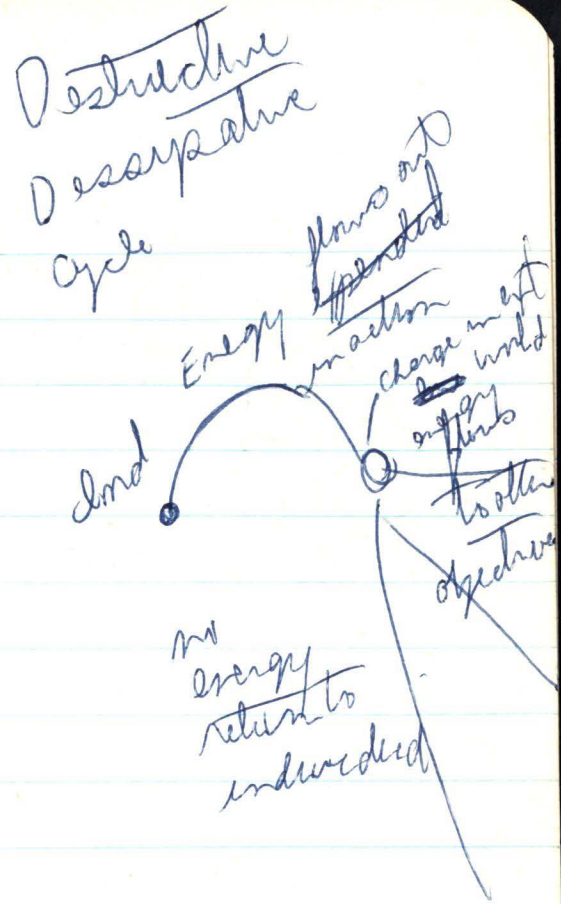
new ~~stage~~ of energies to the door - but instead - ~~does~~ dissipate ~~to~~ the energy - further from the source the way the heat of a hot body is led off endlessly into the cold ocean.

This is the essential distinction between constructive & destructive action - it is more easily discerned in individuals - more difficult in groups - Some societies are in individuals mistake destructive action for construction. Some are incapable of anything else and ultimate self joy & satisfaction - in their own until ~~it destroys~~ their energies exhausted they collapse

I can think of no man who wastes his energy more than the man who endlessly chases women & danger per se - or a nation ~~that~~ that is squandering such vast ~~amounts~~ quantities of energies as the state today

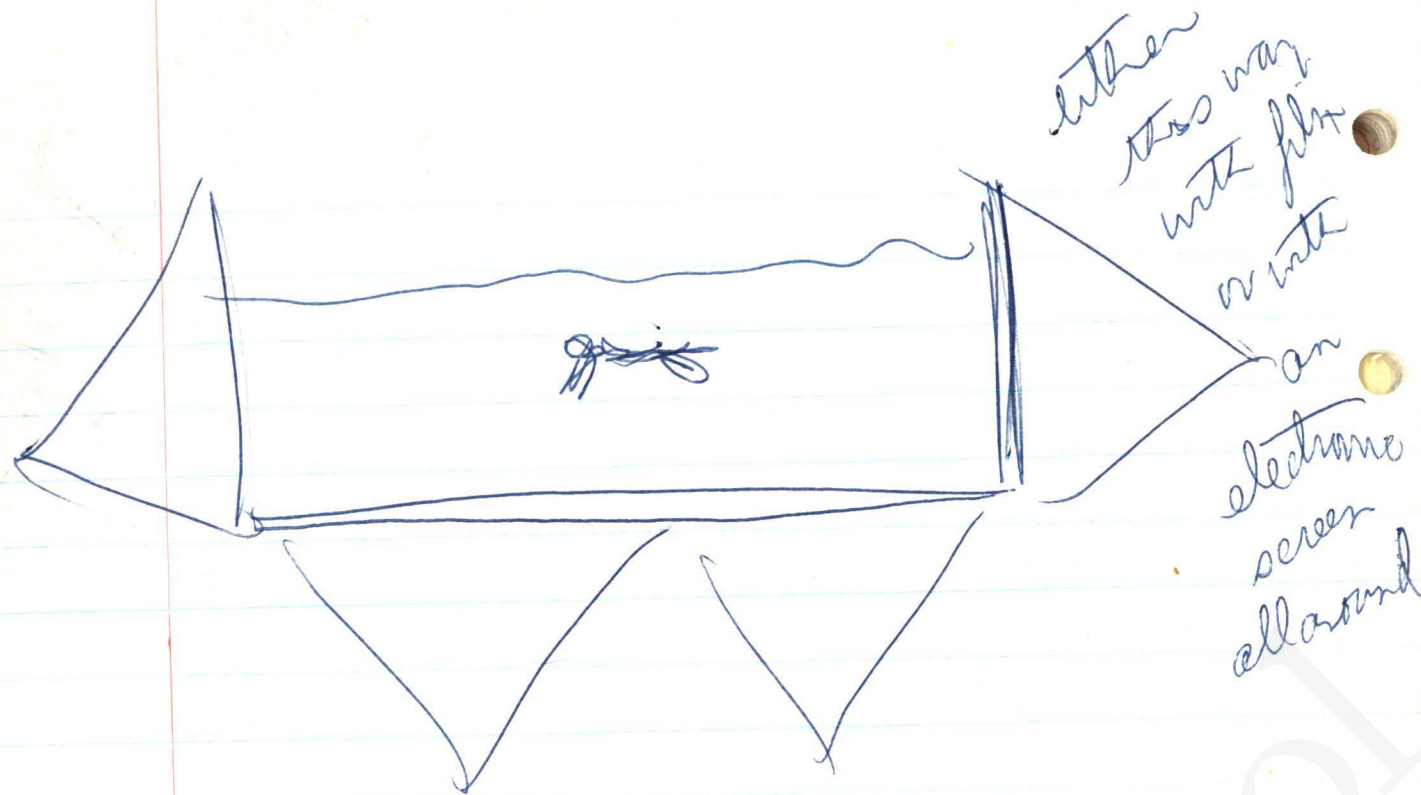


~~The Healthy~~
The Feedback Cycle of a Healthy - Drawing ~~down~~ Human Being or Society



The Energy path of Sick, Dying individual or Society

Build a swimming pool with projection on all walls. Then give the swimmers goggles - equipped with ear radios - so they can see clearly & hear - Lectures on Debauched Life - ^{participate in} water ballets



Your experience center should be completely automated & self serving & above all open 24 hours a day 365 days a year - just so the people know its always there - (like the local ~~landmark~~ & just useful)

This is for EXPERIENCE DESIGN INC

This institution alone will creatively & constructively fill the tremendous vacuum being created by increased leisure - it will

Also fundamentally alter the family structure - which hardly has any material basis for existing and in the future will have less of a psychological - security basis.

From the ^{individual} limited freedom & expression of the family - I want to expand to greater ^{expanded} security, freedom, and expression of the social family - 'all mankind'!

When this social structure arrives instead of fearing any different race, culture, or frontier we will welcome them as a delightful & curious area to be explored capable of yielding ~~new~~ strange new pleasures & insights.

i.e. Do not swim the water but rather learn to swim!!

Publish a brochure - stating technique
Time payment a rental of Chair
Cataloguing all films & Faculty

of "Electronic Education Line"

- To Educate the Nation -
Education of the ^{the Nation, no one classroom} entire population is the great future of film

The first step is mass production of all ~~electronic~~ ^{television} - Teaching Chair. Sensorama ~~series~~

1. All electronic
2. Miniaturized
3. Comfortable, and Attractive
4. Especially equipped for ^{stimulating} ~~educational~~ response

The Second step is - making of the films

1. Research with Board Experts - Scientists etc who get full acknowledgement in the film
2. Well Trained Film Designers
3. ^{semi} Automatic executives
4. Films are shot as an entire series - ~~40~~ 40 - 1/2 hour or 1 hour installments - on tape

The Series are advertised "How'd you like to read a book in 2 hours - Get the substance of your ~~unread~~ library shelf"

VHF channel, Like Facsimile - ^{just only by the tape}

And distributed through all the channels that now distribute books Apartment Stores etc or distributed over the air waves to automatic home receivers.

The films can be sold - but it is more effective if they are rented - a la carte \$1 per film -

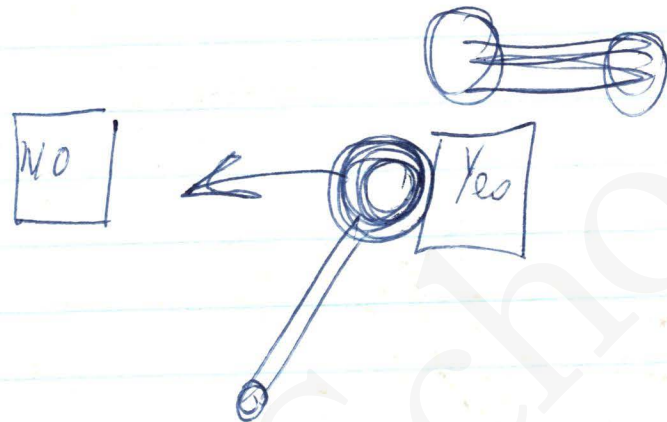
Home ~~learners~~ learners can then take courses at their own speed - Even saturated courses in 1 or 2 days

Each series is composed -

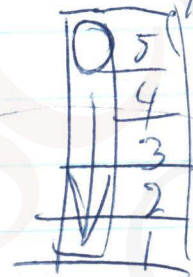
- ① MOTIVATOR - One by 0 dramatic - ^{the} Motivator - The importance of the subject to mankind - the place it holds in the general development of ~~the~~ ^{the} civilization
- ② The Logic of the Way the Course is being presented - Chronologically Spatially etc
- ③ The Course - each film repeating the end of the 20-30-40-60 film previous clearly putting over an idea

4. Each film is threaded through with response stimuli - Questions etc to make it a dynamic experience.

The student has a Yes No or Right left lever = or



5 and a Quality Response on his left hand.



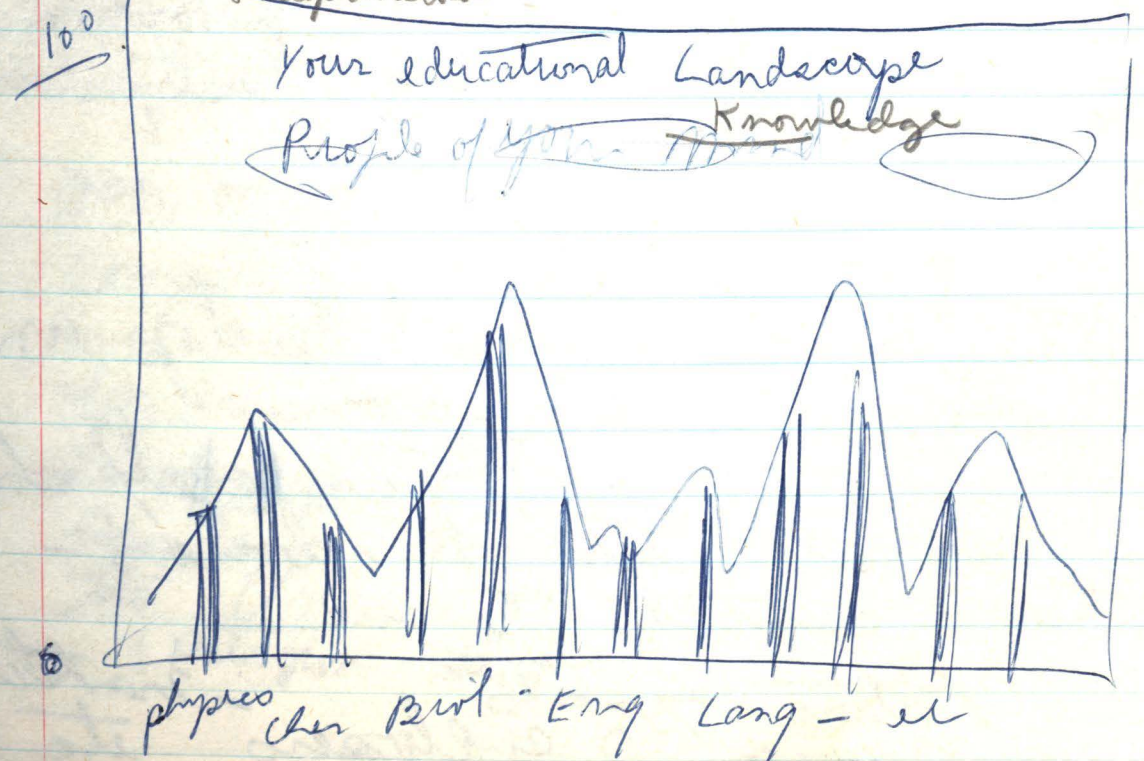
The film immediately tells him if his answer is right or wrong & why. Then it gives him another similar test to see if he got the point.

at the end - He obtains his score on specially prepared test card

He keeps a chart of his educational progress

COURSE GEOLOGY			
Film	AMATEUR	FAIR	MASTER
1	0-50	50-80	80-100
2	---	---	92
3	---	62	---
4	12	---	---
5	---	---	---
Total 821		1560	2500

also gets a Knowledge chart to hang in his room & keep a record



5. Each series of Films should have one excellent / conclusion film

The ~~the~~ problems that still need to be explored & solved
Maybe you will be that man

- 6. - One General Introduction film should instruct how to use the films - to get them & exchange them etc. but above all how to arrange the rest of your day to get the maximum benefit from them in terms of food - rest, time frequency etc

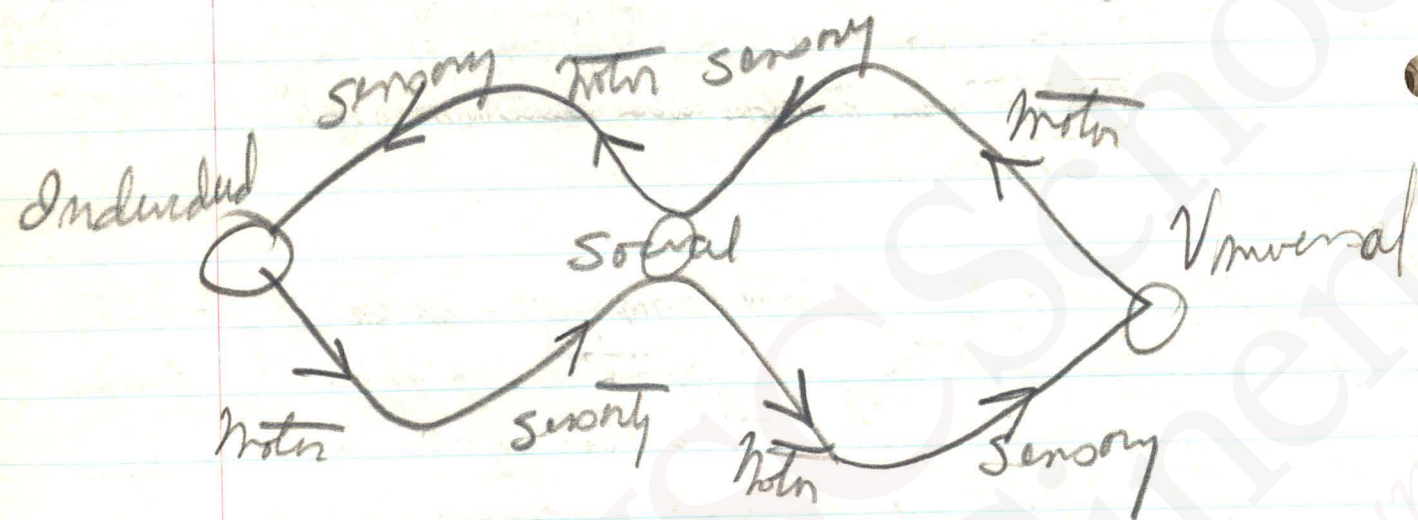
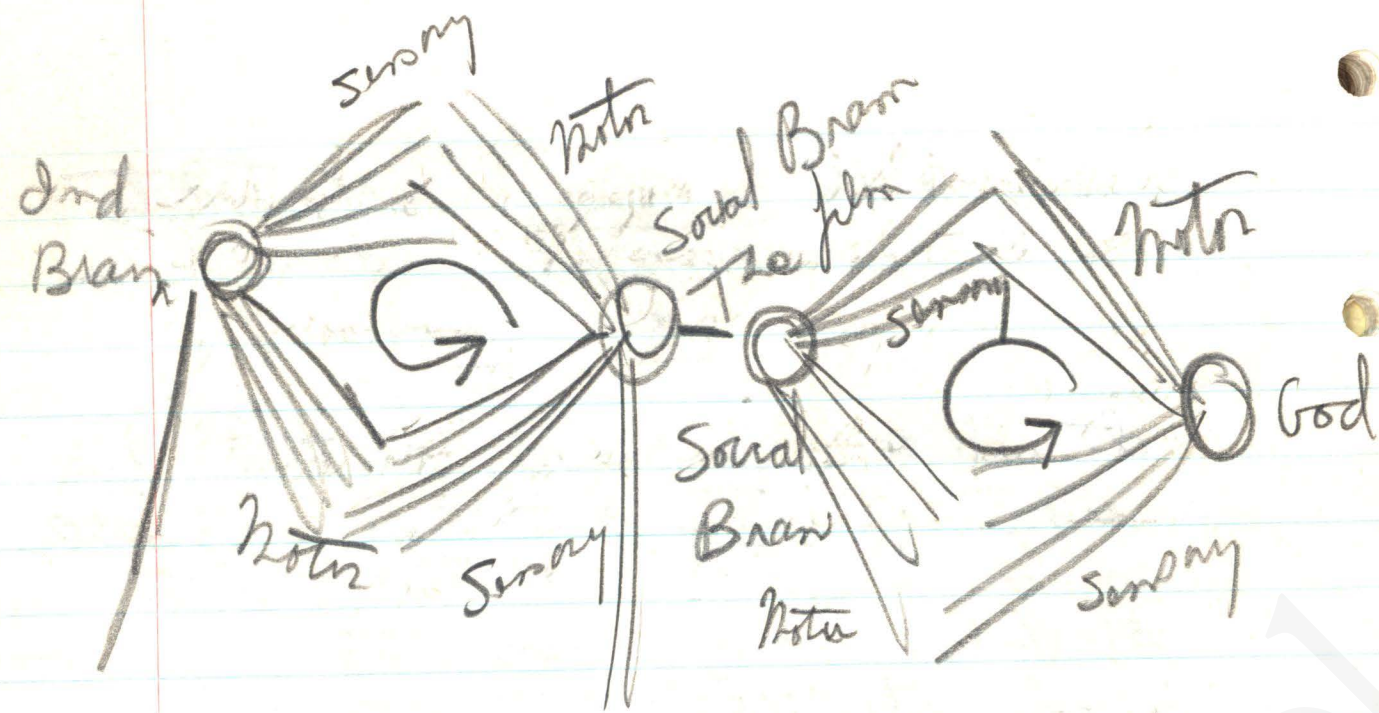
The Company should develop an expression app -
Local Do it yourself shop with trained advisors - artists etc
Patent experts - marketers
Design Developers etc

Cultural outlet contacts -
- Educational advisors & Counselors

It will ~~be~~ and should exactly like stepping into a Time - Space machine that will transport your soul (body) - up & down the line of time and back forth the plan of space and allow you to participate in all the life excitement & achievement of the past, present, & future.

You must not only satisfy the complete Sensory system - but you must also satisfy - the complete motor system.

In essence what you doing is hooking the entire human nervous system into the social & the Universal nervous system.
(Religion - God)



Communication Cycle

A big problem is how to feed & respond to the tactile & kinesthetic - nerve endings at particular times without effecting them at others - i.e. they should be free when not touching anything.

The coming social form -

Each man & woman will have a ^{large} private room - that they can decorate with personal effects meaningful to themselves.

Marriages will be a simple vow to go faithfully with one another for 6 months - at the end of which another 6 month option can be renewed - or not without disgrace or sadness.

Upon Separation - New selections are arranged by selection experts who provide a range of choices - or this is done more informally through group activity.

Children are raised primarily by well staffed Nurseries - One adult to 6 children. Parents

are allowed frequent playtime visits.

Men & women live in separate apartment houses with complete freedom of visiting privileges - or 2 sections of the same

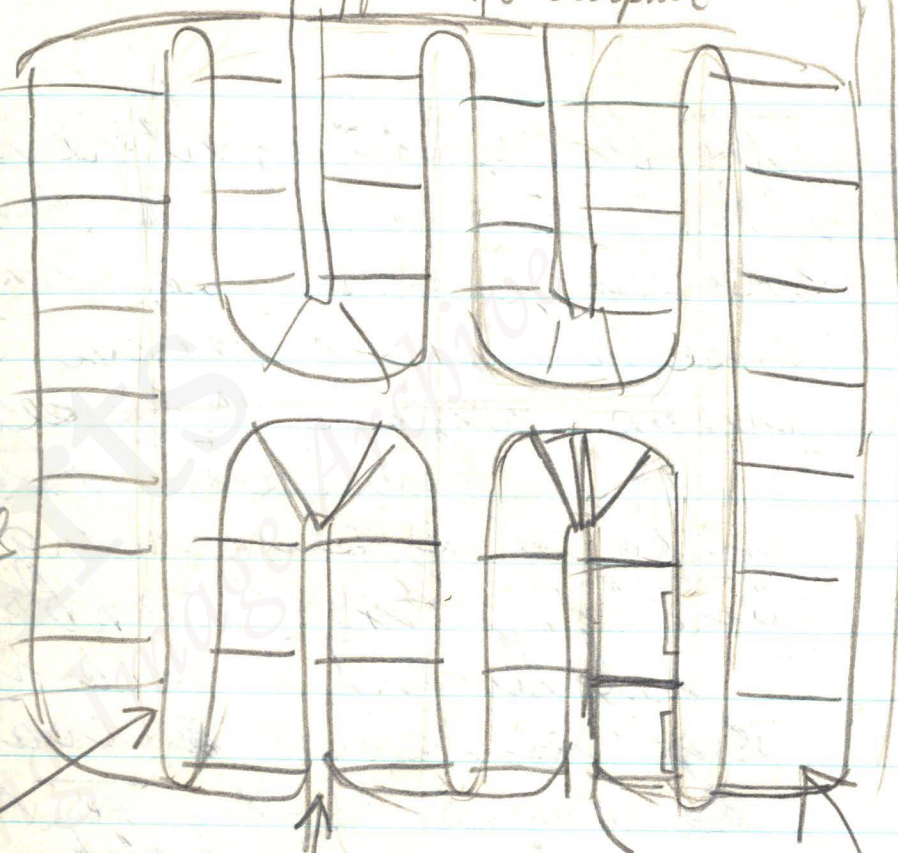
Both are serviced by an excellent automatic restaurant, cloth washing - ^{general} shopping ^{educational} ^{medical} ^{athletic} ^{cultural} & Social Services. in order

~~Everything is designed~~ to give each individual the maximum ^{amount of} time & energy to develop ^{his} intellect, personality & creative abilities.

and to give ^{all of} them the fullest opportunity to explore and experience ^{all of} the excitement, ^{ecstasy} ^{satisfaction} and mystery of life.

Museum of modern art
Plan for a new way to exhibit - original works of painting & sculpture

paintings
are arranged
in a
given
order -
sequence



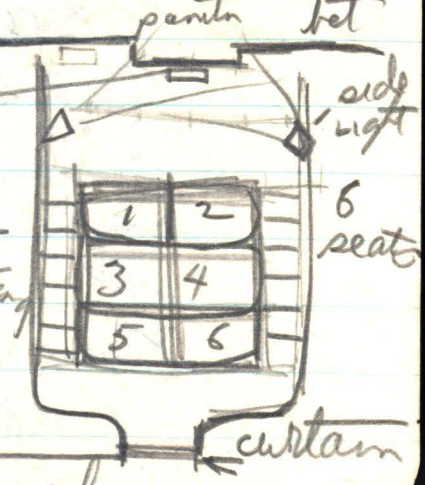
when a person rises from his seat -
consequently light outside lights up

Total Capacity at any one time 360

Chain of moving paintings photographs & revolving statuary & designed objects

catwalks leading into Small Theaters seating 6 people each.

sequence -
Darkness -
Painting is changed silently
Voice makes small introduction -
Lights fade up
The party Speakers
Fade on



Shifts every 2 minutes

Total No of pieces

60 - viewing time 2 hours.

- whisper only

In the U.S. today there is an
avalanche of sensuality & Rock
& Roll songs and sex magazines
because the great mass of
American people are sexually
starved, frustrated or ~~incapable~~
incapable of experiencing the
natural joys - and must
get fulfillment vicariously
through ~~music~~ music ~~created~~ created primarily
by the negroes (whom they hear but
don't see) or in ~~photographs~~
~~and~~ pornographic photo graphs

Also most of the songs are
about loving your lover and
being lonely.

Once America applies its
organizational abilities to
directly confront & satisfy
set ~~and~~ and help people over
the lonely periods of transition
from one ~~mate~~ mate to another -
American cultural material will
be free to move on to ~~more~~ ^{spiritual} more important

and new areas of expression
~~and~~ inspiration & education

An Exposure Idea - For Radio &
tape magazines
"America Talks"

Anal Documentaries exploring the
true ideas & feeling of the American
people - People who appear recognizable
if they desire - no identification (guaranteed
even voice distorted - can really ^{by producer}
~~take~~ take their hearts out if noise is
identified thus ^{so the}

Imagine such a report on racial ^{policy of}
integration where White Supremacists ^{to the}
moderate & negroes - take their ^{own}
heart out on the sexual,
economic and ethnic tensions in the
south, and what they think
should done.
on many other controversial subjects
as ~~the~~ legalized abortions, Socialism, Dope
- Euthanasia etc Wow!!

What is needed to clear up
the confusion about sex is to
a sound physiological description
of exactly what happens to both
the ~~female~~ male & female organisms
~~to~~ before during & after the sexual
intercourse.

We must more fully understand
what happens when sex occurs
- what happens if it occurs in
excess ~~of~~ or in an effort to
discover the nature of the
ideal man per person.

We have made investigations of thro
and in nutrition, respiration,
and exercise - but not extensively
into sex.

For example we know what happens
~~in starvation~~ when the individual
obtains too little food, exercise
or air & what happens when he
obtains too much of which we have
arrived at quantitative measures
of normalcy to which all legislation
and preaching must conform or break

We should also have a better understanding
of the physiological differences between - normal
sex - deviant sex & in the future
machine sex (where man or woman makes
love to a machine)

Comparable to this study is the need
for a physiological study of "minding"
centered primarily in the nervous system
with the brain as its center (as
nutrition is centered primarily in the
digestive tract with the intestine as its
main organ.)

What happens if the nervous system
is starved of its stimulus - or given too
much - What happens if the
brain is not allowed to digest
or information - or is forced to digest
too fast. - & what happens
if the motor system is prevented
from expressing - or is forced
to express too much. These
studies will provide a sound basis
for the provision of a healthy cultural
or ~~psych~~ ~~psychical~~ diet of stimulation & expression

PEO

for all - it will provide a
scientific foundation to education
~~and~~ stimulation & expression
of the ~~many~~ industries & centers
mind

Interwined & yet separate
from these is a social organ -
which requires contact with people
- not purely for sex or information but
for contact with people - (whether
or not this can ever be satisfied by
a machine (as stored image of a
person is an interesting question)
~~but doubtfully~~)

PEOPLE - PEOPLE

then tremendous untapped resources
Oh how much the Negro
race has to teach us about
the tremendous versatility, freedom
and range of human spirit

Explore it all & provide for it,
with ~~modern~~ electronic means!!

Solitary Confinement

- Old people who sit on porches lonely
begin to talk to themselves

Pilots or Truckdrivers on long
monotonous runs begin to see &
hear hallucinations

Students in the No Sense experiments
at McGill - began ~~see~~ having
hallucinations

- all of this occurs when the brain
denied its normal diet of
sensory stimuli - ~~it~~ serves
up a meal for itself from its
own stored memory - Tho
meal no better than non -
if there were none the brain
would most likely stop
functioning and atrophy -

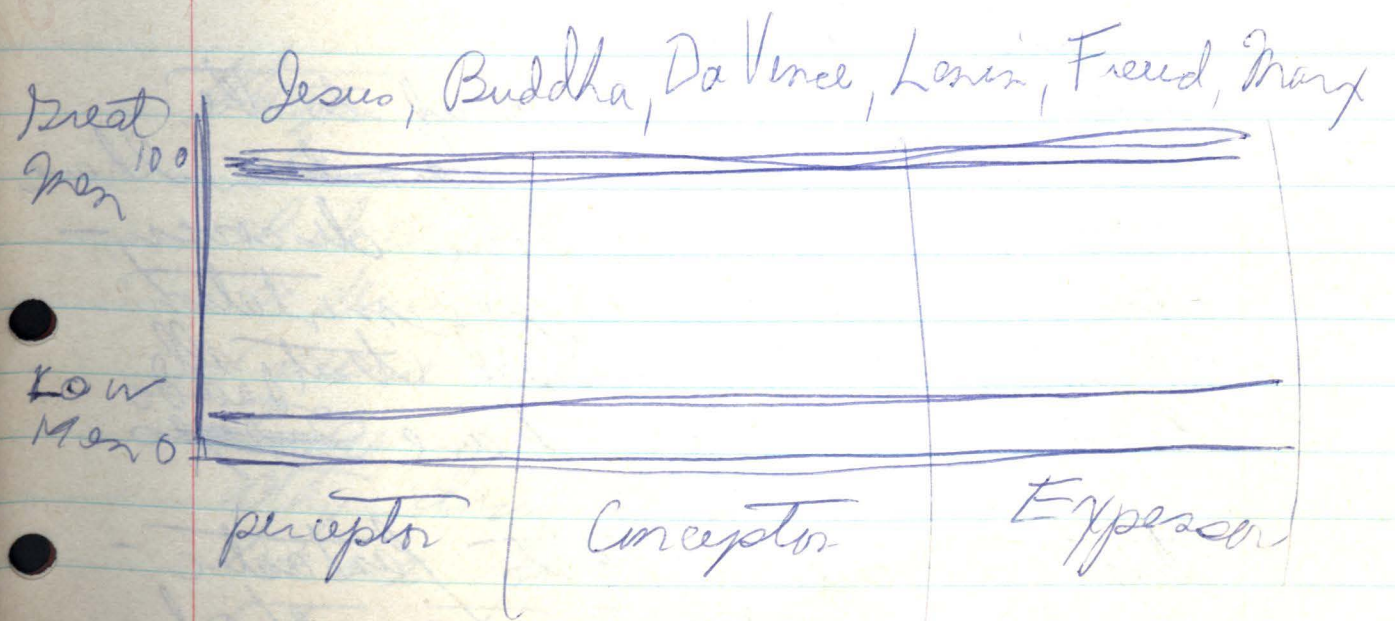
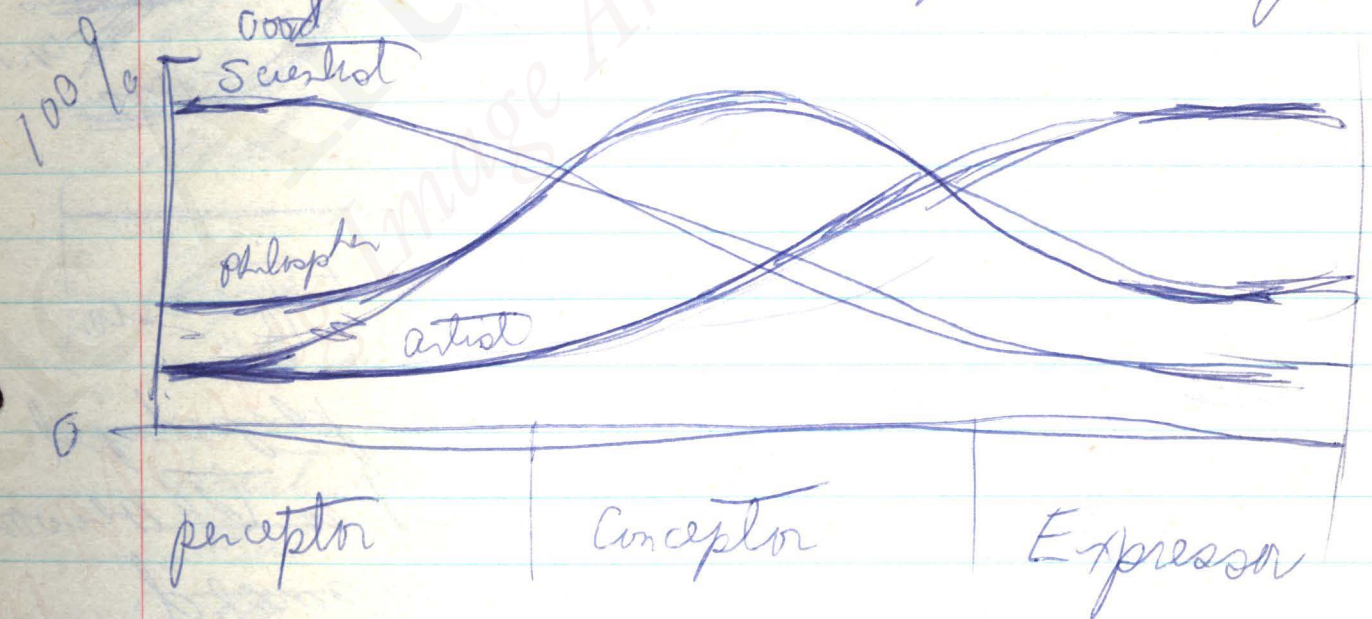
(The speed with which an inactive
mind will degenerate - ~~its~~ ~~identity~~
is ~~so~~ dramatically apparent
in old folks who are prematurely
retired & consigned to lonely cellars)



Just as the entire nervous system has 3 phases (input - processing & output) so does each nerve fiber have 3 basic parts - The Endrite carrying information to the Medulla - allowing it to process & amplifying it & the axon carrying the pulse out (to the next dendrite)

The speed of electrical travel evolved from a mere 6 feet per second in lower animal forms to 100 feet per second in part of man

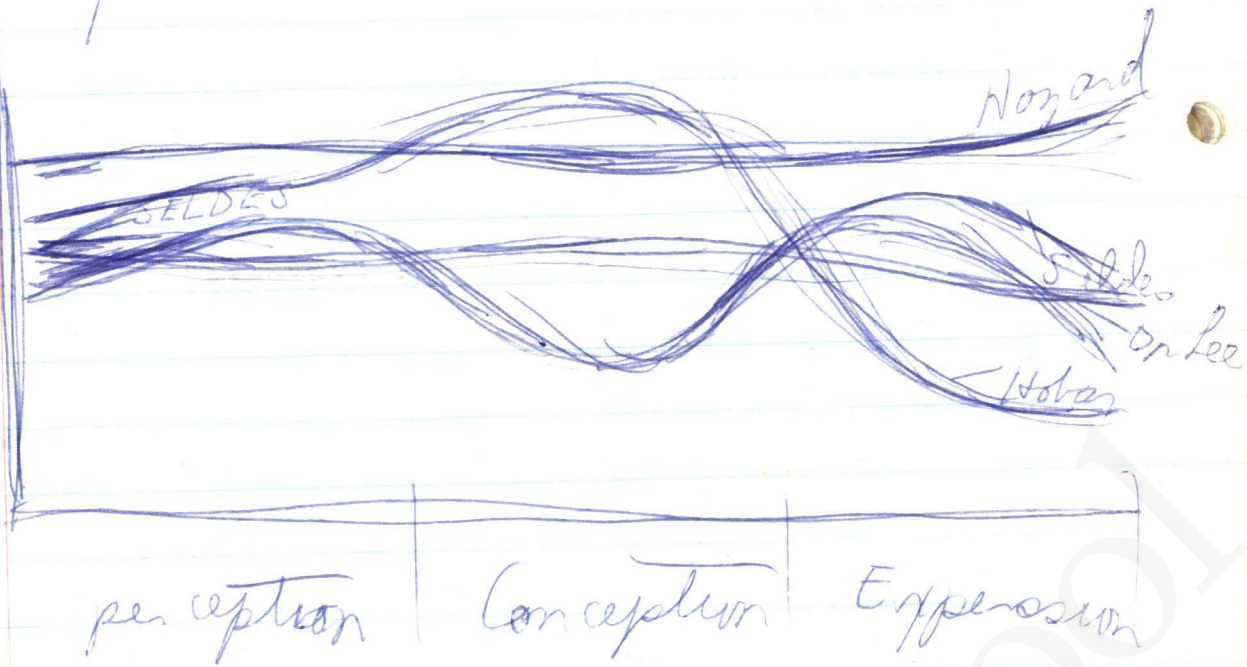
Just as Sheldon gave men physical profiles one can give them mental profiles according to 3 basic ~~stages~~ phases of mental activity and their ~~length~~ length in each phase



The Hebraic Mental Profiles of People you know

Aronson's Test

100



These variations are based on psychological differences & would be found in the nervous system of each if examined.

Social
The Scientist Molecule said to the ~~scientist~~ molecule - "I have been I have just made a marvelous discovery - after 10 years of experimentation I suddenly discovered that all human beings have ~~2 eyes~~ ^{heads}."

Citizen Molecule - That's fantastic - a ~~big~~ great discovery. I only

the chemical scientist molecules - could make discoveries about us molecules with equal accuracy and certainty.

But Social Scientist Molecule - But they do all the time. For example my colleagues just proved that all of us molecules are made of atoms.

Citizen "That's no discovery ~~any~~ very molecules can see that ~~with~~ for himself."

Scientist Molecules - He can also predict that 99.9% of us will fly up in the air if heated to 212°.

Plagen - No wait a minute. He can never be sure about that. Whether I decide to go up in the air is purely a decision of my own free will. Of course most of the time I decide to go up. But I could decide to stay down if I felt like it. Beside we are so complex & so many factors enter into ^{our} decisions how can a ~~chemical~~ ^{scientist} ever have the same

degree of accuracy as a human scientist. Humans are so much more simple than molecules in their behavior. It is so much easier to discover universal laws that apply to all of them.

And ~~the~~ ~~from~~ ~~above~~ all this can a scientist who is a molecule himself even be objective about when observing other molecules. ~~The subject~~ Subjectivity has must creep in automatically.

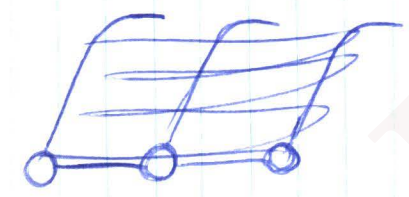
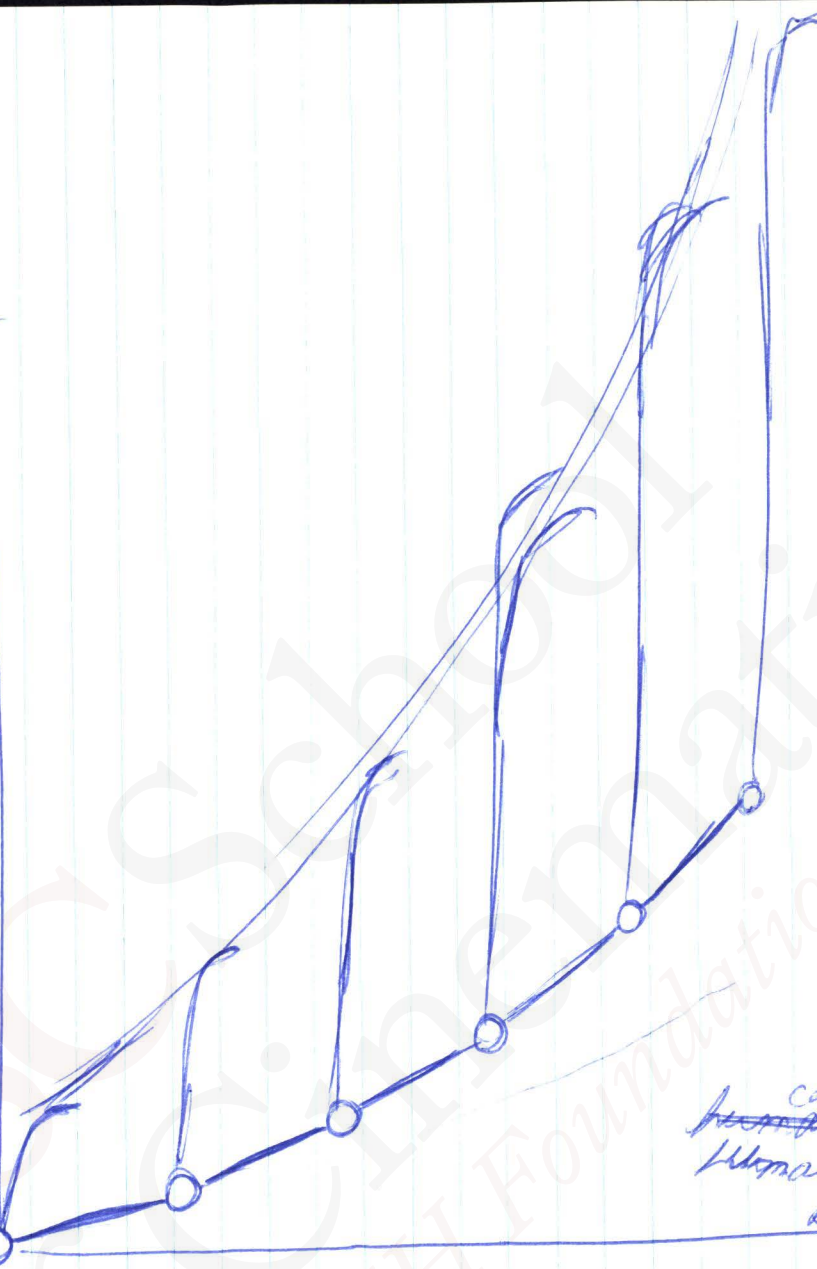
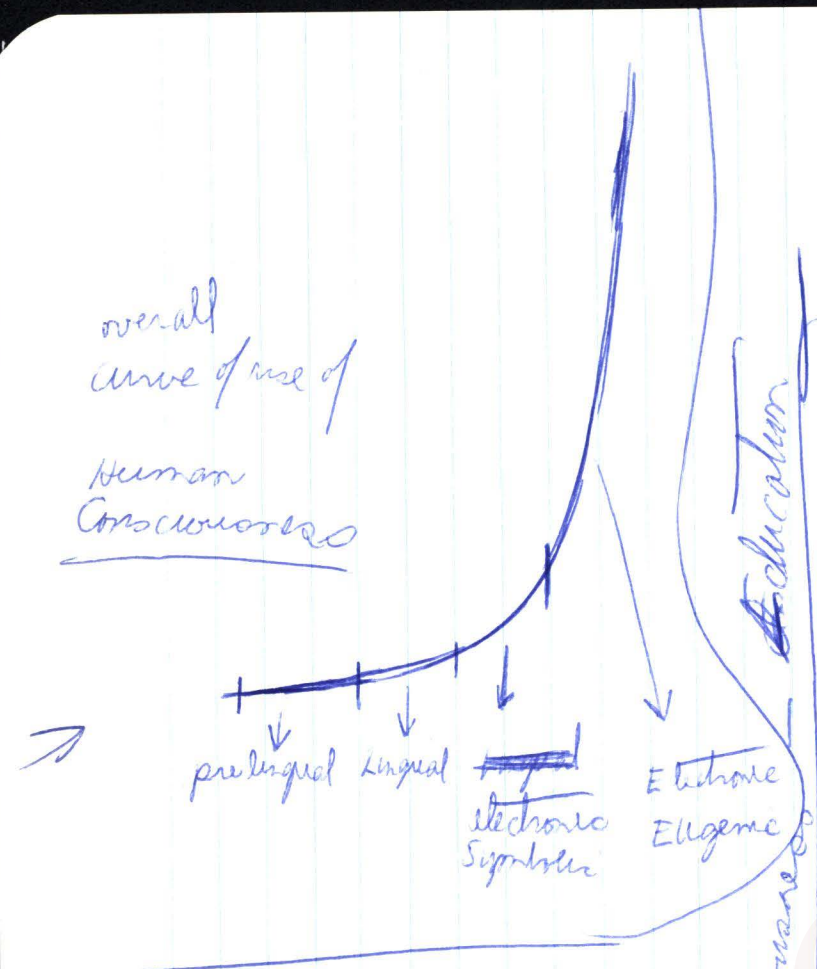
Oh if we only could have laws as simple and reliable about the behavior of molecules as we do about people - ~~our world~~ we could make our world so orderly as heaven.

FINIS

In your search for a way to relate the development of an individual's mind to overall struggle of life to evolve into higher and higher forms of consciousness - you assumed that ~~the~~ when a man's brain develops through education ~~some~~ ~~some~~ of this is passed on to his ~~genes~~ his genes change slightly so that his children will have a slightly higher IQ or mental capacity.

This contradicts all ^{today accepted} Genetic Theory. Even though you may believe future investigation will ~~perhaps~~ ~~reveal~~ discover some direct link between environmental development and genetic heritage it is best to abandon this line of thought for the time being. There is another very important relationship which is much more evident and even more effective. It is this. If evolution in retrospect evolution can be seen as a struggle to achieve higher levels of consciousness and control - Then when a man

overall
curve of rise of
Human
Consciousness

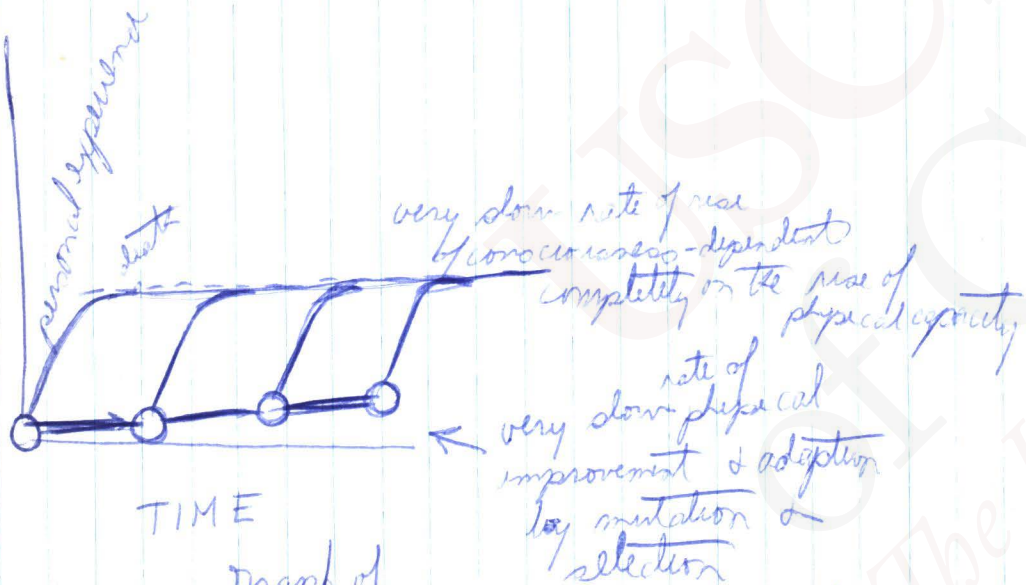


9

sharper peak of physical
capacity for higher
Human consciousness - through
Balanced Eugenic program
(not in physical peak
but for more vital
stronger, heat than
higher human level)

CONSCIOUSNESS

①



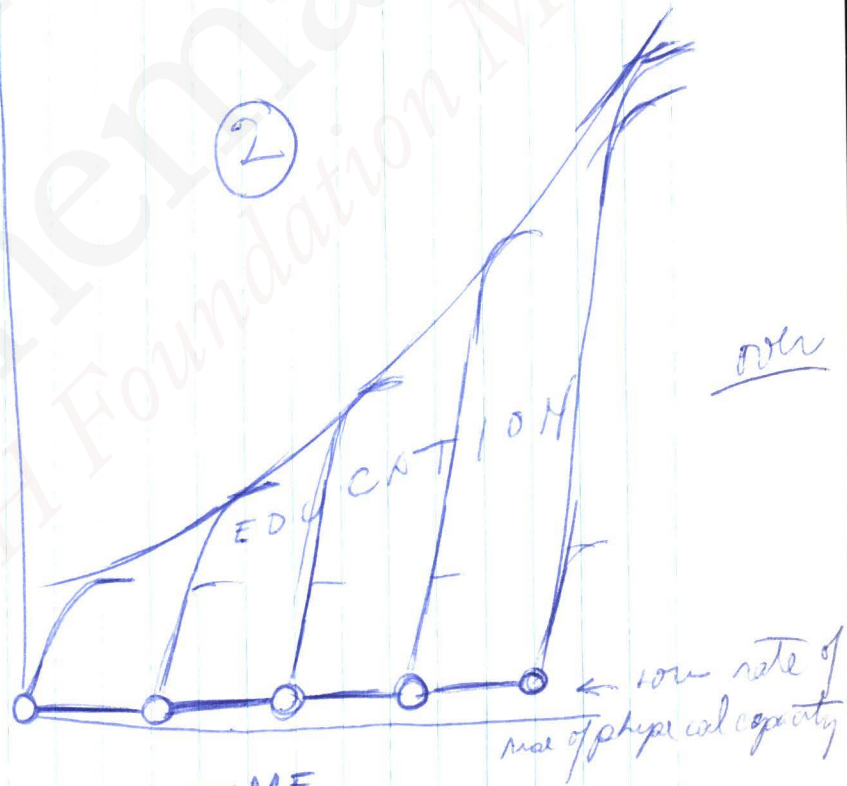
TIME

● Drop of
● Rise of Consciousness in Pre Symbolic Man

ANNOUNCED CONTROL
~~CONSCIOUSNESS~~
RISE OF Part Consciousness

Note you must carefully distinguish between
Consciousness - IP
& Knowledge - ~~Education~~ Information

②



TIME

● situation Today & accelerating

Exact placement



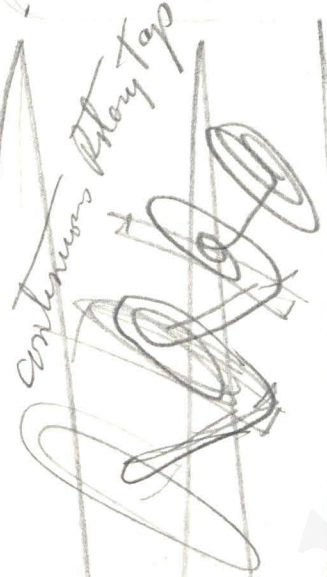
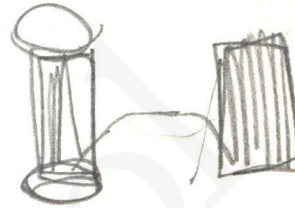
all solid
Tape - most
Economical
use of space



Better for
Computers

No Round
Endless Tape
Supply Hx

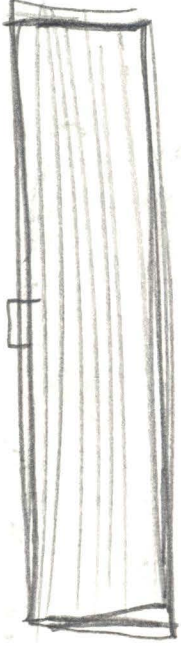
No Peel Breaks

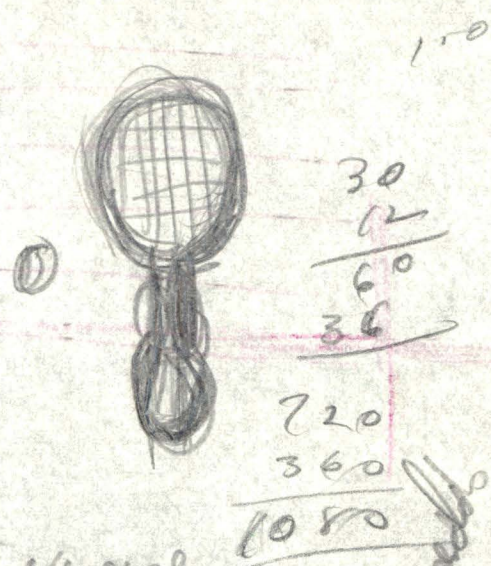
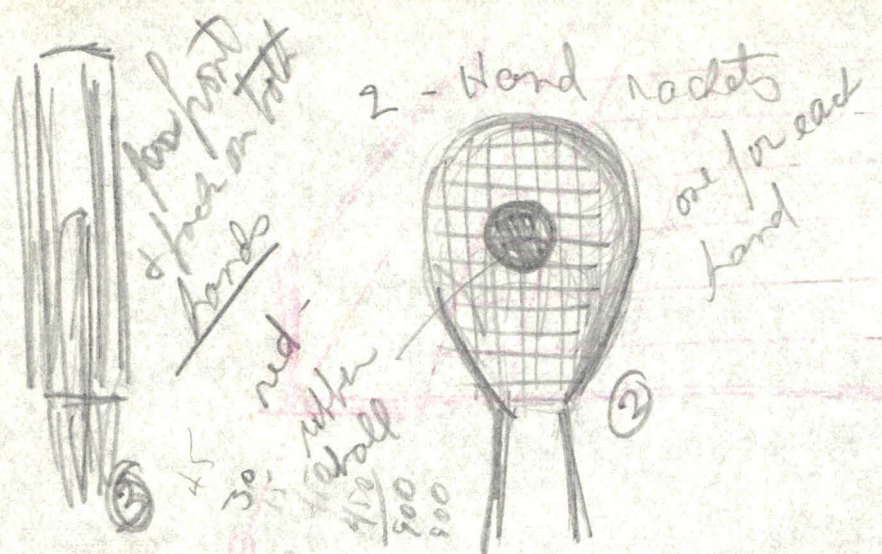


continuous
Play Top

patent
This way
of packaging
Tape

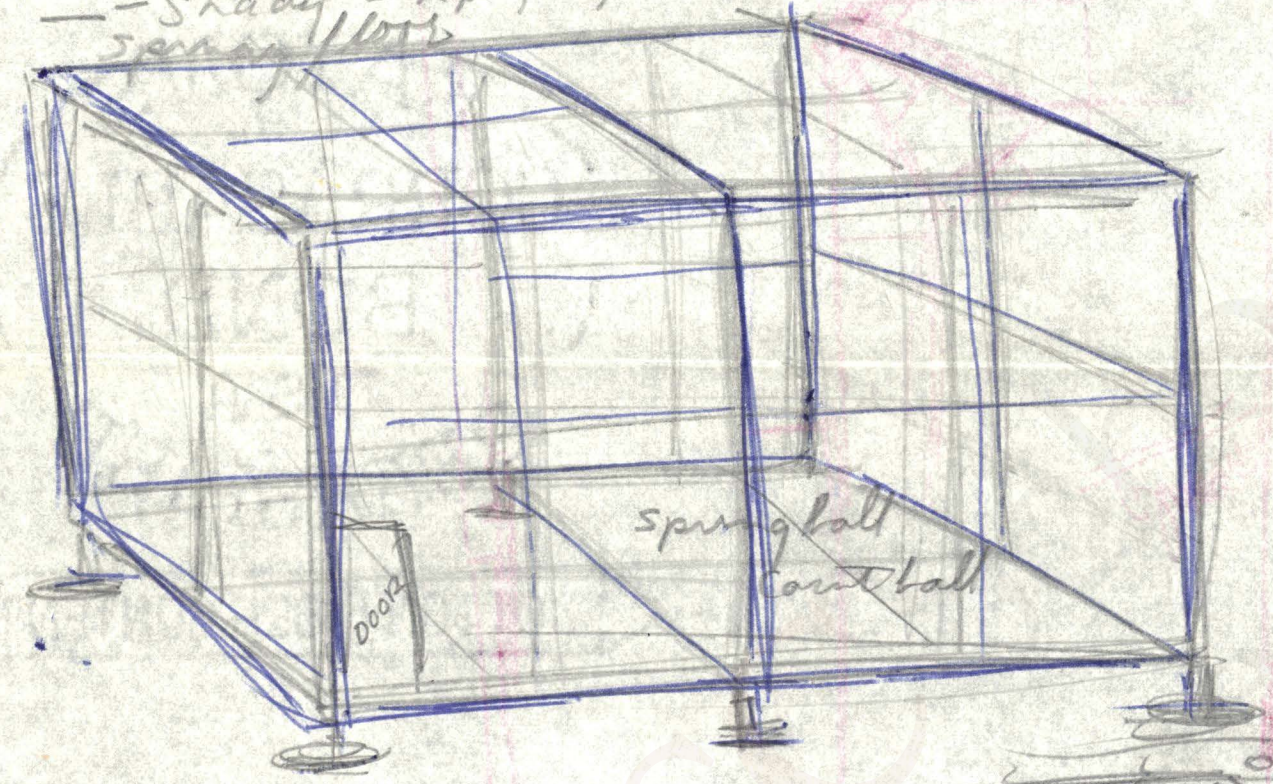
Need No
reel





1.0
 30
 12
 60
 36
 720
 360
 1080

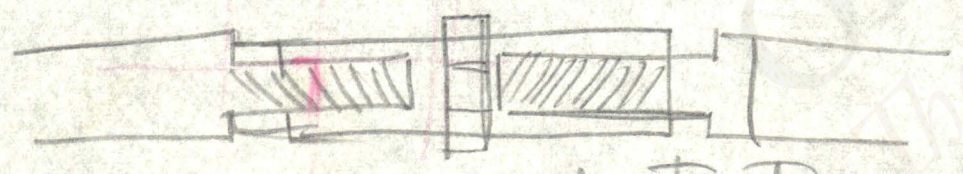
- cool - can see in & out
 - shady - Apry + fantastic fun & exercise
 spring floor



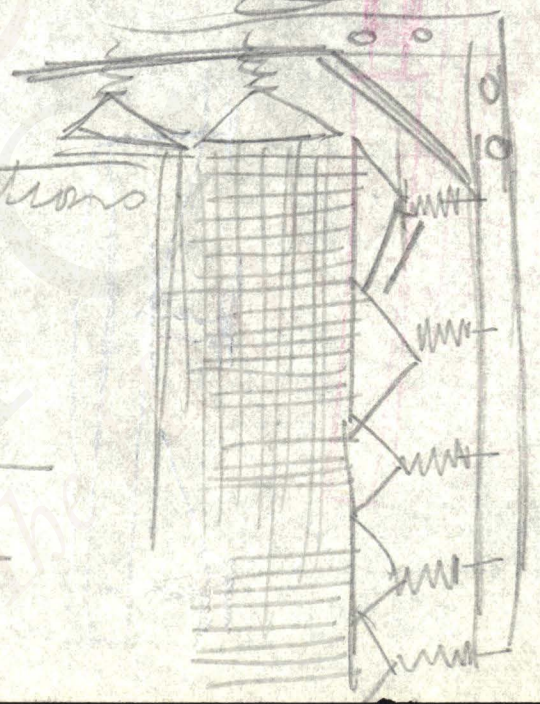
non stretch
 - easy wall has
 different
 sound

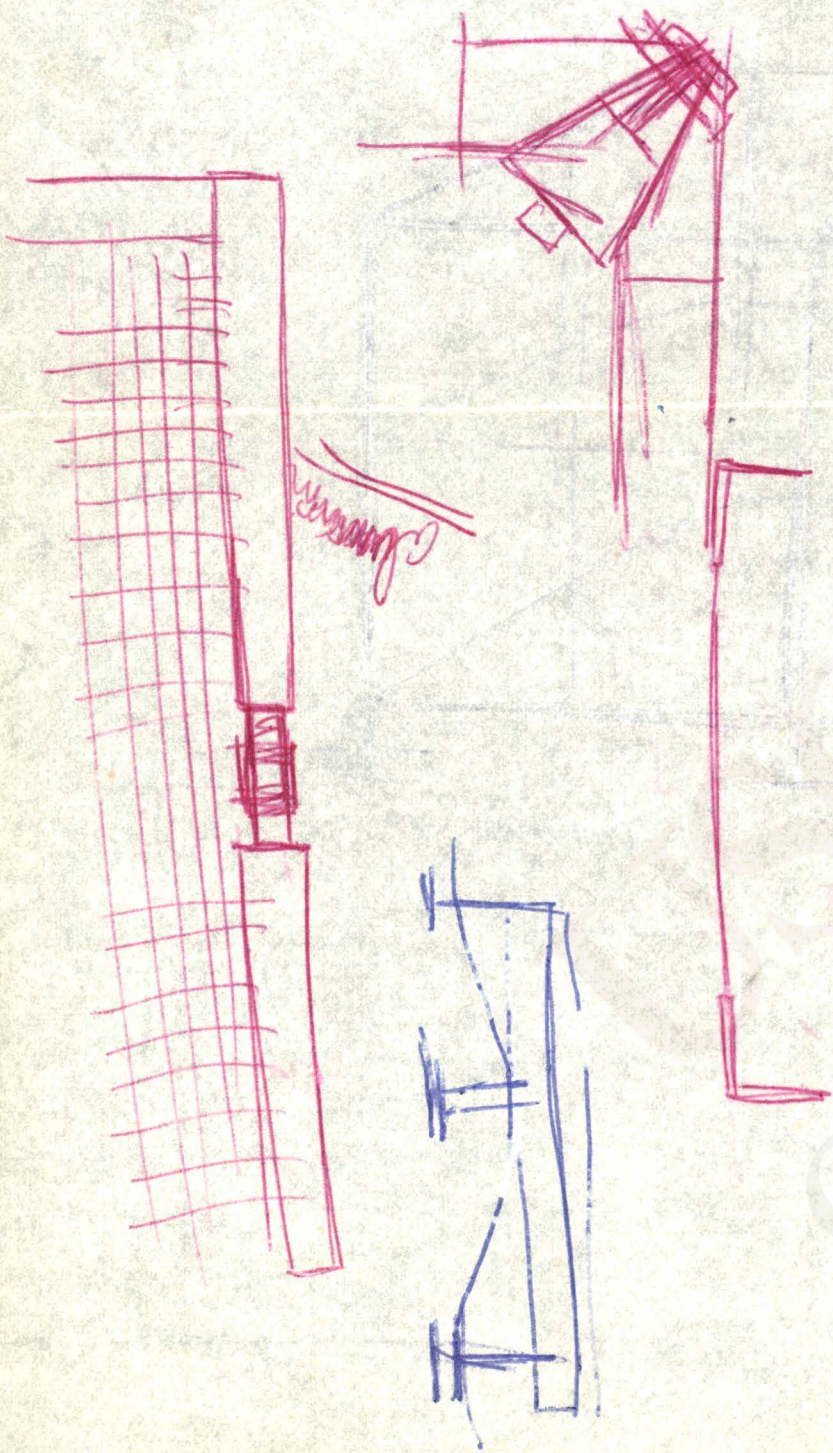
Tension
 wire count

Plastic string -
 plastic sections 10 equal sections
 Metal joints

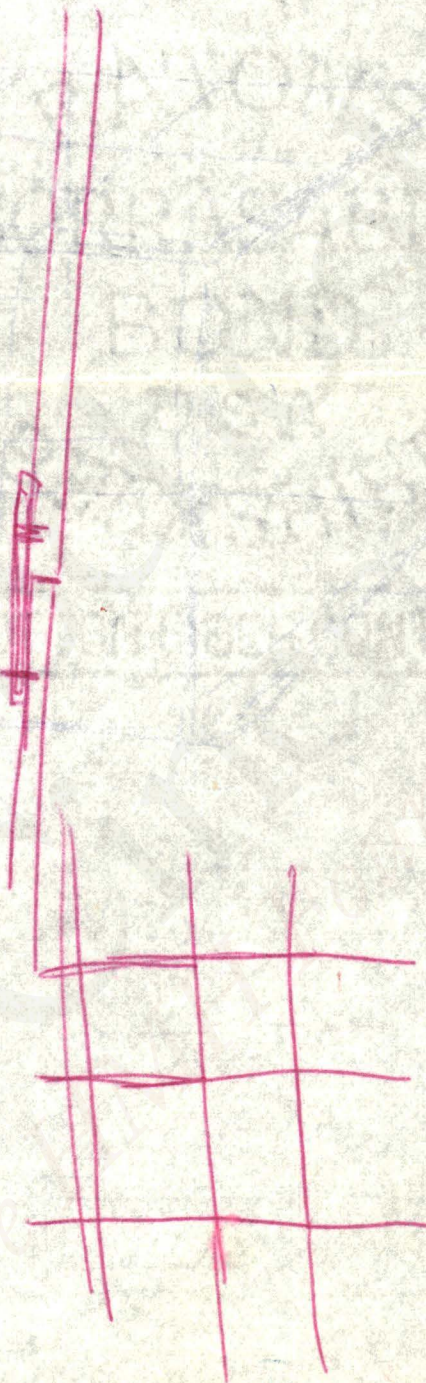


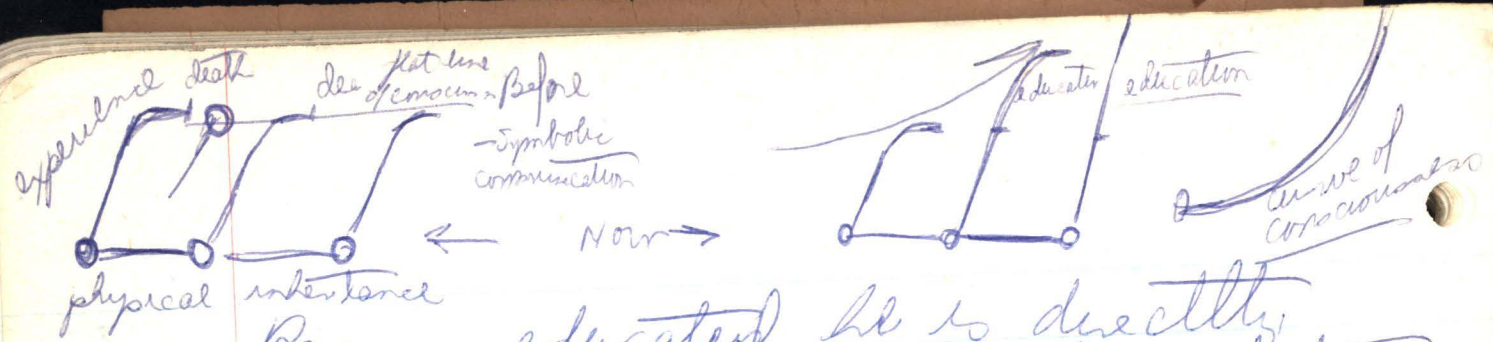
Turnbuckle & lock to set up





Handwritten signature or scribble in red ink.





Becomes educated he is directly
 extending ~~the~~ ~~limits~~ of evolution
 within himself by increasing the
 complexity and consciousness
 of his brain. ~~He~~ ~~is~~ ~~not~~ ~~admitted~~
 on the assumption that he cannot
 pass his increased consciousness on
 to his offspring through his genes
 he can't through education! And
 the fantastic accumulative nature of
 this ~~type~~ way of raising the
 level of consciousness is that each
 man ~~can contribute to a common~~
~~pool~~ through symbolic communication
 can contribute to a huge common
 pool of experience which can then
 be given to each & every human
 being on the earth. In other words
 where genetically he could only improve his own
 2 or 3 offspring - Culturologically he
 can improve the consciousness of 2
 billion men - & they can ^{all} improve that of
 his children. This ~~is~~ ~~is~~ a fantastic
 advance. An interesting point is that this
 in turn will ^{also} effect man ^{physically} through the
 development & application of Eugenics
 on a subconscious - as a result of cultural Symbolic Transmission