

Europe... If they are unwilling to do what it is within their power to restore their productivity, they will be useless allies in a fight... Western Europe's strength has been sapped greatly by war and the loss of portions of her colonial empires. We cannot pretend that this is not so and in an ostrich-like fashion seek to bury those facts by a flood of dollars. To do so is suicidal for Europe; it is equally suicidal for us.

"Fourth: We must seek to disentangle ourselves from the far-flung commitments that we have recently made. Today, a border incident in Norway is an act of aggression against the United States...whether such an act should be treated as a cause for war should be a matter for our determination and not that of some foreign power. And by our determination, I mean the determination of the Congress and not that of the President. In short, I would restore to Congress its constitutional power to make war.

"Disentanglement of our commitments requires a similar reversal of our attitude towards the United Nations. We can look to it for a forum to exchange ideas, but not for governance... To base, as our present spokesmen say they do, the core of their policy on the United Nations is simply to spread abroad as our policy the vacillation, the indetermination of that organization. America had a clearer voice when she spoke directly to the world rather than through the throat of that assembly.

"Peace, I said, is the objective of our foreign policy. But today there is no peace. There is the thunder of guns in the hills of Korea, the ever swelling lists of dead and wounded and missing. Gettysburg, Antietam, the Wilderness, all rolled together do not equal these. There are the clouds of dust cast up by atomic explosions in Nevada and in the wastes of Siberia. There is blood in Suez, in Malaya, in the Philippines. There are sirens in New York and in Seattle, and millions of men and women devoted not to productive enterprise but to the building of guns and tanks and guided missiles.

"We must somehow find stars to steer our course

by, somehow avoid the thunderheads of war and equally treacherous fog of an embattled peace. To do so will require the best that is in us. But with the help of God, we may again be able, as young men and old, to live not for today but for a morrow of dreams and freedom and an ever-abounding life."

Sylvester L. Weaver, Jr.: **Our Happy TV Future**

Sylvester L. Weaver, Jr. was vice chairman of the board of National Broadcasting Company when he addressed The Economic Club of Chicago on June 15, 1953, on television's future.



"Now television is quite a subject. Television is an exciting show business medium. It is a great marketing tool. It is a great civilizer and educator. It is a great industry.

"Television is also one of the keys to tomorrow's manufacturing and distribution systems. You know that industrial television units are used to observe dangerous operations, or remote controlled operations. But daily, new uses are found for the substitution of almost errorless electronic control and communications in place of human skill...

"The manufacturer of the future will concern himself less with memos, reports and meetings; more with watching his office television screen. With vidicon (or very small) cameras installed in his plants at significant points, he will observe operations, note the calculator totals at each operation and in a short time, by push button, can have visited his national operations, observed them, and checked their performance against his schedule.

"The same type of apparatus is available for the home. Vidicon tubes will pick up and relay to your

television screen the human being at the end of the finger which is pressing your door bell, or will show you the interior of the nursery, or sick room... Soon you will reach for your wig when you hear the phone bell, because when you lift the receiver, you're ON the air. National network television is giving you limitless extension of your personal sight and hearing; and tomorrow, vidicon coverage in the home may turn it into an electronic goldfish bowl. Telephone vidicon cameras may start a new hobby—looking for wrong numbers.

“The development of the vidicon tube will vastly extend the network ability to give immediate coverage of all people and all events. First of all, we will have these vidicon cameras installed in all important places, government offices, airports, railroad stations, major hotels, police stations, newspaper offices and so forth, and even in the homes of our national leadership.

“From a thousand vidicons, picture coverage of news will come into a great communications center at NBC, where the information will be recorded on videotape. This is the tape that can record sound and pictures. The information would be indexed, collated, made available for use at pushbutton speed or live: we can put any of the 1,000 cameras right on the air. The scope of this kind of communications development is best comprehended when you think of Ultra-fax, the RCA machine which can transmit the whole of ‘Gone With The Wind’ in ninety seconds...

“In the long run, human beings will only have to do jobs consistent with human dignity. In the transition period, we will have problems, but the goal is worthy of our worry. Actually, the difficulties can be faced with high hopes and great energy, because the results will be, or at least can be, so thrilling for all of us...

“Now let us look at television as a broadcasting enterprise. Its impact already on other amusement and informational enterprises has led to many changes and many questions. As a native of Hollywood, I relate to the latest television-inspired

joke about movies with some glee. Fellow says, television has made the movies finally come up with a new dimension—entertainment.

“Well, TV has come fast. When I joined NBC, less than two million families had television. Today, we approach 25 million. The circulation is limited to where programs are available; due to the freeze, many areas have not had television service; and in many more, the service is limited to a single station – great cities like St. Louis, Milwaukee, Pittsburgh.

“It is hard to receive the TV signal out beyond 60 or 70 miles, so that rural areas and small towns have not yet bought sets. And in areas with services, like Chicago and New York and Los Angeles, there are those who cannot afford, or who do not wish, to have sets. In New York, almost 80 percent of the people have sets, and I heard advertisements for reconditioned nationally advertised television sets for under fifty dollars, which shows that the distribution will be even wider. Already dated is the joke Fred Allen tells of the little boy who passes a church, looks up at the cross on top, and says, ‘Look, Ma, television.’...

“Television is a tremendous instrument. Its development is creating a number of possible avenues through which it may travel, and the matter is one of controversy. There is not agreement as to which road we should take. What I say from now on represents what I think, not necessarily the view of NBC and certainly not the view of people in and around broadcasting...

“The philosophy I have about television and its future comes from what I did learn about the needs of the advertiser, and the agency, and the station; it calls into play a knowledge of business, and advertising, and broadcasting, and show business or entertainment, and the news business.

“I believe that today the immense advantage of television on a network basis is the same immense advantage that radio had before television: its size and its emotional impact. A show like the NBC comedy hour on Sunday night will attract 40

million viewers at one time. They will see advertisements inserted into the body of the show when attention is high, and the mood of the audience is receptively warm. And in the advertisement, one has sight and sound and motion to create a desire to buy in the mind of the viewer...

“You know who will be the first men on the moon? You will. Every man here can be there, because it will be a television-carrying, remotely controlled craft that makes the flight... These are great days. They are trying, difficult, dangerous. But they are great days. We are close to a tremendous development that can bring forth the good society our western thinkers have hoped for—free, strong, peaceful, abundant.

“Television is an instrument worthy of this greatness, let us be worthy of television.”

General Robert E. Wood: A Bright Future

General Robert E. Wood was chairman of the board of Sears Roebuck and Co. when he addressed The Economic Club of Chicago on April 9, 1954, on the world's future.



“Twenty years ago, businessmen paid little or no attention to population figures, birth and death rates. Today, even the dumbest businessman can see the impact on business and on our economic life of an increase of between 2,500,000 and 3,000,000 souls per year. It means more customers for everybody, raw material producers, manufacturers, merchants, the transportation and service industries, the insurance companies, everybody. It means a general increase in real estate values throughout the country, a general increase in all values, all the phenomena attendant on an expanding economy.

“Side by side with this growth is the enormous progress made in this country in every branch of science, the new discoveries that are being made not only in science proper, but in machines, tools and equipment, the betterment of our manufacturing techniques. We have increased our agricultural output by over 25 percent within the space of 12 to 13 years with 25 percent fewer workers. We have a greater number of skilled scientists than any other nation in the world. Great as has been our advance in the last fifteen years, the laboratories of this country promise us even greater developments and advance over the next 20 years. There is no reason why we cannot increase our productivity and take care of an increasing population on an even higher standard of living...

“Irrespective of temporary setbacks, the businessmen of your age should be able to look forward to a bright future. While this should apply to the nation as a whole, it may not apply to every section of the United States. But it should apply to Chicago and its metropolitan area. The same factors that caused the founding of Chicago, its astounding development and growth, are still at work and nothing can take away the material advantages of its location. We are still located in one of the richest areas of the world...

“The biggest ‘But’ is the question of war. We are living under the shadow of war with the Soviet Union. If such a war does come, it will probably shatter our present economic system and cause enormous adjustments. You all may have to start life anew. One cannot draw conclusions without facts and we have (in spite of what our government may say) no reliable facts about what is inside the Iron Curtain, so one man’s guess is as good as another’s. I have been one of those who have believed that we will not have war with Russia, certainly not within the next ten years, perhaps never. Russia, as well as ourselves, has a great land mass, needs no more territory. Ideologically, she is still on the offensive; how long a period of time this will last remains to be seen. The present regime of Russia contains, like all despotisms, the seeds of its own destruction. Sooner or later, the present