

Preface

To begin with, a word about people. It is generally agreed that people are funny. Even the author of this book. He wastes good-sized sums of money quite cheerfully, but he saves gem clips and paper napkins and tucks hors-d'oeuvre toothpicks in his dinner-coat pocket "just in case."

Many of us are like the Irishman who said, "I'm perfectly willing to be *convinced*, but I'd like to see the man who could convince me." Many of us are label thinkers, cliché thinkers, pat-phrase thinkers, and we all take too many things for granted. For example, you are quite sure that you know the name of the animal from which we get our greatest supply of milk. Of course, the cow. What cow? The cow moose or the cow whale or the buffalo cow? What is the name of that familiar animal in all our dairies, of which the bull is the male, the calf is the young, and the cow is the female? Just as the mare is a female horse, so the cow is a female—what?

We all think the sun rises in the morning in the east. But the sun doesn't rise. We rise, and in the west. If we live at the equator we come whirling toward the sun, or toward where we can see the sun, at the rate of one thousand miles an hour. The sun remains in relatively the

same place it was in when we whirled away from where we could see it last night.

Occasionally even the most conservative of us will quite positively say that there is something "radically wrong," but if it is suggested to him that therefore we should do something "radically right," he shies away from that dread word "radical" as though you had suggested the value of a stimulating attack of hydrophobia.

To be radical means to go to "the root of the matter," and this book is an attempt to set things radically right. Some of you will rage at it; some, like a little old lady of the author's acquaintance, will say, "Oh, I'm sure there's a fallacy in what you're saying. I can't see what it is, but I'm sure it's there," and some of you will start singing about it. And the moral of *that* is: Keep an open mind.

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Joseph S. Thompson