

# SCIENCE

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## INDUSTRIAL SCIENCE LOOKS AHEAD<sup>1</sup>

By DAVID SARNOFF

PRESIDENT, RADIO CORPORATION OF AMERICA

INDUSTRIAL science at war is shaping a new world. While the battlelines of the United Nations encircle the Fortress Europe and the pincers of Victory tighten on the enemy in the Pacific, civilization advances ever closer to the post-war horizon. With Victory will come the day when the scientific instruments and processes of war will turn abruptly to peace. Machines and tools, as well as industrial and economic thinking, will be converted quickly from the demands of war to the needs of peace. Industry will be called upon to relieve the strains of war with utmost speed by ministering anew to human welfare, health and comfort. Already post-war planners are at work in many fields of industrial endeavor.

But it is not new for American industry to be surveying and planning for the future. That process is always at work here, whether the world is at peace or

at war. Only by advanced thinking, research, engineering and continual pioneering, can industrial science put new ideas into action. By doing this, industry serves its workers and the people, and thereby wins the right to survive.

We have but to consider some of the outstanding wartime developments of industrial science to realize their widespread applications in all fields; from automobiles to giant turbines and diesel engines, from cameras to facsimile and television. Endlessly, these advances extend into every realm of our daily lives. Among the promises of better living we are told of new plastics, light metals, synthetic textiles, high-octane gasoline, artificial rubber, luminescent lighting, air-conditioning, dehydration of foodstuffs and many other innovations. We even hear of glass flatirons and plastic lenses. We are promised revolutionary changes in homes, aircraft, communications, ships, railroads, automobiles, highways, clothing and foods. In myriad ways the wartime inventions in electricity,

<sup>1</sup> Address before the Lancaster Branch of the American Association for the Advancement of Science, delivered at Franklin and Marshall College on November 11, 1943.

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