The Shape Of Things To Shun

Frank Argento
St. John Fisher College

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Cover Page Footnote
pre-digested ideas and experiences, inducing most to conform to an ideal of intellectual and physical well-being, and confusing the few singular personalities by their very variety of possible modes of existence.

The God-given intellects of men have caused the birth of an external environment which equals in disunity the blind movement of their own minds. It is time for a few one-eyed outcasts in a country of the blind to renounce this creation, and by means of intelligent selection wean from their daily presence the pleasures, conveniences and bogus necessities that have made contemplation impossible, appreciation furtive, and existence a grotesque mockery of perdition.

THE SHAPE OF THINGS TO SHUN
FRANK ARGENTO

A cigarette will be made with a filter at each end. England will refuse a loan. There will be a TV first—an adult children’s program. Someone will reach the moon and be greeted by John Foster Dulles. “Wagon Train” will reach its destination. Perry Como will run a four-minute-mile. Ike will win the National Open. Edward R. Murrow will visit Ed Sullivan’s audience. A nationally-known brewery will brew a “wet” ale. TV will witness a gunfight between Matt Dillon and Wyatt Earp using Colt 45’s at Club Oasis while Maverick and Cheyenne play Twenty-One before an audience of 26 Men. There will be a new documentary TV program titled “Where Was I When You Were There.” A nationally-known watch company will make a pocket sundial. Congress will investigate the sport of Tiddley-Winks as Big Business. A nationally known soap company will make a soap that is more than 99 and 44/100% pure, that has flakes every color of the rainbow, and that with a little Moretoil will wash cleaner than New Tide. Last but not least, someone will make the perfect mousetrap.