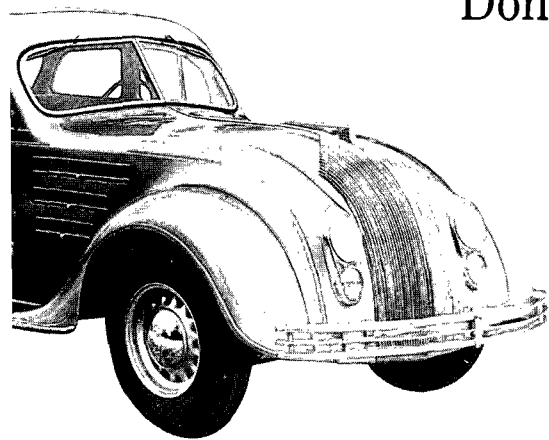


THE STREAMLINED DECADE

Donald J. Bush



GEORGE BRAZILLER • NEW YORK

CONTENTS

I. INTRODUCTION	1
II. THE SCIENCE OF PENETRATION	4
THE TRUE FORM OF LEAST RESISTANCE	4
STREAMLINING IN NATURE	8
BIOMORPHIC SCULPTURE	10
III. IDEAL FORMS	15
THE PREHISTORY OF AMERICAN INDUSTRIAL DESIGN	15
THE LULL BEFORE THE STORM	16
ENTER THE DESIGNERS	17
TECHNOCRACY	21
CONSUMER ENGINEERING	22
A NEW HORIZON	23
BY AIR TOMORROW	26
THE FLYING BOATS	30
THE FULLY STREAMLINED AIRPLANE	36
IDEAL FORMS	40

IV.	THE DYNAMICS OF TWO FLUIDS: THE STREAMLINED SHIP	43
V.	FLIGHT BY RAIL: THE STREAMLINED TRAIN	54
VI.	TERRANAUTICS: THE STREAMLINED AUTOMOBILE	98
	OPTIMISM RULES: THE TEARDROP CARS	98
	THE CLASSICS	113
	PRODUCTION CARS	116
VII.	ARCHITECTURE: THE STREAMLINED MODERNE	128
	ARCHITECTURE AND FLUID DYNAMICS	128
	THE STREAMLINED MODERNE	133
	FURNISHING THE MODERNE HOME	141
	THE ARCHITECTURE OF FANTASY	146
VIII.	THE WORLD OF TOMORROW	154
	THE APOTHEOSIS OF THE DESIGNERS	154
	FUTURAMA	159
	BEYOND TOMORROW	164
	THE ARCHITECTURE OF OPTIMISM	168
IX.	DYNAMIC CONTINUUMS	171
	DYNAMIC FUNCTIONALISM	171
	THE AESTHETICS OF SHELLS	172
	SYMBOL VS. FUNCTION	175
	DYNAMIC CONTINUUMS	176
X.	CODA	181
	THE CLASSICAL PERIOD OF MODERN DESIGN	181
	THE CLASSICAL DESIGNS	182
	THE RISE AND FALL OF THE TEARDROP	184
	STREAMLINED FORMS AS SYMBOLS	184
	NOTES ON STYLE	185
	SELECTED NOTES	187
	BIBLIOGRAPHY	207
	INDEX	211