epilogue
Patrick Geddes read “Brave New World” shortly before he died. The author Aldous Huxley was the grandson of his teacher, T. H. Huxley. “Brave New World” tells a story of an “auto-mated posthuman” tomorrow. It’s a dark myth. Huxley traces an approaching dystopia to the assembly-line titan, Henry Ford. Ford was not alone in fearing what Ford wrought. The three brothers who organized Mr. Ford’s workers were alert to what might come. Walter, Victor and Roy Reuther founded the United Auto Workers. Within that union they created the UAW Education and Citizenship Department to hack into what was on the way. It’s what Walter Reuther called “this is our trouble.” The Reuthers hired the author’s father to help them, and sent Sam Guzzardo to where McLuhan’s posse set off.

Eventually the son followed.
the idea for a manual was first raised over fish and chips in Belfast with Paul Clarke.