

TOYS & NOVELTIES

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Industry leaders view the next fifty years

Scientific toys: The launching of man-made vehicles into outer space has sparked a remarkable surge in science sets and toys. "Even Cape Canaveral won't be able to match the ingenuity of toy and hobby makers" in this field, says Alfred C. Gilbert, Jr., president of the A. C. Gilbert Co. "The next fifty years," he continues, "will see scientific progress that will, by comparison, make the last fifty seem picayune."

"Our scientific progress is accelerating at an ever-increasing tempo. The education of more and more scientists, technicians and engineers, aided by vast improvements in computers, will hasten this progress. Many of today's scientists first became interested in pursuing their careers from playing with science toys at an impressionable age. The factory worker of the future must be knowledgeable in things scientific and technical.

"The key to the next fifty years is science. Our aim is not primarily to teach and educate, our schools perform that function. We aim to excite, to stimulate. Today's adventures in science will create tomorrow's America."