

MOSAIC

LEISURE

Barbies. If Barbie were blown up to human size, her measurements would be 39-21-33. Barbie and Ken, her boyfriend, were named after the real children of Ruth Handler, Barbie's creator, the wife of one of the founders of Mattel, Inc. If all the Barbies ever sold were laid end to end, they would span so many football fields that you would soon realize that more than 250 million Barbie-family dolls have been sold.

Barbie was not an immediate hit when she was introduced to the toy trade 27 years ago. Buyers thought, among other things, that she was too small and too busty to catch on with little girls and their staid, Ike-loving moms. Sears, Roebuck and Co., didn't order any of the dolls at all.

But the ones that did make their way into stores were snapped up so fast that Mattel had trouble supplying replacements.

Ruth Cronk owns more than 3 000 Barbies. She has an original 1959 Barbie (along with the box it came in), worth perhaps a thousand dollars.



Lego is not an American toy. It is the product of Interlego A/S, a privately held multinational corporation based in Billund, Denmark. The company began in 1916 as the Billund Woodworking and Carpenter's Shop. The proprietor was a young joiner named Ole Kirk Christiansen. (One of his biggest sellers was the Yo-Yo, a toy that reached Denmark in the early 1930s.) In 1934 Ole offered a prize to the employee who suggested the best name for the company. The winner was Ole himself, who thought of Lego, from

the Danish words *leg* godt, meaning "play well". "The 10 Lego Characteristics" include "unlimited play possibilities"; "enthusiasm to all ages"; "always topical"; "safety and quality"; "more Lego-multiplied play value"; "imagination, creativity, development."

Today Lego bricks are sold in 125 countries, including the Soviet Union and Israel (which boasts the highest per capita Lego sales in the world). They can be found in roughly 40 percent of American homes with children under the age of 15, and have the second highest "coverage" of any toy (the first-place coverer is Crayola Crayons).

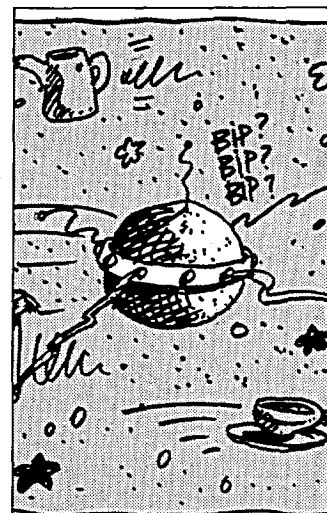
(Excerpted from The Atlantic Monthly, October 1986)

SCIENCE

Spar to Build Two Anik E Satellites for Telesat Canada. Spar Aerospace, a Canadian company, has been chosen as the prime contractor in the manufacturing of Telesat Canada's two new telecommunications satellites, the Anik E1 and the E2. The contract is valued at \$180.5 million.

The new satellites will provide Canada-wide communications service on the C and Ku bands. Each will have a capacity equal to 56 television channels. Anik E1

is to be ready by August, 1989 and Anik E2 by November, 1989 for launching in 1990.



Launching dates have been reserved by Telesat with Arianespace, but there have been discussions with a number of other launching agencies, as indicated in a Telesat news release.

Telesat Canada, a Canadian company, presently has six satellites in orbit, one of which is in stationary orbit and another of which is to be taken out of service by the year's end.

The basic components for the Anik Es will be built and assembled by the Astro-Electronics division of RCA, the New Jersey-based American company, the news release stated. Spar Aerospace, near Montreal, will be responsible for the planning, manufacture and installation and for testing the communications payload.

