SFChronicle

NIX AD

World Tomorrow:

MAY 2 6 1974

Toffler's View Of the Collapse

By Roger Guiles McGraw-Hill/World News

Detroit

LEADERS of more than ten industrialized nations have resigned or been tossed aside during recent months in what seems a grand coincidence.

"I believe the industrial world as we know it is in its terminal state," asserted Alvin Toffler, the author of "Future Shock." "We face revolutionary change."

According to Toffler, the threatened impeachment of Richard Nixon is part of a larger crisis permeating the entire technological world.

"We are entrapped within a series of institutions, government and corporate, which are as obsolete as they can possibly be," he declared. "I'm not prepared to say with certainty that our institutions will change peaceably, but they're going to change."

* * * TOFFLER told an audience of physicians, attending the American Psychiatric Association annual meeting in Detroit earlier this month, that he believes we're experiencing the lull before the storm. "We're going to see turbulent breakdowns in years ahead . . .

"People don't move, however, until they see a potential for meaningful change," he added.

"Social change comes faster than our institutions can absorb it," says Toffler. "We can scarcely remember yesterday's crisis long enough to learn from it. New events force out of consciousness the events immediately before."

Toffler is more certain of the cause of death of industrial society than he is of the character of rebirth. He believes that an emerging new culture will be 180 degrees opposite the current system and he hinted at a closer relationship between business and government.

"Pyramid-like corporate h i e rarchies will be replaced by a series of loosely connected, mostly autonomous organizations. I believe that highly complex organizations can't work efficiently, after a certain scale is achieved, unless they operate this way," Toffler said.

"I don't think we'll ever know enough to predict the future," he added. "But we must begin preparing new strategies for dealing with it on a long-range basis."

S.F. Sunday Examiner & Chronicle, Sunday Punch, May 26, 1974