

# Safety Is Top Factor in Toys for Tots

Are your children's toys safe? Four years of age—and that these accidents occur mainly while children are playing—many American toy manufacturers have been doing something about it. In addition, Toy Guidance Council, Inc. has been working in co-

operation with the National Safety Council and other agencies in taking precautions in seeing that the tools of play are as safe as humanly possible.

**HAS YOUR** youngster ever pulled out the eyes of his stuffed animal as soon as it was given to him? Perhaps even swallowed them? To prevent this, reputable manufacturers now use safety lock eyes in their stuffed toys. The means of fastening the animal's stuffed eyes is inserted through the side and a bar is placed across the back of the eye. The hardest a child could pull the eye through the lock demands.

A NUMBER of other improvements have been made in toy design in the past few years. Many stuffed toys now can be taken apart without the use of tools, and the parts are made of safe, non-toxic materials.

ARCENT new safety-crafted toys are mechanical. The parts covering a wheel, for example, are treated to make them tough and completely harmless. It will not give any indication of being about to separate in toxic conditions.

Part games for the younger set have magnetic or rubber bottom-tipped parts.

MOTORS in mechanical fraction toys are well hidden to eliminate sharp parts cutting a child if he puts it in his mouth.

Kites have string leaders instead of wire ones. Cloth books are both washable

and painted with non-toxic vegetable dyes.

**WHEN** buying toys, the Council advises parents to keep these rules in mind.

1. Use common sense. Be sure toys are safe—that is, no sharp edges and no small pieces that can be swallowed. Be sure toys are durable—strong enough for the age group for which they are designed.

2. Keep the child always in mind—age, sex, stage of development.

**SUPER-SIZED** truck can be disassembled from bumper to back. Rack holds tools and spare wheel. Made by Playskool. It carries load, not even a youngster. It was cited outstanding among US toys this year by Toy Guidance Council. Of wood, its paint is non-toxic.

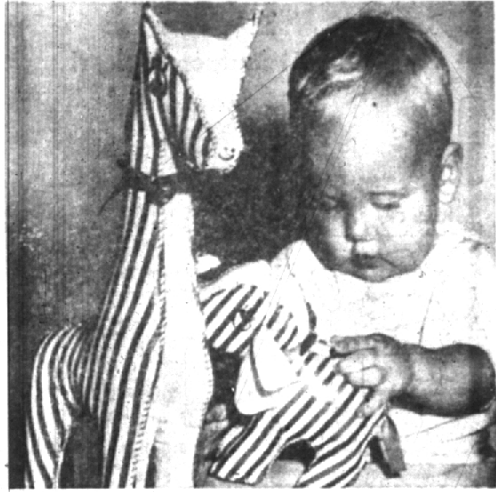
natural inclinations and interests.

3. Buy toys for the child, not yourself. Remember that what fascinates you as an adult may not be fun for your children.

4. Look for the Underwriters Laboratories' seal of approval on all electrical toys. Don't buy electrical or toxic painted toys for children under six.

5. Take special care in purchasing toys for the infant up to one year of age. Color, safety and sanitary features are particularly important.

6. Choose reputable shops. Stores that specialize in toys all year round are usually better than those which carry toys just at Christmas.



**GAY STRIPED** plastic covered menagerie will intrigue baby, and can be washed, are stain resistant, colorfast and non-allergic.



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