

Local Women Ask Control of Toy-Inspiring TV's

By DOROTHY JEAN ZACK

Believe it or not, the influence of the toy industry needs close control by parents. Three women active with children's consumer groups have expressed this view.

They are Beverly G. Adams, president of the Parent-Teacher Association, and the two women who founded the Toy Industry Council in 1958. The council is a trade organization of toy manufacturers and distributors. It has been instrumental in the development of the toy industry's code of ethics, which is now being adopted by many toy manufacturers.

THE IN-WITH group, which is a parent-teacher organization, has been active in the fight against the toy industry's code of ethics. It has been instrumental in the development of the toy industry's code of ethics, which is now being adopted by many toy manufacturers.



ROCKET SHIP with its own launching platform is a toy that gains its popularity from space exploration programs on television.

recent program on children's books for the educational TV station at Wayne University. "It stimulates their interest and broadens their concept of things."

MRS. JOHN VanderRoest, president of the local council of parents, said that the toy industry is "too big for what they're worth" and that it is "too big for the child."

But Mrs. Soled Blosser, president of the Child Study Club, said that she would draw a line on how much a child watches television, especially if the child tires easily or wants to stay beyond bedtime.

Mrs. Blosser feels that some programs are all right for children but that the child should not see everything that's on her box.

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The past couple of years life and knowledge through games that interest children in history and events that shaped our heritage. Games are more readily accepted as the result of games which deal with everything from the minutiae of the life of a man to the intricacies of prospecting for uranium.

Though board games which use play money and situations from adult life, such as buying and selling of property, children can learn possibly some of the adult lessons of finance.

We Heard It Said By:

MRS. WALTER CARRY, Mid-dlefield road, Bloomfield township, is full of fun today as she goes about to break their dolls because so many of their playthings are of plastic and they don't get used to having to be careful. The old dolls like the porcelain or the enameled wood ones were fragile and little girls learned early to avoid chipped and broken playthings.

band principal at Adams school. "I expect that it won't be too long before television has a definite place in the schools, and that it might possibly compensate for shortage of teachers."

THE ADAMS PTA recently donated a TV set for school use. "Television used with a little supervision is a very fine thing," says Mrs. VanderRoest. "The general I like the ones where they're learning—the travel ones and any-thing that takes them behind the scene and shows how something is done or operated."

"Children prefer that type of lot of worthwhile things to be done about," she says. Referring to other than watch-

ing of films, she says, "Like speed limits, the programs have to be geared for the ones that misinterpret."

SHE QUOTED a University of Michigan professor, whom she heard at a Parent's Educational conference recently in Ann Arbor, as saying the parent should be allowed to determine how much the child should be allowed to watch television.

"Parents should be parents and should be confident in being parents and shows how something is done or operated."

"And," she adds, "There are a lot of worthwhile things to be done about," she says. Referring to other than watch-

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