

Toy-Ology Is Newest Science

Have you ever found yourself turning to a toy clerk with a question such as this: "Could you suggest a toy for my six-year-old nephew?"

If you have, and if you did some twenty years ago, there's really no telling what sort of answer came your way. . . for there was no yardstick to toy-know-how back in those days. It was something which varied with individual judgment or taste—much the same as the question of carrying an umbrella on a cloudy day, or wearing blue in the spring.

But times have changed, and so has our knowledge of toys and our awareness of the contribution they make to the life and development of every growing child.

OVER THE LAST two decades, what may rightfully be called a new science has grown up—a practical science, of tremendous value for the parents of America's 50,000,000 children. Mel Freud, founder and president of Toy Guidance Council, calls it "Toy-ology—the science of fitting the toy to the child." Its growth—far from being Topsy-like—has followed a well-thought-out plan and is actually rooted in the soundest of psychological and educational principles.

Twenty years ago, toys were linked almost exclusively with tinsel and mistletoe and Santa Claus. . . and almost 90 per cent of the annual volume of toy sales was wary-to-December toy department was, therefore, an oddity. . . But today's enlightened parents are toy-conscious the whole year 'round.

THEY ARE BECOMING increasingly aware of the meaning and the importance of such terms as "seasonal toys" . . . "a balanced diet" . . . "functional play value" . . . and "educator-approved." They look for rounded corners, non-toxic finishes, U.I. approval, long-lasting materials and durable construction.

What has brought about this change? Perhaps the answer lies in the fact that child guidance authorities and the toy industry itself—from manufacturers to retailers—have come to realize that toys play a very important role in life. More and more, they have adopted a scientific approach to this whole matter of play equipment, making available toys that are educational and constructive, as well as enjoyable. At toy stores today, parents pick up scientific booklets on toy selection, like "De-

velopment through Play", and they read them!

AT PARENT-TEACHER meetings, they listen with intense interest to instructive lectures on toy guidance. At home, they tune in to television shows which demonstrate the year's most outstanding playthings and explain how they help a child's growth and development.

There is no longer any need to fret about what to get Susie, who has the measles. . . or Buddy, for his tenth birthday. No longer need you approach the toy clerk with doubts and hesitation, still less, with any feeling of despair. If you have any questions, any problems, you may be confident that together you will come up with the answers. For today's trained "Toy Consultants" are specialists in the field of toy guidance.

Indeed, times have changed! Toy-ology (to use Freud's term) has taken its place among the practical sciences. Already, it has helped us to make great strides toward the goal of providing our children with more wholesome fun today and molding them into well-adjusted, well-rounded, happy citizens of tomorrow.

Over-Protection Bad for a Child

One man, a successful lawyer, still smolders at the remembrance of the ice skates his father wouldn't give him for fear of accidents. Give your child skates and wheel toys when he is ready for them. Buy the safest models you can, and trust him with them. Deprivation of such toys leads in a timid child, to exaggerated fears and a sense of being "different" in rebellious children, to the use of unsafe substitutes behind your back. Over-protection is a form of selfishness, a source of trouble.

Don't Forget Older Child

If you're bringing home a new baby who will take up most of your time, get something for your older child that he has been wanting, something that can absorb his time and interest while you're busy with the baby. A fair distribution of favors is one way to avoid family jealousies, says Toy Guidance Council.

Modern Railroaders Get Added Realism

Modern railroaders of Christmas, 1956, will thrill to the complete Gilbert and Lionel systems, accenting more color, more realism, and more play value. There are blueprint replicas of the latest locomotives, with rolling stock and accessories as up-to-the-minute as this morning's headlines.

Included are a lumber mill with realistic sound, which feeds logs in one end and sawed boards out the other; operating cranes that load and unload culvert pipe and logs; coal loading stations; stations with walking luggage smashers and cars with walking brakemen.

Further highlighting the feeling of realism are a track-clearing car with detergents and rotary cleaning brushes, sound dispatching stations with loudspeaker and microphone, and a host of other remote-control items.

Right Toys Help Harried Mothers On Rainy Day

Children on rainy days suddenly appear to mothers like the ghoulish creatures in a Charles Adams cartoon. After exhausting themselves running about the house and getting underfoot, they inevitably cry, "Mom, what can I do now?"

A few minutes of advanced planning, experts claim, will prevent a nerve-racking day for all.

Toy kits that encourage creative activities should be reserved for rainy weather. Log-building, cooking, leathercraft, ship, car and plane building sets will provide absorbing hours of quiet play.

Or, when the house seems filled to overflowing with junior's friends, they will quiet down with games involving a number of players such as Chinese checkers, a

Develop Kindness

Kindness toward other small children or animals can be developed in little tots through play with dolls that can be bathed, fed and cared for, or stuffed animals that represent companionship, experts say. Just admonishing a child to be kind is not nearly as effective as giving him a chance to go through the motions of care for a child or animal, while he feels he is playing.

folding pool table or an electric football game. They can put on original puppet shows with marionettes and hand puppets, which will give them unlimited freedom in imaginative play.

It doesn't have to be a far-off dream to interest youngsters in quiet play while shut in, and still allow mother time to do her work and carry out her plans for the day.



Here's a wonderful new idea for little league winter training or any season practice. Bat-em catch-em, a sensational, automatic, battery-operated pitching machine for batting or catching practice by aspiring baseball-minded small fry, was voted "an outstanding example of American toy production for 1956" by Toy Guidance Council. It's of metal and plastic construction; four light-weight balls are included. Retail price about \$10.00.



The playroom telephone operator, 1956 style, manipulates a complete working exchange system with the latest electronic devices to route calls through fast. This unique zimphone electronic two-phone switchboard has a secret morse code sender, too, a re-use message pad, four extension lights, four selective signal switches and a master on-off switch. Cradles, batteries and 50 feet of table wire are included. Retail price about \$11.00.

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