



Giant electronic cannon . . . launches flying rocket plane. Moving airplane targets appear on TV screen. Large radar warning antenna rotates automatically and picks up beep signals. Complete electronic communication center with regulation microphone and head set . . . permits aircraft spotter to talk with radar operator. Telegraph key for code. Retail for about \$8.00.

Council Lists Buying "Do's"

Here are some helpful "do's" to keep in mind when you go toy-buying. They have been prepared by Toy Guidance Council, Inc., to help save time, money and disappointment.

Do adopt the right philosophy—and there is philosophy in toy-buying as in everything else. Toys are not just meaningless trinkets, but "tools" for learning. In fact, edu-

cators prefer to use the term "playtools" for toys.

Do keep the child always in mind—age, sex, stage of development, natural inclinations and interests. A toy which is too advanced can be frustrating; one too simplified lacks the necessary challenge and stimulation.

Toys Recommended For Age 8 to 12 Keep Hands Busy

The ages of eight to 12 are most important as a time for combatting juvenile delinquency. This is the period when unwholesome habits get a start if hands and minds are idle.

Many people are unaware, says Toy Guidance Council, that there is a whole roster of toys suitable for this age group in such musical instruments as Emence's golden accordion, banjo and Mickey Mouse rhythm band; books, such as science toys as Porter's Chemcraft junior deluxe chemistry outfit and Microcraft collegiate outfit; Trio's punching bag; Everlast's boxing gloves and Educational Products' tether tennis; innumerable craft sets, all to be found on the shelves of any well-stocked toy shop.

DO REMEMBER THAT what fascinates you, as an adult, may not be fun for Susie and Junior. Buy toys for the children, not for yourself.

Do look for safety in a toy. Be sure there are no sharp edges or small pieces that can be swallowed. Look for non-toxic finishes, especially in the case of infant toys.

Do use some good old common sense. Buy durable toys—look for strong construction and non-brittle materials.

Do look for the UL seal of approval on all electrical toys. Buy electrical toys only for children over six.

DO PROVIDE A balanced variety of toys for outdoor and indoor play—toys which afford varied self-expression, stimulate dramatic or creative interests, and aid physical, mental or social growth.

Do make an effort to find out what the child wants. Encourage his selectivity in the choice of playthings by attempting to direct his interests into a variety of channels.

Do choose reputable shops with a wide assortment of merchandise and trained personnel.

Do remember toys must be fun if they're to be used at all.

Experts Define A 'Good' Toy

According to Toy Guidance Council, a "good" toy is one that:

- Affords entertainment**—either through action, humor, fascination, imitative play or competition.
- Is safe**—has no sharp points,

- rough edges, toxic finishes, highly flammable materials or unapproved electrical wiring.**
- Is durable**—sturdy enough to withstand the normal play purposes for which it is intended, plus

a little of the extra childish abuse that must be anticipated.

Aids development—either physically, mentally, socially or vocationally. To do this, a toy must be suited to the child's age, interests and capabilities.



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