

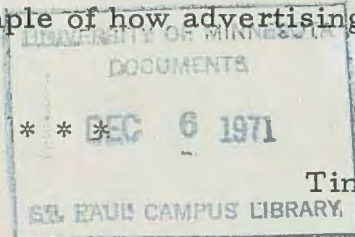
12/13/71  
AGRICULTURAL EXTENSION SERVICE - UNIVERSITY OF MINNESOTA

December 3, 1971

Advertising Creates Demand

Time: 15 sec.

The feminine spray deodorant market was zero sales five years ago and now accounts for 53 million dollars of the consumer's money. This is an example of how advertising created a need for a product.



Toy Protection Act

Time: 40 sec.

The Food and Drug Administration has banned the production of nearly 200 toys this Christmas season. Under the Toy Protection Act, the FDA can stop further production of toys they consider to be eminent hazards. The law does not always remove the toy from the market but ceases the manufacture of the toy, unless redesigned.

Since 5,000 new toys are expected at this season, the shopper will have to use discretion and caution when selecting a toy. It is impossible for the FDA to regulate the safety of all toys sold.

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Toys Are Big Business

Time: 25 sec.

Toys are big business in the marketplace. In 1970 they accounted for three billion dollars in sales. Even the import market of toys has increased from 50 to 600 million dollars.

If you believe a toy is hazardous and should not be on the market, write to the Food and Drug Administration. Describe the toy, including model number, manufacturer and store stocking the toy. Explain why you think the toy is dangerous.

\* \* \* \*

more ...

Match Toy To Needs Of Child

Time: 1 min. 20 sec.

Santa has ESP when it comes to selecting toys for children... but mothers, fathers and grandparents need guidelines for making out Christmas lists.

Keep in mind the age and interests of the child... fit the toy to the developmental needs of the youngster. An infant delights in toys he can use from hand to mouth. For this reason, many toys are hazardous.

Avoid small toys or toys with small parts that may be swallowed. Squeakers can frequently be removed and ingested. Be sure painted toys are non-toxic... that dolls and stuffed animals are nonflammable... and plastic or metal objects aren't easily broken or have sharp edges. Wires, eyes stuck in with pins and other pointed objects are dangerous even in padded or cuddly toys.

All children are explorative and need to be protected from unsafe toys. Consider the construction, safety, sturdiness and in some cases washability of the toy. Toys that are highly durable and well constructed may cost a little more, but besides having built-in safety factors they usually perform well in the hand-me-down category.

Consider the learning skills provided by the toy. A child ought to be able to play with the toy and develop skills beyond winding a key or pulling a string. The best toy is one which allows a child to develop imaginative play, as well as motor skills.

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Lawn Darts May Be Lethal Weapon

Time: 12 sec.

Lawn darts, which did not label against their use by children, have been banned from the market. Even with adult supervision, which is frequently difficult to control, darts and arrows account for a number of accidents.

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