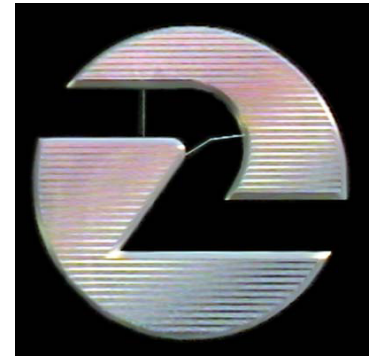




# THE 24<sup>th</sup> ANNUAL GREAT AMERICAN TOY TEST



THE 24<sup>th</sup> ANNUAL  
Great American  
TOY TEST

## WHAT ARE TOYS?

The word "toy" comes from a Scandinavian word meaning "little tool." This term could not be more appropriate. Play is not just the way a child passes time, it is in a profound way a child's "work"-- and the "tools" of that work are toys. We have learned some definite things in the 24 years of the Great American Toy Test. First, kids 5 and under are not much different than kids that age were fifty years ago. Little kids have pretty much the same interests all kids have had for generations. Second, today's kids are far more technology-savvy than previous generations. The toys your kids play with today should encompass this spectrum: simple, traditional toys that have entertained kids for decades, as well as technology and computer-based gadgetry that will help them get ahead in the 21st century.

## HOW THE TOY TEST WORKS

More than 90 major toy makers entered toys in this year's Great American Toy Test. Each toy maker supplied us with dozens of copies of each toy, so we could assemble near identical sets of toys. We received about 7,000 toys, which made comparable sets of about 100 toys per set. The sets were shipped to day-care and latchkey kid centers in Los Angeles, Chicago, San Francisco, Oakland, San Jose, Boston, Atlanta, Portland, Indianapolis, San Diego, Hartford/New Haven, Charlotte, Milwaukee, San Antonio, Norfolk, Memphis, Harrisburg, Louisville, Las Vegas, Wilkes-Barre/Scranton, Little Rock, Tulsa, Knoxville, Mobile, Charleston, Flint/Saginaw, Lexington, Roanoke/Lynchburg, Green Bay, Toledo, Ft. Myers, Tucson, Des Moines, Rochester, Shreveport, Chattanooga, Cedar Rapids, Tri-Cities, Lansing, Sioux Falls, Augusta, Eugene, La Crosse/Eau Claire, Bakersfield, Columbia/Jefferson City, Medford/Klamath Falls, Rochester/Mason City/Austin, Binghamton/Anchorage, Bismarck, Palm Springs, Scotts Bluff, Gainesville and Rapid City. Kids 2-years to 12-years-old played with the toys for three weeks while their teachers and supervisors observed. The toys were graded by the adults and kids on these criteria: quality, durability, ease of assembly, maintenance, short-term interest, long-term interest, educational value, safety and just plain old fun.

## SPECIAL NOTE

Each year, a number of agencies, organizations, groups and individuals make announcements regarding the acceptability of certain toys and the safety of others. This year, as in others, there may be a toy or toys on our list that comes up on someone's list of unacceptable or unsafe toys. Some parents might have ethical, moral, religious or philosophical objections to some toys because they are war-related or seem to perpetuate gender stereotypes. Some of the toys we tested fall into these categories. We think that parents should choose toys based on their own personal standards. The Great American Toy Test makes no judgments about any toys except in the case where a toy consistently proves itself to be unsafe during the test. No such toys proved themselves unsafe in this year's Great American Toy Test.

## Thanks to our Official Sponsors:



Official Battery



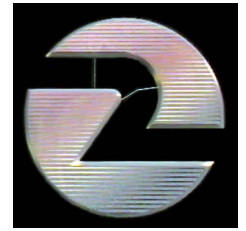
Official Box Supplier



Official Cargo Shipper



# THE "Sweet 16" TOP TOYS FOR THE 22nd ANNUAL GREAT AMERICAN TOY TEST



*In no particular order... the children chose these as the most popular for 2003/2004.  
Each of these toys scored 89% or above with our testers; an extraordinary accomplishment.  
(Suggested retail prices are for reference only. The toys can often be purchased for far less.)*

## LEAP PAD PLUS WRITING LEARNING SYSTEM

LEAPFROG  
Ages 4 to 8  
\$60

## HIGHWAY THIRTY-FIVE WORLD RACE VEHICLES

HOT WHEELS  
Ages 3 and up  
\$3 each

## PRETEND & LEARN CASH REGISTER

LEAP FROG  
Ages 3 & up  
\$40

## VERTIGO

TYCO R/C MATTEL  
Ages 8 and up  
\$65

## BRATZ FORMAL FUNK SUPER STYLIN' RUNWAY DISCO

MGA  
Ages 6 and up  
\$100

## LOVING FAMILY SWEET SOUNDS TALKING

DOLLHOUSE  
FISHER-PRICE  
Ages 3 and up  
\$80

## PRETEND & PLAY TEACHING CASH REGISTER

LEARNING RESOURCES  
Ages 3 and up  
\$45

## TIMBER TOOTS

MAPLE LANDMARK  
Ages 3 to 5  
\$75 (\$3 EACH)

## PIXTER COLOR

FISHER-PRICE  
Ages 4 and up  
\$80 (accessory software tiles \$20 each)

## TUNNELS OF FUN JUNCTION SET

PACIFIC PLAY TENTS  
Ages 3 and up  
\$72

## POWER TOUCH LEARNING SYSTEM

FISHER-PRICE  
Ages 3 to 8  
\$50

## THE ROK WORKS START SET AND R/C DOZER

ROKENBOK  
Ages 6 and up  
\$80 (starter set) \$60 (dozer)

## UNBELIVEABLY SOFT BABY

GOLDBERGER DOLLS  
Ages 2 and up  
\$20

## BARBIE COOK WITH ME SMART KITCHEN

KIDDESIGN  
Ages 3 and up  
\$130

## PRETEND AND PLAY DOCTOR

LEARNING RESOURCES  
Ages 3 to 12  
\$25

## BARBIE VOLKSWAGEN DUNE BEETLE

POWER WHEELS FISHER-PRICE  
Ages 3 and up (130 pounds max. load)  
\$290



# THE BEST OF THE REST



On the following pages are the rest of our toys that scored so well we also confidently recommend them for your consideration. They are surefire winners too! ~~W~~do this to make a very important point. There are more than 100,000 toys on the market. Some are brand new Others have been around for generations. Above and beyond our Top Sixteen Toys, the best toys for your little ones may also be found in these categories as well. We want to give you the widest range of products and price ranges to pick from. They come in all price ranges which should indicate that prices does not necessarily have a lot to do with whether a toy is or is not a hit with children.

## DOLLS, STUFFED ANIMALS, PLUSHES, PUPPETS AND INTERACTIVE CHARACTERS

**These toys literally become a child's friend. It's that one-on-one relationship that makes these toys so endearing.**

Toy Name	Manufacturer	Age Range	Price
Nursery Rhyme Pal	The First Years	6 mo. & up	\$20
Hokey Pokey Elmo	Fisher-Price	1.5 and up	\$30
Get Up & Bounce Tigger	Fisher-Price	1.5 and up	\$30
Nick Jr. Dora the Explorer Magical Friends!			
Singing Dora	Fisher-Price	2 and up	\$30
Rescue Heroes Mission Select Figures	Fisher-Price	3 and up	\$10
Border Collie Puppet	Folkmanis Puppets	4 to 6	\$36
Large Tarantula Puppet	Folkmanis Puppets	5 to 7	\$28
Great Horned Owl Puppet	Folkmanis Puppets	7 to 9	\$50
Great White Shark Puppet	Folkmanis Puppets	6 to 8	\$60
Disney Lion King My Singin' Simba	Hasbro	2 and up	\$30
Disney Lion King Feed Me Pumbaa	Hasbro	2 and up	\$20
GI Joe Ninja Showdown	Hasbro	5 and up	\$20
Chitchat Puppets	Mary Meyer	2 to 7	\$10
Hungry Hops Puppet Set	Mary Meyer	3 to 7	\$20
My Scene Barbie	Mattel	6 and up	\$15
Cuddly Soft Kelly Snuggle n Sniffle	Mattel	3 and up	\$36
Shampoochie Pet	Mattel	3 and up	\$25
Little Mommy Doll	Mattel	1.5 and up	\$13
Bratz Wintertime Wonderland	MGA	6 and up	\$30
Walk To Me Daisy	MGA	4 and up	\$50
Topsy Turvy Doll City Mouse/Country Mouse	North American Bear	2 and up	\$25
Care Bears Sing-Along Friends	Play Along	3 and up	\$20
Madeline Storybook Dollhouse	RC2 Corp.	3 and up	\$30
Voice-Activated Neopets	Thinkway Toys	4 and up	\$15

## SPORTS, RIDE-ON AND OUTDOOR TOYS

**Teach physical skills and important social skills such as sportsmanship, cooperation, strategy and obeying rules. Also included in this section are toys more appropriately played with outside.**

Blast Pad	Marky Sparky	8 and up	\$20
Super Doinkit	Marky Sparky	5 and up	\$10
Flashlight Light Up Flying Disc	Playhard	7 and up	\$20
Pathfinder Wagon	Radio Flyer	1.5 and up	\$70
Ultimate Family Trike	Radio Flyer	1 to 5	\$80
John Deere Tot Tractor	RC2 Corp.	1.5 & up	\$25
Oball Jellies	Rhino Toys	all ages	\$ 7
Skyo	Rhino Toys	3 and up	\$ 6
Phlat Ball XT	Tucker Toys	5 and up	\$15

# THE GREAT AMERICAN TOY TEST



## LET'S PRETEND

Kids use these to role-play , learn social skills (such as sharing and cooperation) or find career interests.

<b>Toy Name</b>	<b>Manufacturer</b>	<b>Age Range</b>	<b>Price</b>
Royal Treatment King/Queen Ensemble	Discovery Toys	4 to 8	\$20
Royal Treatment Princess Hat & Cape	Discovery Toys	4 to 8	\$20
Barney Please & Thank You Cash Register	Fisher-Price	1.5 and up	\$15
Disney Princess Spin 'N Surprise Castle	Fisher-Price	1.5 and up	\$30
Video Now Video Player	Hasbro	6 and up	\$50
Play-Doh George Foreman Grill	Hasbro	3 and up	\$13
Radical Rollin' Rachel	Hasbro	6 and up	\$30
Beyblade Remote Control Launcher	Hasbro	8 and up	\$35
Beyblade Magna-Core Tray	Hasbro	8 and up	\$ 6
Transformers Unicorn	Hasbro	5 and up	\$50
Barbie "Chat With Me" Online Laptop	KIDdesigns	3 and up	\$30
Barbie "Sing With Me" CD Player	KIDdesigns	4 and up	\$60
Matchbox Roll N' Rescue Steering Wheel	KIDdesigns	3 and up	\$17
Pretend & Play Work Belt Tool Set	Learning Resources	3 and up	\$25
ello Fairtopia	Mattel	5 and up	\$20
Matchbox Rescue Net Super-Blast Helicopter	Mattel	3 and up	\$40
Fire House Tent	Pacific Play Tents	3 and up	\$52
Find Me Multicolor Tunnel	Pacific Play Tents	3 and up	\$32
Feltkids Princess Felt Castle & Story Pieces	RC2 Corp.	3 and up	\$28
Harley-Davidson Little Driver	RC2 Corp.	1 and up	\$25
Shakin' Carnival	Shelcore Toys	1 and up	\$15
Let's Pretend Doctor	Small Miracles	3 to 8	\$30
Let's Pretend Waitress	Small Miracles	3 to 8	\$30
Let's Pretend Fisherman	Small Miracles	3 to 8	\$30
Let's Pretend Pilot	Small Miracles	3 to 8	\$30
Let's Pretend Cheerleader	Small Miracles	3 to 8	\$30
Tootsietoy's Alice's Wonderful Tea Party	Tootsietoy	3 to 8	\$12
Dino Xcavator	Uncle Milton Industries	5 and up	\$25
Spy Gear Eye-Link Communicators	Wild Planet Toys	6 and up	\$35
Spy Gear Micro Spy Kit	Wild Planet Toys	6 and up	\$20
Spy Gear Spy Vision Goggles	Wild Planet Toys	6 and up	\$13
Off the Map Pathfinder Tool	Wild Planet Toys	4 and up	\$ 8
Undercover Girl Secret Camera Journal	Wild Planet Toys	6 and up	\$15
Undercover Girl Spy Wristworks	Wild Planet Toys	6 and up	\$15

## ARTS & CRAFTS

These are toys of self-expression and creativity, allowing kids to communicate, through the arts.

B*Stylin' Button Designer	Bandai America	8 and up	\$20
Portable Easel	Battat	3 and up	\$22
Erasable Crayons	Crayola	6 and up	\$ 4
Bug Mania	Model Magic by Crayola	4 and up	\$ 6
Dr. Seuss Color & Lacing Cards	Creativity for Kids	3 and up	\$12
Memory Art: 2 Tile to Treasure	Creativity for Kids	3 and up	\$15
Peg Loom	Harrisville Designs	5 and up	\$20
Crochet Cuties Fashion Show	Harrisville Designs	6 and up	\$13
Fisher-Price Craft Fun – Bead	Make Me Happy Toys	5 and up	\$15
Fisher-Price Craft Fun – Foam	Make Me Happy Toys	4 and up	\$15
Fisher-Price Craft Fun – Felt	Make Me Happy Toys	4 and up	\$15
Mirror-acularous Art Activities Set	Ooz & Oz	\$7 to 14	\$20
Art Adventures With Randy Sue	Randy Sue Productions	5 to 15	\$80
Scribble.mats	Scribble.mats	3 and up	\$ 6

# THE GREAT AMERICAN TOY TEST



## GAMES & PUZZLES

Games and puzzles represent a unique part of the toy world. They are often a link between playmates, parents, grandparents and other family members. Games and puzzles teach thinking as well as social skills, such as strategy, problem solving, competitiveness, cooperation and communication.

<b>Toy Name</b>	<b>Manufacturer</b>	<b>Age Range</b>	<b>Price</b>
The NEW Touch	Anthony Innovations	5 and up	\$30
Think-ama-jink Checkers	Rocket Minds by Crayola	6 to 11	\$12
Farmyard Fun Puzzle	Discovery Toys	2 to 5	\$15
Bears, Boats & Butterflies Puzzle	Discovery Toys	3 to 6	\$15
Wacky Wilderness Game	Discovery Toys	4 to 11	\$20
BLOKUS Boardgame	Educational Insights	6 and up	\$30
A to Z Junior Game	Fundex Games	5 and up	\$20
What's In Ned's Head Game	Fundex Games	4 and up	\$25
Cookin' Cookies Game	Fundex Games	4 and up	\$10
Surprise! Game	Gamewright	4 and up	\$12
PDQ Game	Gamewright	8 and up	\$10
Elefun Game	Milton-Bradley	3 to 6	\$20
ABC Song Game	Milton-Bradley	3 to 6	\$20
Twister Moves Game	Milton-Bradley	8 and up	\$20
Chatitude Game	Milton-Bradley	8 and up	\$20
Deluxe Yahtzee Folio Game	Parker Brothers	8 and up	\$20
Boggle Folio Game	Parker Brothers	8 and up	\$20
Electronic Catchphrase Jr. Game	Parker Brothers	8 and up	\$18
Lights Out Game	Tiger Games	8 and up	\$15
Bulls Eye Ball Game	Tiger Games	8 and up	\$20
iplay Bouncing Bunnies Game	International Playthings	4 and up	\$18
Electronic Puzzle Bug	Kidz Delight	1 to 2	\$10
Streetball 2 vs 2 Game	LEGO	7 and up	\$20
Animal Dominoes	Maple Landmark	6 to 8	\$17
Dora the Explorer Talking Bingo	Mattel	3 and up	\$20
Tip It Game	Mattel	7 and up	\$10
Tumblin' Monkeys Game	Mattel	5 and up	\$10
Buzzword!	Patch Products	10 and up	\$15
Play TV Rescue Heroes Game	Radica	4 and up	\$50
Girl Tech Dare Ya Game	Radica	6 and up	\$20
Figurix Game	Ravensburger	5 and up	\$20
Sketch & Guess Game	Ravensburger	3 and up	\$20
Tangoes Game	Rex Games	5 and up	\$11
Oodles of Doodles	Think Fun	10 and up	\$20
Aha! Brainteaser Classics	Think Fun	10 and up	\$20
30 Second Mysteries for Kids	University Games	6 and up	\$22
Celebrity Head Game	University Games	8 and up	\$25
Man Bites Dog Game	University Games	8 and up	\$10
Worst Case Scenario Jr.	University Games	6 and up	\$22
20 Questions for Kids	University Games	7 to 12	\$22
Scooby-Doo Chess Game	USAopoly	7 and up	\$40
Monopoly Muppets Edition	USAopoly	8 and up	\$35
Monopoly NFL Edition	USAopoly	8 and up	\$35
Peanuts Chess	USAopoly	7 and up	\$40
NASCAR Checkers	USAopoly	6 and up	\$15
Lord of the Rings Checkers	USAopoly	6 and up	\$15
Green Alligators	Vida Games	4 and up	\$10
Double Take	Vida Games	8 and up	\$10
LEGO My First Builder Game	Warren Industries	3 to 6	\$13



## THE GREAT AMERICAN TOY TEST



### CARS, TRUCKS, PLANES AND TRAINS

**Provides an adult world fantasy by allowing kids to pretend to do one of the key things adults do: drive.**

<b>Toy Name</b>	<b>Manufacturer</b>	<b>Age Range</b>	<b>Price</b>
Matville Vehicles	Discovery Toys	3 to 7	\$11
Rescue Heroes Mission Select Police Cruiser	Fisher-Price	3 and up	\$25
Tonka Radio Control Might Dump Truck	Hasbro	3 and up	\$50
Road Champs NASCAR 1:64 R/C	Jakks Pacific	8 to 12	\$25
Batmobile	Mattel	4 and up	\$27
MBR Extreme Racepack	MGA	6 and up	\$50
Atlas Radio Control Vehicle	Original San Fran. Toymakers	8 and up	\$70
ZipZaps SE	Radio Shack	8 and up	\$25
Thomas Wooden Railway System			
Sodor Rescue Team Set	RC2 Corp.	3 and up	\$300
John Deere Animal Sounds Hayride	RC2 Corp.	1.5 and up	\$20
Sort 'N Shake Dump Truck	Shelcore Toys	1 and up	\$15
Bill Elliott NASCAR Freestyle R/C Racekart	Taiyo Edge R/C	5 to 12	\$40
Jeff Gordon NASCAR Freestyle R/C Racekart	Taiyo Edge R/C	5 to 12	\$40
D. Earnhardt NASCAR Freestyle R/C Racekart	Taiyo Edge R/C	5 to 12	\$40
X.F.O R/C Vehicle	TYCO R/C by Mattel	10 and up	\$60

### MUSIC & RHYTHM

**These toys can become the beginning of a lifelong love of music. Kid who excel at music often excel in school.**

Barbie CDG Karoke Tape Boombox & Mike	KIDdesigns	6 and up	\$115
Barbie CDG Karoke Music Video Maker	KIDdesigns	6 and up	\$80
Hot Wheels Xtreme Cam Wireless Video Maker	KIDdesigns	3 and up	\$110
Lollipop Rock! 2	Lollipop Rock	0 to 7	\$15
Together Tunes	Neurosmith	6 mo. To 3	\$60
Music Blocks Composer	Neurosmith	2 and up	\$50
O2 Tronics Air Boom Box	Wild Planet Toys	8 and up	\$15
O2 Tronics Mini Air Radio	Wild Planet Toys	8 and up	\$15

### CONSTRUCTION STUFF

**Impart physical and mental skills to children in a fun way: mechanics, design, creativity and expression.**

Stuck-On Marbleworks	Discovery Toys	4 to 7	\$17
Super Marbleworks	Discovery Toys	6 to 12	\$37
Castle Marbleworks	Discovery Toys	3 to 5	\$37
Geotrax Rail+Road System Tracktown Railway	Fisher-Price	2.5 and up	\$40
Imaginext Pirate Raider	Fisher-Price	4 to 10	\$40
Little People Ramps Around Garage	Fisher-Price	1 to 5	\$30
Kid K'NEX Rovin' Rollers	K'NEX	3 to 7	\$20
ReKonstructors	K'NEX	6 and up	\$10
MiGears Building Set	Learning Resources	7 to 12	\$37
Motion Madness	LEGO	7 and up	\$15
African Adventures	LEGO	1.5 and up	\$20
Supermag	PlastWood	4 and up	\$11
Dragon	Playmobil	4 and up	\$20
Sort 'N Build Racer	Shelcore Toys	1 and up	\$23
Block n Roll (100 piece)	Taurus Toy	6 and up	\$35
Mini No Ends (100 piece)	Taurus Toy	4 and up	\$25

# THE GREAT AMERICAN TOY TEST



## EDUCATIONAL TOYS

These toys teach various academic skills: reading, math, science, biology, geography, etc. in a fun way.

Toy Name	Manufacturer	Age Range	Price
Barnyard Boogie	Accord Publishing	2 to 5	\$16
Activity Puzzle Box	Battat	2 and up	\$22
Design & Drill Activity Center	Educational Insights	3 to 7	\$40
Learn Through Music System	Fisher-Price	1.5 and up	\$35
See 'N Say Barnyard Banjo	Fisher-Price	1.5 and up	\$20
Peek_A-Blocks 2-in-1 Activity Wagon	Fisher-Price	6 mo. and up	\$35
Happy Land Friendly Farm	International Playthings	2 and up	\$55
Flying Colors Switch Em Up Sponge Bob	Jakks Pacific	3 to 8	\$13
Push 'n Grow Crab	Kidz Delight	1 to 2	\$10
Learning Screen Karoke	Leapfrog	4 and up	\$30
Mind Mania Math Clip	Leapfrog	7 to 11	\$15
Mind Mania Spelling Clip	Leapfrog	7 to 11	\$15
Little Touch Leap Pad	Leapfrog	6 mo. To 3	\$40
Electronic Flash Magic	Leapfrog	3 to 9	\$ 9
Smart Snacks Counting Cookies	Learning Resources	3 to 5	\$13
Smart Snacks Sorting Shapes Cupcakes	Learning Resources	3 to 5	\$13
Smart Snacks Rainbow Color Cones	Learning Resources	3 to 5	\$18
Montgomery Schoolhouse Lace-A-Shape	Maple Landmark	1.5 and up	\$26
Zoo Tycoon	Microsoft Game Studio	rated E	\$30
Play & Learn Around The Block Wagon	Parents Magazine	1 and up	\$50
3-D Space Projector	Uncle Milton Industries	6 and up	\$40

### IMPORTANT SAFETY CONSIDERATIONS

**CHOOSE AGE-APPROPRIATE TOYS --** Everyone likes to think his or her child is smarter and more capable than other kids of the same age. Don't fool yourself. If a toy is beyond the child's mental or physical ability, it could end up presenting a significant safety hazard to the child. It could also be boring, or not much fun. Be wise and respect the age label on the package. These age ratings were determined by experts with your child's best interests and safety in mind.

**KEEP BIG KIDS' TOYS AWAY FROM LITTLE KIDS --** Little kids (3 and under) love to put things in their mouths. That's why you should never allow older kids' toys to be in an area where little kids can get hold of them. Many older kids' toys have small parts on which a young child could choke. The complicated nature of older kids' toys often makes them hazardous to tots.

**BEWARE OF BROKEN TOYS --** Though a working toy can be perfectly safe, it can be extremely dangerous when it's broken. Typically, broken toys can become swallowing or choking hazards (when a small part breaks off) or cutting hazards (when an edge becomes sharp or juts out). Once a toy is broken, carefully check for hazards and take it away from the child if it does indeed pose a hazard.

**REPORT DANGEROUS TOYS --** The United States Consumer Product Safety Commission is the nation's watchdog for unsafe toys. This agency has the legal authority to inspect, evaluate and recall toys which may be unsafe. Consumers are encouraged to contact the Consumer Product Safety Commission by phone or online.

# Toll Free 1 (800) 638-CPSC

## [www.cpsc.gov](http://www.cpsc.gov)



## THE GREAT AMERICAN TOY TEST



**ORDER TOY SAFETY PUBLICATIONS**  
**OR READ THEM ONLINE**  
**FROM THE CONSUMER PRODUCT SAFETY COMMISSION**

**Call - (800) 638-CPSC**

**Internet - [http://www.cpsc.gov/cpscpub/pubs/toy\\_sfy.html](http://www.cpsc.gov/cpscpub/pubs/toy_sfy.html)**

*For Kid's Sake Think Toy Safety*  
*For Kid's Sake Think Toy Safety (Spanish)*  
*Child Safety Protection Act Fact Sheet*  
*Toy Safety Coloring Book*  
*Which Toy for Which Child birth through age 5*  
*Which Toy for Which Child age 6 through 12*  
*The Dangers of Electric Toys*  
*Caps for Toy Guns in Pockets - Prevent Burn Injuries*  
*Strangulation with Crib Toys*  
*Handle on Squeeze Toy Kills Infant*  
*CPSC Warns Consumers of Dangers With Toy Chest Lids*  
*Strings and Straps on Toys Can Strangle Young Children*  
*Toy Safety Shopping Tips*

**ADDITIONAL TOY SAFETY INFORMATION**  
**ON THE INTERNET**

**The Toy Industry Association** - The official web site of the association of toy makers throughout the United States.  
**<http://www.toy-tia.org/consumer/parents/safety/4toysafety.html>**

**American Academy of Pediatrics** - Parenthood Web  
**[http://www.parenthoodweb.com/library/aap\\_toysafety.htm](http://www.parenthoodweb.com/library/aap_toysafety.htm)**

**Toy Tips** is an independent voice for child development. Since its inception in 1991, Toy Tips' provides researched information on toys that build skills and enhance a child's development.  
**<http://toytips.com>**

**Children's Hospital of Wisconsin** Safety and Age Recommendations  
Type the word "toys" into the site's website for many excellent toy and child safety tips.  
**<http://www.chw.org>**

**Dr. Toy**  
Specific product suggestions and generic toy information from Dr. Toy aka Stevanne Auerbach  
**<http://www.drtoy.com>**

**Public Interest Research Group Toy Safety Site**  
**<http://www.pirg.org/toysafety/>**

**Baby Center** (go to site's search engine and look for "toys")  
**<http://www.babycenter.com>**

**Special Needs Kids** is the nation's central source on toys for children with special needs.  
**<http://www.lekotek.org>**



## THE GREAT AMERICAN TOY TEST CAN'T FIND IT?



Here's how to contact the consumer relations offices of the toymakers who participated in this year's Toy Test. We've listed the toy company, its telephone infoline and its internet worldwide web site (all begin with http://)

- Accord Publishing**  
(303) 298-1300 / [www.accordpublishing.com](http://www.accordpublishing.com)
- Anthony Innovations**  
(800) 828-7002 / [www.thetouchgame.com](http://www.thetouchgame.com)
- Arrowcopter**  
(831) 634-0145 / [www.arrowcopter.com](http://www.arrowcopter.com)
- Baby Explorer**  
(800) 773-7810 / [www.babyexplorer.com](http://www.babyexplorer.com)
- Bandai America**  
(714) 816-9560 / [www.bandai.com](http://www.bandai.com)
- Battat**  
(800) 822-8828 / [www.battat-toys.com](http://www.battat-toys.com)
- Binney & Smith (Crayola)**  
(800) CRAYOLA / [www.crayola.com](http://www.crayola.com)
- Big Time Toys**  
(800) 419-3810 / [www.bigtimetoys.com](http://www.bigtimetoys.com)
- BRIO**  
(888) 274-6869 / [www.briotoy.com](http://www.briotoy.com)
- Crayola**  
(610) 253-6271 / [www.crayola.com](http://www.crayola.com)
- Dimensions-Perler**  
(800) 523-8452 / [www.perlerbeads.com](http://www.perlerbeads.com)
- Discovery Toys**  
(800) 426-4777 / [www.discoverytoysinc.com](http://www.discoverytoysinc.com)
- Dowling Magnets**  
(800) MAGNET-1 / [www.dowlingmagnets.com](http://www.dowlingmagnets.com)
- Educational Insights**  
(800) 995-4436 / [www.educationalinsights.com](http://www.educationalinsights.com)
- Faber-Castell USA**  
(800) 311-8684 / [www.creativityforkids.com](http://www.creativityforkids.com)
- The First Years**  
(800) 533-6708 / [www.thefirstyears.com](http://www.thefirstyears.com)
- Fisher-Price**  
(800) 432-KIDS / [www.fisher-price.com](http://www.fisher-price.com)
- Folkmanis Puppets**  
(800) 654-8922 / [www.folkmanis.com](http://www.folkmanis.com)
- Fundex Games**  
(800) 486-9787 / [www.fundexgames.com](http://www.fundexgames.com)
- Funspin.com Board Games**  
(888) 388-7746 / [www.funspin.com](http://www.funspin.com)
- Gamewright**  
(800) 638-7568 / [www.gamewright.com](http://www.gamewright.com)
- Going Crazy**  
(866) 402-7299 / [www.going-goingcrazy.com](http://www.going-goingcrazy.com)
- Goldberger Doll**  
(212) 924-1194 / [www.goldbergerdoll.com](http://www.goldbergerdoll.com)
- Harrisville Designs**  
(800) 338-9415 / [www.harrisville.com](http://www.harrisville.com)
- Hasbro**  
(401) 431-TOYS / [www.hasbro.com](http://www.hasbro.com)
- Hasbro Games**  
(888) 836-7025 / [www.hasbro.com](http://www.hasbro.com)
- Hot Wheels**  
(800) 524-TOYS / [www.hotwheels.com](http://www.hotwheels.com)
- imagixx**  
(800) 462-4449 / [www.imagixx.com](http://www.imagixx.com)
- Insect Lore**  
(800) LIVEBUG / [www.insectlore.com](http://www.insectlore.com)
- International Playthings**  
(800) 445-8347 / [www.intplay.com](http://www.intplay.com)
- Jakks Pacific**  
(800) 545-2557 / [www.jakkspace.com](http://www.jakkspace.com)
- KIDdesigns**  
(800) TOP-TOYS / [www.kiddirect.com](http://www.kiddirect.com)
- Kidz Delight**  
(800) 777-8670 / [www.kidzdelight.com](http://www.kidzdelight.com)
- K'NEX**  
(800) 822-5639 / [www.knex.com](http://www.knex.com)
- LeapFrog**  
(800) 701-LEAP / [www.leapfrog.com](http://www.leapfrog.com)
- Learning Resources**  
(888) 800-7893 / [www.learningresources.com](http://www.learningresources.com)
- LEGO Systems**  
(800) 453-4652 / [www.lego.com](http://www.lego.com)
- Lollipop Rock**  
(866) 621-4143 / [www.lollipoprock.com](http://www.lollipoprock.com)
- Make Me Happy Toys**  
(888) 226-4190 / no website as yet
- Maple Landmark Woodcraft**  
(800) 421-4223 / [www.maplelandmark.com](http://www.maplelandmark.com)
- Marky Sparky Toys**  
(800) 781-8110 / [www.markysparkytoys.com](http://www.markysparkytoys.com)
- Mary Meyer Toys**  
(802) 365-7793 / [www.marymeyer.com](http://www.marymeyer.com)
- Match Box**  
(800) 524-8697 / [www.matchbox.com](http://www.matchbox.com)
- Mattel Toys**  
(800) 524-TOYS / [www.mattel.com](http://www.mattel.com)
- MGA Entertainment**  
(800) 222-4685 / [www.mgae.com](http://www.mgae.com)
- Milton Bradley**  
(401) 431-TOYS / [www.scrabble.com](http://www.scrabble.com)
- Neurosmith**  
(800) 220-3669 / [www.neurosmith.com](http://www.neurosmith.com)
- North American Bear Company**  
(800) 682-3427 / [www.nabear.com](http://www.nabear.com)
- OOZ & OZ**  
(703) 750-3338 / [www.oozandoz.com](http://www.oozandoz.com)
- Original San Francisco Toymakers**  
(866) 473-8697 / [www.toymakers.net](http://www.toymakers.net)
- Out of the Box Publishing**  
(800) 540-2304 / [www.otb-games.com](http://www.otb-games.com)
- Parker Brothers/Hasbro**  
(401) 431-TOYS / [www.hasbro.com](http://www.hasbro.com)
- Pacific Play Tents**  
(877) 722-0083 / [www.pacificplaytents.com](http://www.pacificplaytents.com)
- Parents Magazine P Lay & Learn**  
(800) 247-6144 / via [www.battat.com](http://www.battat.com)
- Patch Products**  
(800) 524-4263 / [www.patchproducts.com](http://www.patchproducts.com)
- Perler Div. of Dimensions**  
(610) 939-9900 / [www.perlerbeads.com](http://www.perlerbeads.com)
- Plastwood**  
(800) 647-9989 / [www.plastwoodusa.com](http://www.plastwoodusa.com)
- Play Along**  
(212) 243-1700 / [www.playalongtoys.com](http://www.playalongtoys.com)
- Playhard**  
(303) 415-0325 / [www.flashlight.com](http://www.flashlight.com)
- Playmobil**  
(800) PLAYMOBIL / [www.playmobil.com](http://www.playmobil.com)
- Playskool**  
(800) 752-9755 / [www.hasbro.com](http://www.hasbro.com)
- Radica USA**  
(800) 728-5993 / [www.radicagames.com](http://www.radicagames.com)
- Radio Flyer**  
(773) 637-7100 / [www.radioflyer.com](http://www.radioflyer.com)
- Radio Shack**  
(800) THE SHACK / [www.radioshack.com](http://www.radioshack.com)
- Randy Sue Productions**  
(707) 833-5232 / [www.833-5232](http://www.833-5232)
- Ravensburger**  
(800) 886-1236 / [www.ravensburger.com](http://www.ravensburger.com)
- RC2 Corp.**  
(800) 704-8697 / [www.rc2corp.com](http://www.rc2corp.com)
- Rex Games**  
(800) 542-6375 / [www.tangoes.com](http://www.tangoes.com)
- Rhino Toys**  
(831) 458-5118 / [www.rhinotoys.com](http://www.rhinotoys.com)
- Rokenbok**  
(888) 476-5265 / [www.rokenbok.com](http://www.rokenbok.com)
- Schylling Toys**  
(800) 767-8697 / [www.schylling.com](http://www.schylling.com)
- Scribble.mat**  
(212) 545-1611 / [www.scribblemats.com](http://www.scribblemats.com)
- Shelcore Toys**  
(732) 764-9000 / no website yet
- Small Miracles**  
(888) 281-1798 / [www.smallmiracles.com](http://www.smallmiracles.com)
- Strombecker Toys**  
(800) 944-TOYS
- Thames & Kosmos**  
(401) 849-6966 / [www.thamesandkosmos.com](http://www.thamesandkosmos.com)
- Taiyo Edge RC**  
(877) 433-4372 / [www.taiyoedge.com](http://www.taiyoedge.com)
- Taurus Toy**  
(207) 827-0101 / [www.taurustoy.com](http://www.taurustoy.com)
- Tiger Electronics**  
(800) 844-3733 / [www.hasbro.com](http://www.hasbro.com)
- Think Fun**  
(703) 549-4999 / [www.thinkfun.com](http://www.thinkfun.com)
- Thinkway Toy**  
(800) 535-5754 / [www.thinkwaytoy.com](http://www.thinkwaytoy.com)
- Tonka/Hasbro**  
(401) 431-TOYS / [www.tonka.com](http://www.tonka.com)
- TYCO R/C by Mattel**  
(800) 524-TOYS / [www.tycorc.com](http://www.tycorc.com)
- Tucker Toys**  
(856) 216-1333 / [www.phlatball.com](http://www.phlatball.com)
- Uncle Milton**  
(818) 707-0800 / [www.unclemilton.com](http://www.unclemilton.com)
- University Games**  
(415) 503-1600 / [www.ugames.com](http://www.ugames.com)
- USAopoly**  
(888) 876-7659 / [www.usaopoly.com](http://www.usaopoly.com)
- Vida Games**  
(866) 769-0269 / [www.vidagames.com](http://www.vidagames.com)
- Warren Industries**  
(800) 447-2151 / no website as yet
- Wild Planet Toys**  
(800) 247-6570 / [www.wildplanet.com](http://www.wildplanet.com)
- Wild Republic**  
(800) 800-9678 / [www.wildrepublic.com](http://www.wildrepublic.com)
- Winning Moves Games**  
(800) 664-7788 / [www.winning-moves.com](http://www.winning-moves.com)



## THE GREAT AMERICAN TOY TEST

### IMPORTANT SAFETY CONSIDERATIONS



**CHOOSE AGE-APPROPRIATE TOYS** -- Everyone likes to think his or her child is smarter and more capable than other kids of the same age. Don't fool yourself. If a toy is beyond the child's mental or physical ability, it could end up presenting a significant safety hazard to the child. It could also be boring, or not much fun. Be wise and respect the age label on the package. These age ratings were determined by experts with your child's best interests and safety in mind.

**KEEP BIG KIDS' TOYS AWAY FROM LITTLE KIDS** -- Little kids (3 and under) love to put things in their mouths. That's why you should never allow older kids' toys to be in an area where little kids can get hold of them. Many older kids' toys have small parts on which a young child could choke. The complicated nature of older kids' toys often makes them hazardous to tots.

### MY TOY SHOPPING LIST

Name: \_\_\_\_\_

Boy \_\_\_\_\_ Girl \_\_\_\_\_ Age \_\_\_\_\_ Grade \_\_\_\_\_ Price Range \$ \_\_\_\_\_

Likes/dislikes: \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

Name: \_\_\_\_\_

Boy \_\_\_\_\_ Girl \_\_\_\_\_ Age \_\_\_\_\_ Grade \_\_\_\_\_ Price Range \$ \_\_\_\_\_

Likes/dislikes: \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

Name: \_\_\_\_\_

Boy \_\_\_\_\_ Girl \_\_\_\_\_ Age \_\_\_\_\_ Grade \_\_\_\_\_ Price Range \$ \_\_\_\_\_

Likes/dislikes: \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

Possible Toy: \_\_\_\_\_ \$ \_\_\_\_\_

# Happy Holidays!

# From all of us at KTVU