

How To Choose A Toy: The Balanced Toy Box And 'The Toy Buying Guide For Grownups'

It's fun to buy toys for youngsters, and to see their eyes light up when they open their packages at Christmas — almost as much fun as it is for the child.

But is that all there is to toys — buying them, unwrapping them and playing with them? It is, if your only interest lies in checking off another name on the Christmas list.

If your interest in the child goes beyond checking him off a list, though, you can do a lot more for him than buying the first toy that catches your fancy — or the child's. You can give thought to the Balanced Toy Box concept, and to a simple set of guidelines for toy buying that can help ensure that the youngster gets the most from the gift you give him.

The Balanced Toy Box idea is a simple one, too. It merely suggests that a small effort be made to see that the child has a variety of toys to offer him both stimulus and fun in a number of areas, not just one.

(Did you ever see a child who, by coincidence or design, got nothing but books for Christmas?)

There are thousands of different toys on the market, but many — if not most — of them fall into a few categories. And by spreading toy purchases for a child across these categories, he is assured the variety of play experiences that helps his mental and physical development.

A balanced toy box might contain, then, an indoor wheeled toy and an outdoor one; a cuddly companion like a plush lion or a teddy bear; books; a musical toy; a building toy; a ball; a game; a puzzle and a creating toy — a blackboard

with chalk, modeling clay, or even a safe pair of scissors, colored paper and paste.

These toys, or another group of toys — the rules aren't rigid — can teach a child in a number of ways: how things work, how to share playtime, how to create physical representations of his own concepts, structural relationships and other valuable lessons, while he's having fun. (It's no good at all if it isn't fun!)

And to ensure that the youngster's toy box is kept balanced, it's a good idea for his adult friends to consult informally just to make sure everyone doesn't buy him a book. Another thing: not all of a child's toys should come to him at Christmas. Birthdays and other holidays, a good report card, or any other occasion can be one for a toy gift to a child.

The guidelines for buying toys are contained in a newly developed toy buying guide for parents, grandparents, aunts, uncles and friends of youngsters, now available from Mattel, Inc.

Prepared with guidance of psychologists for the Toy Manufacturers of America and Mattel's own consultants, the "Toy Buying Guide for Grownups" sets forth those guidelines for selecting toys on the basis of safety, suitability, and balance.

It gives general rules for judging the safety of a toy, its suitability to the youngster's age group — considering variations in intellectual and physical maturity — and to his range of interests, and to the question of balancing it against other toys he has or is likely to receive to provide stimulus in all of the various play modes.



Dorothy Tucker with certificate and LTC Burnis Hall and Dr. George Hunter, dean of the School of Arts and Science at S. C. State College.

S.C. State Wins Army ROTC Scholarship

ORANGEBURG, SC—Dorothy Tucker, a freshman elementary education major at S. C. State College, has been chosen as the first black female student to receive a four-year Army ROTC scholarship, it was announced by LTC Burnis L. Hall, professor of military science at the college.

The four-year scholarship will pay for Miss Tucker's tuition, textbooks and laboratory fees, and will provide a \$100 monthly subsistence allowance for up to 10 months of the year. The scholarship is effective with the school of 1972-

73. Miss Tucker was nominated by a board which included representatives of South Carolina State College and the ROTC Instructor Group. A board of Army officers at US Continental Army Command, Fort Monroe, Va., selected her as one of 20 winners from women students who are currently enrolled in ROTC program for women.

A 1972 graduate of A. C. Flora High School in Columbia, S. C., she is a daughter of Mr. and Mrs. Roy Tucker of 2316 Haskell Avenue. She currently serves as the commander of the newly created WAC Detachment at the college.

Cadet Tucker said she was

very happy she had been chosen to receive the scholarship. "Never before has a young woman been able to enroll in ROTC while attending college. I felt this was too great an opportunity to pass by," she said.

Scholarship winners assume a four-year active duty obligation with the Army following graduation and commissioning as second lieutenants.

Soviets Free 13

Jewish Protestors

MOSCOW — Thirteen Soviet Jews were released Tuesday after serving 15-day prison sentences for protesting the government's refusal to let them emigrate to Israel, Jewish sources reported.

The sources said the 13 — 11 men and two women — spent their terms in a Moscow prison and were freed after receiving warnings against further disturbances.

The Wet Shave is Drying Up

Flexamatic Wins Converts From Blade Men

Your eyes are still half closed as you stumble out of bed and into your bedroom. You look into the mirror.

Slowly your eyes begin to focus. You rub your scratchy beard and think out loud: "Another day, another horrible shave."

You turn on the hot water. It takes a moment to reach the right temperature.

"Yips! Too hot." Next comes the soap and the shaving cream. "What! No shaving cream!" A quick yell downstairs to your wife who forgot to pick some up at the supermarket.

"Can't blame her, I probably forgot to remind her. Oh well, I'll make do with hot water and soap. After all, that's what they used before shaving cream was invented."

Ten minutes later you look into the mirror. "Now I know why some smart scientist invented styptic and shaving cream. What a mess!"

Of course, modern man really doesn't have to go through this ordeal, because there's something new that's rapidly making the wet shave a thing of the past.

That something is the new Schick Flexamatic 400 Electric Shaver.

Schick, which has been making the finest men's and women's personal care products for years, realized there was a need for a top quality electric shaver for today's market. And the company knew the American male was without a doubt the most demanding consumer in the world.

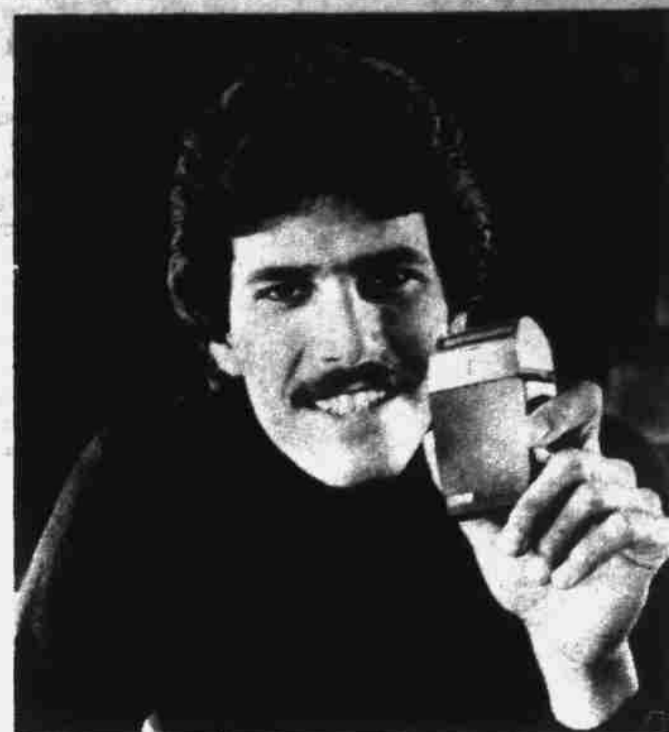
The American male expects perfection in the automobile he drives, the food he eats and particularly the shaver or razor he uses each morning. So two years ago, it was decided to develop a new electric shaver — one so fine it could rival the blade in performance.

The result was the Schick Flexamatic 400.

James Badgett is the company's dynamic, young president.

Badgett, together with other company researchers, travelled to Europe to get a first hand look at the overseas competition.

Why Europe? Simple. In Europe, 60 per cent of the men use electric shavers. After three months of testing, the team returned home and began work on the new product.



Olympic Gold Medalist Mark Spitz has given up the everyday hassle of shaving with a razor blade. He says that his new Schick Flexamatic really beats the blade for both comfort and convenience.

The first priority was to develop a shaving head on the Flexamatic to give the American men a greater degree of shaving closeness.

Result was a super-thin, flexible shaving head made of durable nickel, formed by an electroplating process. It contains 2900 tiny pores, permitting only the whiskers through, but not the skin.

Badgett notes the super-thin flexible shaving-head is the key feature.

"The flexible shaving head allows the beard to come into extremely close contact with Schick's 34 blades, without any of the 'razor burn' or discomfort usually associated with electric shaving," says Jim Badgett.

His claim about the close shave is backed up with documented proof from The Nationwide Consumer Testing Institute, Inc., a nationally recognized organization which tests products to see if they live up to their claims.

Nationwide Consumer Testing Institute was asked to compare the Flexamatic with Norelco, Remington and Sunbeam. They found the Flexamatic gave a much closer shave than its three competitors. The rest is history.

But what's even more interesting is 39 per cent of the new Flexamatic converts are former blade users.

"If it continues the way it has in the first six months," says Badgett, then Norelco, Remington and Sunbeam may soon be joined by the major blade companies in wondering what happened to their customers."

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The Now Washbasket
By Joyce Champion

Stain removal is still the peskiest home laundry problem facing consumers. It has been made more difficult by the reduction or elimination of phosphates in detergents, a calculated loss of cleaning power to help check water pollution.

New products are being developed to be used with detergents to battle stains effectively. The latest is Borateam Plus, a bleach substitute formulated with strong stain removers so that many stains will now come out during normal washings. Unlike chlorine bleach, it is safe to use with all fabrics and colors.

Stubborn stains, however, require special treatment. Here is how to deal with some of them:

For heavily soiled things like work clothes, sheets, pillow cases, tablecloths, napkins, handkerchiefs, socks, underwear and children's clothes: Pre-wash in warm water for three minutes with 1/2-cup of the product. If your washer doesn't have a pre-wash cycle, use final rinse cycle. Then wash as usual, adding 1/2-cup of the product with your detergent.

For stains from meat juices, soft drinks, fresh perspiration, fruits, sauces, coffee, tea, etc.: Pre-soak for at least 30 minutes in warm water with 1/2-cup of the product. Drain the water and wash as usual, adding 1/2-cup of the product with your detergent. Cool water pre-soaking, plus the same washing method, will remove diaper stains, eggs, fresh blood, peach and alcoholic beverages.

80% SOUND ADVICE

Industrial Hearing Safety
It is estimated that as high as fifty percent of this nation's industrial workers may be exposed to potentially hazardous on-the-job noise levels. Overcoming this problem will require the efforts being made by enlightened managements, the federal government and the cooperation of industrial workers.

This is the warning of the Beltone Crusade for Hearing Conservation. Sponsored by Chicago-based Beltone Electronics Corporation, world leader in hearing aids and electronic hearing test instruments, the crusade is designed to encourage meaningful hearing conservation programs and the control of noise pollution.

To meet the problem of on-the-job noise, the federal government developed noise exposure limits under the Walsh-Healey Public Contracts Act, and more recently under the Occupational Safety and Health Act, which gives the Secretary of Labor wide authority to establish safety and health standards including hearing conservation guidelines.

Provisions of these acts specify that when job requirements make it impractical to keep sound levels within safe limits, employees must be provided with protective ear devices. However, providing workers with such devices is of no value unless they are used when needed.

"If you are provided ear plugs or protective earmuffs to use on your job, use them as conscientiously as you would wear safety shoes or a hard hat," the Beltone Crusade officials urge.

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