



# Fun Facts



## Inside The Toy Chest: The Secret Life Of Toys

(NAPSA)—Making toys is much more than just fun and games. Behind each and every toy is a creative thought first penned to paper, then carefully crafted into the final product. Sounds easy, but the toy development process is much more than child's play.

At Fisher-Price—which celebrates its 75th birthday in 2005—there is a staff of creative designers, artists and engineers behind each product who carefully develop and craft each new toy. The process has resulted in some terrific toys, including a number of beloved classics from the Chatter Telephone to the magical world of Little People.

Product ideas come from many sources. One classic Fisher-Price toy came about as a result of its designer's childhood fascination with his neighbor's lawn mower. The neighbor had an old gas-powered lawn mower that emitted plumes of smoke. The future designer and his friends thought it great fun to run through the plumes. Decades later, after watching bubbles suds up to create foam, the designer's thoughts wandered back to the neighbor's old lawn mower. With that reminiscence, the now classic Bubble Mower (which blows plumes of bubbles) was born.

However, just thinking of a great new toy idea doesn't guarantee that it will end up in kids' hands. Fisher-Price toys have to pass multiple tests before hitting the store shelves. One of the first "test stops" is the Play Laboratory, which is the only one of its kind. Toys at the lab face some of the



**A Toy's Story—Classic toys have helped drive millions of children's imaginations.**

toughest critics of all—kids. Children put new toys through their paces under the watchful eye of designers, engineers and early childhood education professionals.

Once toys get the children's stamp of approval, quality engineers put the toys through a punishing battery of tests at the Product Integrity Lab. For instance, a motorized "finger" is used to poke a product's buttons, squeak squeakers and spring springs over and over to be sure a toy can withstand repeated use and live up to a toy owner's expectations.

Even tricycles and Power Wheels ride-ons don't get a free ride. Fisher-Price puts them on a 100 mile test run over a side-walk simulator before they go to stores.

This dedication to creating the best possible toy isn't new for the company. It began 75 years ago when Herm Fisher, the co-founder of Fisher-Price, would have the children in his neighborhood play with and test the toys. He would even go as far as dropping toys off his desk like Dr. Doodle, the first

Fisher-Price toy ever sold, to test its quality.

That's why many classic toys that we grew up with are still available today for the next generation to enjoy. According to Bruce Fox, coauthor of "Fisher-Price Historical, Rarity, and Value Guide, 1931-Present," classics like the Chatter Telephone, Rock-A-Stack and Corn Popper are still among the most popular toys today. In fact, the more than 50 million Rock-A-Stacks sold since 1960, laid end-to-end, would stretch from Los Angeles to Paris!

For 75 years, Fisher-Price designers, artists and engineers have created thousands of new toys, many of which have become beloved classics that generations have come to cherish. It's a rigorous, scientific process, but to kids, it's simply child's play.



**Many Happy Returns—Some of the most popular toys of yesterday have come back today.**