



Getting taller is an exciting process for a toddler. The **Bear Tales Growth Chart**, from baby-Gund, can be hung anywhere and measures a baby's growth with a touch-and-close fastener.

CIRCLE READER SERVICE No. 18

Coming off of a new licensing agreement with Kids II, Boppy continues to develop products with the comfort of a toddler in mind. One of these products is the **Tummy Play** play pad. The pad comes in a garden girl theme, which is dotted with bright flowers, and a frog theme with leaping frogs.



CIRCLE READER SERVICE No. 19



Me4kidz introduces the new **Medibag**, a multipurpose item that introduces a kid-friendly approach to first aid and raising awareness in the household. Included in the kit is a quick-action first-aid flip chart, CPR & first-aid training opportunities, and first-aid products.

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Walter Meyer, chairman of Mary Meyer and son of the founder, is celebrating 50 years in the toy business. Walter joined his mother's company in 1956 and has since worked his way up, leading it through many changes in the toy industry. One of Mary Meyer's newest lines, the Ring-A-Ling Jewelry Holders, offers brightly colored cats, frogs, and monkeys that are designed to hold children's jewelry.

CIRCLE READER SERVICE No. 17



The **Just Like Mine Toy Car Seat**, from Joovy, is designed to show kids the importance of car safety. It is engineered to perform similarly to a real car seat and, by using it, children can imitate the role of a responsible caregiver.

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