

# Toy madness

**WILD, WACKY AND ETHNICALLY CORRECT TOYS**  
make a splash at annual fair.

**BY PETER GENOVESE**  
Newhouse News Service

Kids are not allowed at the country's biggest toy fair, which is probably a good thing given the grown-up nature of some of the products on display.

"This is America's No. 1 bad bear," Aaron Tompkins said of his Swear Bears, a line of talking teddy bears that live up to their name.

Welcome to the 105th annual American International Toy Fair, a showcase and meeting place for 1,200-plus manufacturers, distributors, importers and sales agents from 94 countries.

Two trends for 2008: eco-friendly toys made of recyclable materials, and products that teach children about different cultures.

"A lot of the ethnic dolls on the market are not authentic," Dave Davis said. "They take a Caucasian skull and just change the color."

Davis is chief technology officer at KidsGive, makers of Karito Kids, a line of "ethnically accurate" dolls and books. KidsGive, according to Davis, pored over "thousands" of photos before settling on accurate representations of people from China, Kenya, Italy, Mexico and other countries for its 21-inch dolls.