Shop owner has gift ideas

Continued from page 1

expensive and more adapt-

Toys which parents usually don't provide their children with at an early enough age are heavy books with cardboard pages, puzzles and early construction kits, Mrs. Manning said. Such books help children learn to read and help develop their powers of observation. Puzzles and construction kits are available suitable for children 18 months old, and help teach children small motor control.

TOO YOUNG Puppets, on the other hand, are usually given to children at too young an age, Mrs. Manning believes.

"When you buy a puppet for a pre-schooler, you have to expect to play puppeteer," she said. "To a child in the 6 to 10 age group, a puppet can be a good gift because they can use their imagination to create puppet shows and so on."

There are often conflicts between older and younger children when the older ones play a board game too advaneed for the young ones to participate. Mrs. Manning pointed out that there are board games geared to the attention span and the level of young children available.

"Board games which will be played more often will be those with more to them than going around the board to the end," she said. "Those are the ones with some skill involved and some decision-making."

Every parent will encounter the television advertising problem at one time or another as the Christmas ad campaigns plead with children to ask mommy and daddy for a certain toy.

FALL APART "Often when mommy says no, because she knows the toy will fall apart in ten minutes, or that the child will quickly become bored with it, the child decides to write Santa Claus to ask for the toy," Mrs. Manning said. "It's very difficult to get a child to change his mind about a toy."

"When the mother says 'No, you can't have that, but you can have this', all the child hears is the no."

them to choose. If you're Mrs. Manning suggested checking out a toy store or toy department before taking a child in, and make sure that the first thing the child sees is not what she's trying to talk him or her out of.

The next step is for the mother to pick our four or five toys she'd like to give the child, and the child would like to have. Mrs. Manning recommended bringing the

With so many new toys coming out all the time, it's

hard for parents to keep

track of those with any quali-

ty, but Toy Magic is doing its

Marion Manning, owner of

the Deirex Market store,

compiles a newsletter on an

irregular basis which includ-

es children's games, books

and toys which she has found

have value, along with game

suggestions and craft ideas

for parents to try out with

The most recent newsletter

contains a list of the specials

which will be available at the

store between now and

Christmas, Mrs. Manning

said this is advertising for

the store, and because

Christmas is a busy time of

year at the store, the propor-

tion of advertising in this

edition of the newsletter is

Toy Magic is primarily a

supplier to nursery schools,

but the store has toys and

games for children up to the

age of 12. The toys, books,

games and records featured

in the newsletter are either

higher than usual.

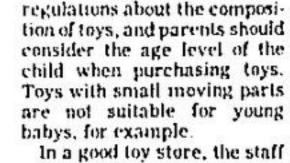
their children on their own.

best to solve the problem.

really wants." Mrs. Manning said as long as parents purchase reputable brands of toys, or buy them from a reputable toy store or toy department, there should

toy safety. There are stringent

be no need for concern about



In a good toy store, the staff



There's nothing like a big, cuddly stuffed animal for children to snuggle up to, and Toy Magic has a wide selection of stuffed animals, including the new stuffed dinosaurs. Marion Manning, owner of Toy Magic, Is shown here with one of the store's larger toys, and a selection of dolls in the background. (Herald photo)

child to the store, after making

sure the store will let her open

the packages, and let the child

choose the toys he or she wants

from that selection the mother

EASY CHOICE "When the toys are right in

front of them, and they're

bright and colorful and they

can handle them, it's easier for

lucky, the child will change his

"The worst thing you can do

is to bring a small child in to a

toy store and say, 'Show me

what you want'," Mrs.

Manning said. "Either the

child will want the whole store

or the colors and selection will

confuse the child and his

choices won't reflect what he

available in the store or can

In addition to the advertis-

ing of specials and toys in the

store, the newsletter features

game ideas and crafts for the

children, or suggestions for

Mom and Dad to try out with

In the Christmas edition of

the newsletter, there are

suggestions of gifts for

grandparents which children

can make almost by them-

selves, as well as a song and

The newsletter also includ-

es reviews of newly-released

children's books, and

recommends children's

Copies of the newsletter

are available in the store.

and those who wish can be

put on the mailing list by

The newsletter is published

at irregular intervals, "as

often as I've collected some

new ideas, or when I have the

time," Mrs. Manning said. In

the meantime, the Christmas

edition is available at the Toy

Magic store in the George-

contacting the store.

town Market Plaza.

their children.

a magic trick.

Games, ideas

in Toy Magic

newsletter

has already made.

should be able to help parents select the appropriate toys and games for their children, Mrs. Manning said.

LEGO BLOCKS The most popular item with Toy Magic customers is the Lego series of building blocks and the props that go with them, Mrs. Manning said. She also sells a lot of Brio wooden trains which have magnetic

recommend," Mrs. Manning sand The children's records by Raffi and Sharon, Lois and Bram also do very well.

Toy Magic, which has been open three years, is primarily a nursery school supplier, but there are toys and games for children up to the age of 12, and stuffed animals for children of all ages.

Mrs. Manning has two children of her own, a boy 11, and a girl 8.

"They get a chance to Fisher-Price has begun market test the products," marketing a record player this Mrs. Manning said. "But they year which is a real record don't take loys for granted player, and "the only one I'd because they have to do jobs to earn the money for the toys 'hey buy."

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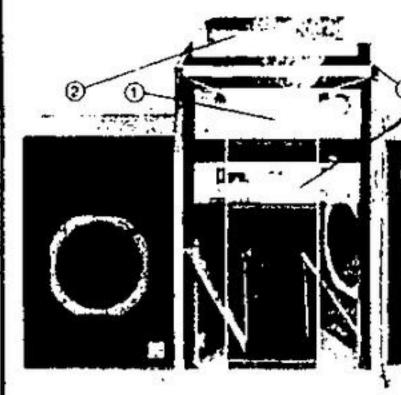
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