

# Christmas gifts captivate

It's a scene parents like to see on Christmas afternoon - the kids happily playing with the new toys that Santa spent many thoughtful hours selecting. Somehow the weeks of Christmas preparations all seem worthwhile.

How can parents insure this kind of Merry Christmas in '75? Mr. William Garrity, President of Schaper, the company famous for making the "Cootie" game, says, "It's difficult enough selecting gifts for friends of your own age and interests, but children are a completely different story. Perhaps the best advice for parents is to avoid the tendency to buy games and toys they think children should like instead of what the children really seem interested in."

This is especially important, Garrity notes, with pre-school children. Games for this age group, like "Get Off My Back" and "Jack and Jill," should be colorful and fast-moving, with concepts the kids can easily grasp.

Children should be able to enjoy the games without assistance from adults. Games such as "Don't Break the Ice," "Ants in the Pants," "Don't Blow Your Top," and "Twizzle" don't require reading skills for

proper play so children can play independently.

This category of games provides a kind of activity that is an important part of growing up. Garrity notes that "they teach social disciplines such as sharing, turn-taking, and group cooperation, essentials at this point in child development."



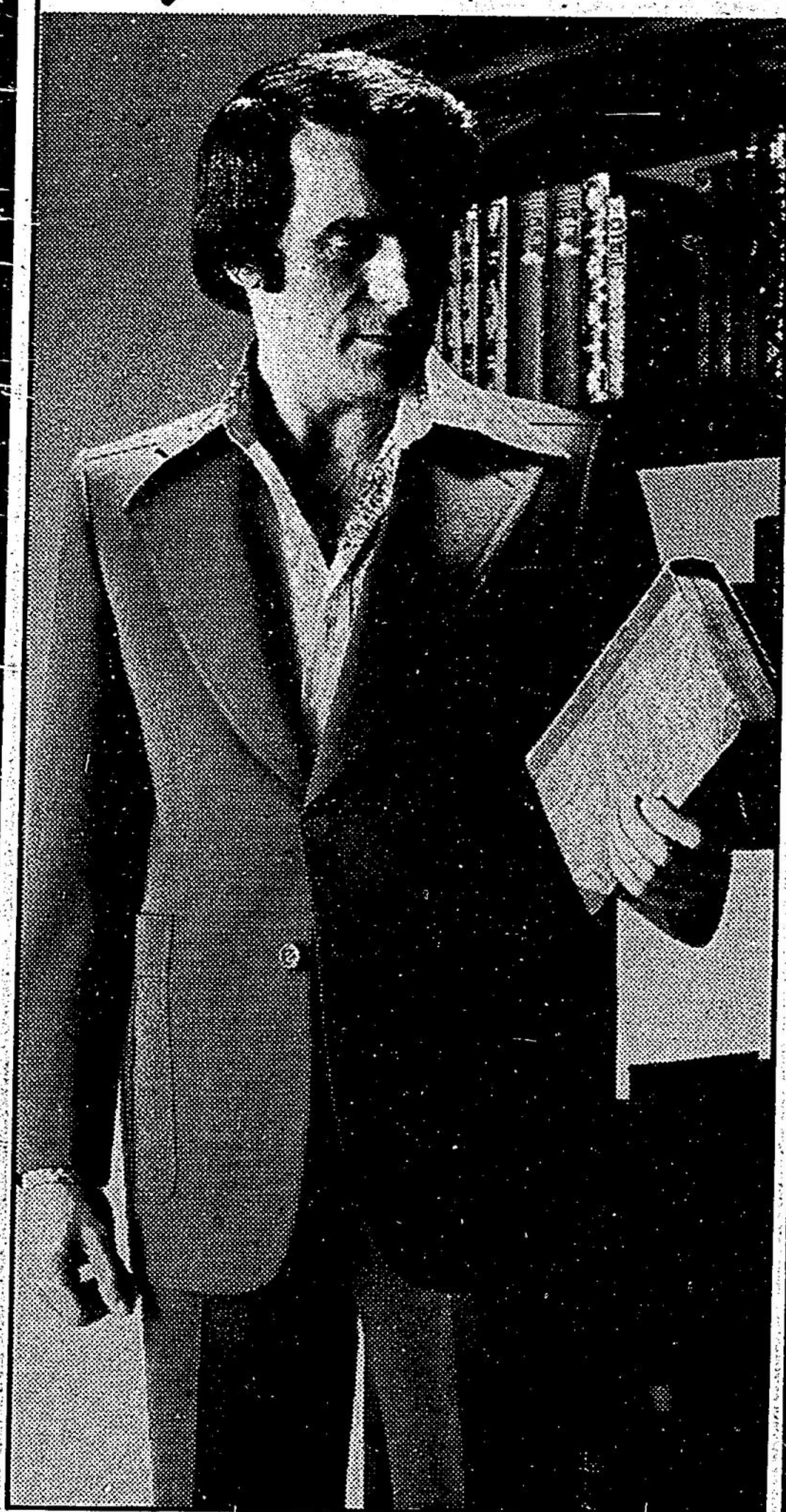
Of course, the main reason that well-chosen gifts for pre-schoolers don't get left sitting under the Christmas tree is that they're fun. In "Jack and Jill," for instance, the players see who can get to the top of the hill without triggering an avalanche of marbles. The suspense mounts as each player adds marbles to the well - the loser is the last player

to put a marble in before the well spills, knocking the Jack and Jill figures back down the hill.

"Get Off My Back" features a cantankerous turtle who sits and sits while players load pelicans onto his back. When the turtle has had enough, he signals it by scurrying under a log,

knocking the pelicans off. The player who places the pelican which chases the turtle away, is the loser.

Other Schaper games like "Cat in the Bag," "Ants in the Pants," "Don't Blow Your Top" and "Cootie" combine suspense, strong visual appeal and lots of laughs, a formula that adds up to a Merry Christmas for 1975.



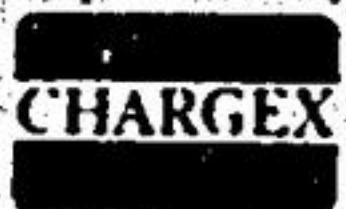
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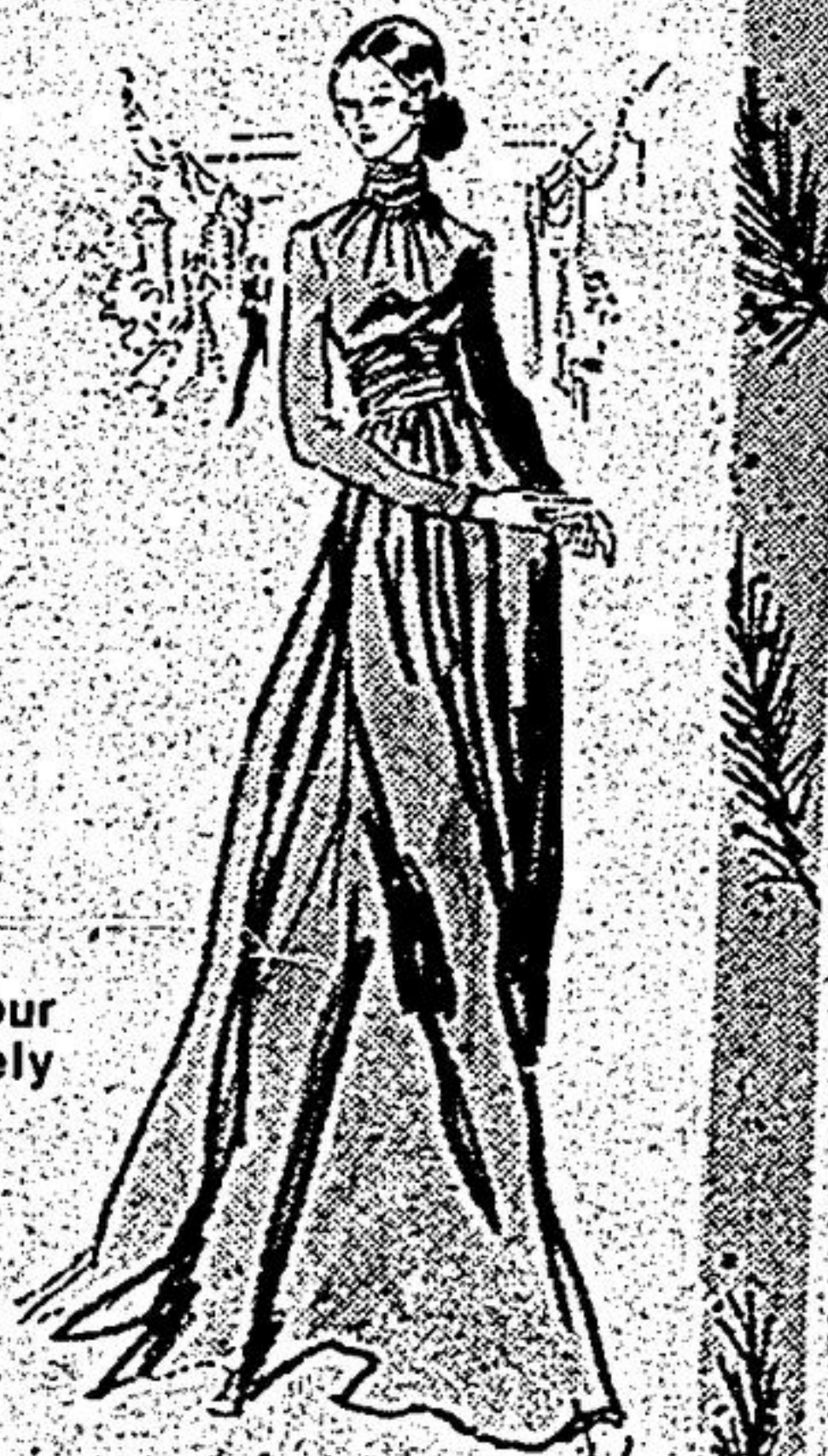
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