

Dr. Toy's Holiday Gift Guide



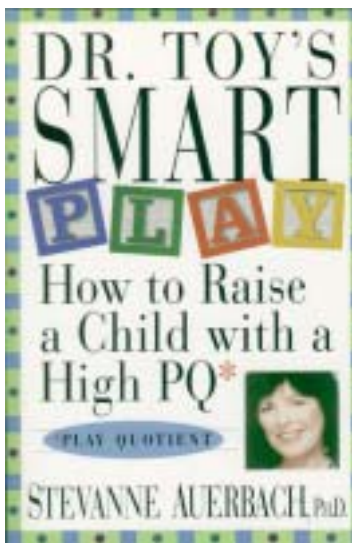
Dr. Toy's 100 Best Children's Products for 2003



Toys, books, software, games, puzzles, audio and video, and much more...

Dr. Toy makes product selections based on the following criteria:

- safety
- innovation
- design and durability
- age appropriateness
- long lasting play value
- cultural and ethnic diversity
- good transition from home to school
- educational value and learning skills
- creativity
- improves understanding of the community and the world (socially responsible)
- good value for price, and,
- just plain fun!



Smart Toys +
Smart Play =
Smart Kids!



Dr. Toy's Tips For Keeping Toys Safe & Clean

- Watch for small parts, sharp edges, loose ties, or other possible dangers for small children under the age of 3.
 - Be sure products are labeled non-toxic.
 - Cover exposed electric sockets.
 - Toys handled frequently by infants and toddlers should be cleaned and disinfected or when soiled, to prevent the spread of germs.
 - Follow these steps for washable, colorfast toys:
 1. Wash toys with soapy water, then rinse thoroughly
 2. Clean toys with a solution of 3/4 cup household bleach in 1 gallon of water. Let stand for 5 minutes.
 3. Rinse completely and dry.
- For more tips on disinfecting with household bleach, contact: www.Clorox.Com



About Dr. Toy

Dr. Toy, Stevanne Auerbach, Ph.D., Director of the Institute for Childhood Resources, San Francisco, produces an annual holiday guide, "100 Best Children's Products," is an expert in child development, author of *Dr. Toy's Smart Play* (on selecting toys), *Toys for a Lifetime* (classic toys), a frequent writer of articles, consultant, and speaker about toys, children's products, play and parenting issues.

Dr. Toy's Guide (www.drtoy.com) was the first site to provide toy information on the internet.

DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2003

Selected by Stevanne Auerbach, Ph.D. (Dr. Toy)

#	Company	Product, Type, Rank	Age	Price	Phone	Website
1.	A.L.L. For Kids	Stinky Shoe & Coach LaRoo, AE OP VT, 6	4-10	\$13.95	888-880-5437	www.stinkyshoe.com
2.	Action Products	Space Voyagers, AE FP SR, 4	5-12	\$9.99	800-772-2846	www.apii.com
3.	ALEX	Super Art Table, AC AE CP	3-12	\$160.00	800-666-2539	www.alextoys.com
4.	All By Myself	Taking Care of My Pet, ES SR VT, 4	2-6	\$14.95	866-408-5437	www.allbymyself.com
5.	Anchor Bay	James & Red Balloon, VT DV, 6	3-5	\$12.98	800-233-3738	www.anchorbayentertainment.com
6.	b. dazzle	Scramble Square Puzzles, BG ES PZ, 2	4-12	\$7.95	800-809-4242	www.b-dazzle.com
7.	Baby Prodigy	Baby Prodigy, VT, 6	12-24m	\$14.99	888-813-2408	www.babyprodigy.com
8.	Bandai America	Strawberry Shortcake Home, DH DO FP, 1	3-5	\$29.99	714-816-9560	www.bandai.com
9.	Battat	Activity Puzzle Cube, ES ML TY	2-12	\$22.50	800-822-8828	www.battat-toys.com
10.	Big Time Toys	YoYo Ball®, AE NO TY, 8	3-12	\$3.99	800-419-3810	www.bigtimetoys.com
11.	Binney & Smith	Zoogles (Crayola), AC	3-12	\$4.99	800-272-9652	www.crayola.com
12.	Brainy Baby	Brainy Baby Art, AC SR VT, 6	2-5	\$15.95	877-455-2229	www.brainybaby.com
13.	Briarpatch	Circle of Friends, BG ES, 2	3-6	\$14.99	800-232-7427	www.briarpatch.com
14.	Cadaco	Brodien's Magic Show, AE OT VT, 6	8-12	\$14.99	800-621-5426	www.cadaco.com
15.	Chicco	Butterfly Spinner, ES TY	6-18m	\$12.99	877-424-4226	www.chiccousa.com
16.	Cranium	Cranium Hullabaloo, AE EG ML, 8	4-12	\$24.95	877-272-6486	www.cranium.com
17.	Currie Design	go shop! for fashion, AE CG ES, 5	9-12	\$12.99	609-883-0375	www.goshopgame.com
18.	Delta Education	Zoom Kits, AC BO CP, 7	6-12	\$14.95	800-663-2182	www.delta-education.com
19.	Discovery Toys	Tug-A-Bug Rattle, NO TR TY	6-36m	\$14.99	800-426-4777	www.discoverytoysinc.com
20.	Educ. Insights	Logiblocs Spy-Tech Lab, EG, 5	9-12	\$39.95	800-995-4436	www.educationalinsights.com
21.	ETA Cuisenaire	VersaTiles Math, CM ES SW, 2	6-7	\$99.95	800-445-5985	www.etaquisenaire.com
22.	Faber-Castell	2 Tiles to Treasure, AC CP, 7	1-12	\$15.00	800-642-2288	www.faber-castellusa.com
23.	Family Pastimes	Early Years, CG CP ES FP, 5	4-7	\$15.00	888-267-4414	www.familypastimes.com
24.	Fanny's Play House	Color&Wash Puppets, AC PU, 7	3-12	\$11.00	516-822-3752	www.fannysplayhouseinc.com
25.	First Years	"Real" Phone, EG ES TY	9-24m	\$9.99	800-317-3194	www.thefirstyears.com
26.	Fisher-Price	PowerTouch Learning, ES TY, 2	3-8	\$49.99	800-432-5437	www.fisher-price.com
27.	Folkmanis	Baby Puppet, PU	3-12	\$40.00	800-654-7756	www.folkmanis.com
28.	Free Spirit Pub.	Teeth Are Not, BO SR, 4	18-36m	\$7.95	866-703-7322	www.freespirit.com
29.	Gamewright	Check Out!, AE CG ES, 5	6-12	\$9.99	800-638-7568	www.gamewright.com
30.	Gitchigoomi	Dr. Doodles, CD CP ES, 7	3-12	\$5.99	415-257-8843	www.crazycast.com
31.	Goldberger Doll	Unbelievably Soft Baby, DO FP SR	2-8	\$19.99	800-452-3655	www.goldbergerdoll.com
32.	Great Amer. Puzzle	Silly Word Games, GE HO NO	8-12	\$12.00	800-922-1194	www.greatamericanpuzzle.com
33.	HarperCollins	I'm Gonna Like Me, BO, 4	4-8	\$15.99	800-242-7737	www.harperchildrens.com
34.	Harrisville	Potholder Deluxe, AC CP TY	6-12	\$19.95	800-338-9415	www.harrisville.com
35.	Hasbro	Radio Control Dump Truck, CO OP, 3	3-8	\$49.99	800-844-3733	www.hasbro.com
36.	Hasbro Games	Bulls Eye Ball, EG, 5	9-12	\$19.99	888-836-7025	www.hasbro.com
37.	Hooray!	JumboJet, CP TR TY	2-6	\$11.99	866-278-7785	www.huggybuggy.com
38.	Innovative Kids	My 1st Shape Sorter, BO ES, 2	18-36	\$14.99	203-838-6400	www.innovativekids.com
39.	Intelibaby	Music for Infants, CD ES ML, 6	0-36	\$14.99	415-257-8843	www.aplayfulmind.com
40.	Int'l Playthings	Surprise Inside Elephant, ES PL TR	9-36m	\$19.99	800-631-1272	www.intplay.com
41.	Ivy Hill Bunch	Saddy and Gladdy, BO DO SR, 4	3-12	\$26.00	866-892-5795	www.saddyandgladdy.com
42.	Joy Stories	Joy Stories, CD PL PU, 4	4-9	\$18.99	866-339-5300	www.joystories.com
43.	KGI Consumer	HandBand, CP EG ML, 3	8-12	\$89.99	305-347-4305	www.kgiproducts.com
44.	Kidz Delight	Silly Sam, EG FP	2-4	\$9.99	800-777-8670	www.kidzdelight.com
45.	Kimbo	Songs About America, CD ML SR, 4	3-8	\$14.95	800-631-2187	www.kimboed.com
46.	Klutz	Battery Science, AC CO CP, 2	8-12	\$19.95	800-737-4123	www.klutz.com
47.	K's Kids	3in1 Bear Playgym, AE CP OP	0-36m	\$59.00	800-387-2587	www.pakapreschool.com
48.	Kutoka Interactive	Mia's Language Adventure, CM ES SW, 3	6-10	\$19.95	877-858-8652	www.kutoka.com
49.	Learning Journey	ABC Find It!, AE CO PZ	3-6	\$9.99	877-839-3969	www.tlji.com
50.	Learning Line	Foot Puppet Socks&Songs, FP ML PU, 7	2-4	\$9.99	888-926-7888	www.learningline.org

Key:

AC = Arts and Crafts	CD = CD	DH = Doll House	FP = Fantasy Play	OP = Outdoor Play	SR = Social Responsible
AE = Active	CG = Card Game	DO = Doll	GE = Game	OT = Other	SW = Software
AT = Audiotape	CM = CD-Rom	DV = DVD	HO = Hobby	PL = Plush	TR = Travel
BG = Board Game	CO = Construction	EG = Electronic Game	ML = Musical	PU = Puppet	TY = Toy
BO = Book	CP = Creative	ES = Educational	NO = Novelty	PZ = Puzzle	VT = Video Tape

#	Company	Product, Type, Rank	Age	Price	Phone	Website
51.	Learning Resources	Teaching Cash Register, ES FP TY, 1	3-5	\$44.95	888-222-3909	www.learningresources.com
52.	LEGO Systems	Mars Exploration Rover, AE, 4	9-12	\$89.99	800-453-4652	www.lego.com
53.	Little Tikes	Twist n' Toss, TY, 8	3-5	\$29.99	800-321-0183	www.littletikes.com
54.	Lolo	BucketBlast, OP TR, 8	6-12	\$29.95	800-760-9930	www.lolofun.com
55.	Madacy Kids	Crayola Music Box, CD, 6	3-5	\$9.98	800-784-0991	www.madacy.com
56.	Made By Hands	Make-Your-Own Puppets, CP FP PU, 7	4-12	\$17.95	800-839-7369	www.made-by-hands.com
57.	Make Baby Laugh!	Giggle Together, SR VT DV, 4	6-36m	\$14.95	866-444-2487	www.makebabylaugh.com
58.	Master Comm	Follow Jade!, ES VT, 6	2-6	\$19.99	800-765-5885	www.master-comm.com
59.	McWiz Games	Memo-Lingo: Animals, BG ES, 2	3-5	\$15.99	888-691-2849	www.mcwiz.com
60.	Mega Bloks	Probuilder Code Blue, CO, 1	5-12	\$19.99	800-465-6342	www.megabloks.com
61.	MGA	LandAir R/C, HO OP, 1	9-12	\$100.00	800-222-4685	www.mgae.com
62.	Microsoft	Zoo Tycoon™, CM EG SW, 3	6-12	\$29.95	425-882-8080	www.microsoft.com
63.	MindWare	Flip 4, BG ES, 5	8-12	\$19.95	800-274-6123	www.mindwareonline.com
64.	Mudpuppy Press	Two-sided Opposites, AE ES PZ	2-4	\$9.00	800-670-7441	www.galison.com
65.	Munchkin	Mac the Smart Stool, AE ES OT, 3	18-36m	\$24.99	800-344-2229	www.munchkininc.com
66.	Music Games Int'l	Tchaikovsky's Nutcracker, CM GE ML, 3	4-12	\$19.95	877-877-1369	www.kidsmusicstage.com
67.	Neurosmith	Musini Preschool, EG ES TR, 8	3-5	\$39.99	800-220-3669	www.neurosmith.com
68.	New Hope	Early Learning Sing-Along, AT CD ML, 6	2-8	\$10.98	516-466-6040	www.bobbysusser.com
69.	Ohio Art	Campfire Fun & Friends, DO TY, 1	4-12	\$12.99	800-800-3141	www.world-of-toys.com
70.	OOZ&OZ	Mirror-aculous Art Activities, AC CP ES, 7	9-12	\$19.99	703-750-3338	www.OOZandOZ.com
71.	Oregon Scientific	Big Brain Book, EG ES TY, 2	4-9	\$39.99	800-853-8883	www.oregonscientific.com
72.	OWI	Weasel, CO ES HO, 3	9-12	\$24.95	800-638-1694	www.owirobot.com
73.	Pal Toys	Bright Ideas for Mommy&Me, AE CG CP, 8	0-5	\$9.95	310-528-7369	www.paltoys.com
74.	Plastwood	Supermag, CO CP ES, 1	6-11	\$21.95	800-647-9989	www.plastwoodusa.com
75.	Playhut	Megaland, TY, 8	3-12	\$69.99	888-752-9488	www.playhut.com
76.	Playmobil	Grocery Store, AE CO, 1	4-10	\$99.99	800-752-9662	www.playmobil.com
77.	Purple Pebble	Numbers Count, ES, 2	3-7	\$15.99	781-639-0209	www.purplepebblegames.com
78.	Quercetti	Skyrail Suspension, CO CP ES, 2	6-12	\$69.99	800-866-7863	www.quercetti.com
79.	Quincrafts	Make Door Critters, AC CP NO, 7	6-8	\$6.49	800-342-8458	www.quincrafts.com
80.	RC2 Corp	Drop & Pop Gym, TR TY, 8	0-36m	\$59.99	800-704-8697	www.rc2corp.com
81.	Robin/Tani	I Can Do...Yoga!, OT VT, 8	3-12	\$17.95	866-606-7863	www.icandoyoga.com
82.	S&S Innovations	Snowball Fight, CG TR, 5	8-12	\$17.99	866-767-6677	www.snowballfight.com
83.	Sanford	Colorific Retractable Markers, AC, 7	4-12	\$6.55	800-323-0749	www.sanfordcorp.com
84.	Sassy	Baby's First Wallet, PL TR TY, 8	9-36m	\$4.99	800-323-6336	www.sassybaby.com
85.	Scholastic	Clifford Phonics, CM ES, 3	4-6	\$19.95	800-724-4718	www.scholastic.com
86.	Skullduggery	Krazy Kars™, AC CO HO	8-12	\$14.95	800-336-7745	www.castandpaint.com
87.	Small World Toys	IQ Baby Vroom, ES TY, 8	1-30m	\$25.00	866-310-1717	www.smallworldtoys.com
88.	SpinMaster	Regenerator, AE CP HO, 1	8-12	\$59.99	800-622-8339	www.spinmaster.com
89.	Start Smarter Video	Firefighter George, ES VT, 4	2-8	\$12.99	404-944-1351	www.startsmarter.com
90.	Strombecker	Alice's Tea Service, FP	3-5	\$12.00	800-944-8697	www.tootsietoy.com
91.	Think Fun	Oodles of Doodles, AE BG, 5	9-12	\$19.99	800-468-1864	www.ThinkFun.com
92.	Thumbprint Adv.	"Imagine If...", BO CP ES	4-9	\$19.95	416-787-2882	www.thumbprintadventures.com
93.	Trout Fishing	"It's A Puzzle" CD, CD ML, 6	5-12	\$15.00	888-439-8342	www.troutmusic.com
94.	CoolBlox Corp.	CoolBlox 52 Piece, CO CP ES, 1	4-12	\$79.95	905-761-5241	www.coolblox.com
95.	VTech	Fly & Discover Globe, ES, 3	3-5	\$24.99	800-521-2010	www.vtechkids.com
96.	Walter Foster	How to Draw Scooby-Doo!, AC CP ES, 7	6-12	\$14.95	800-426-0099	www.walterfoster.com
97.	Warren Industries	LEGO My First Builder, BG, 5	3-6	\$12.99	800-447-2151	www.roseart.com
98.	Wild Planet	Spy Gear Communicators, CP FP OP, 3	6-12	\$34.99	800-247-6570	www.wildplanet.com
99.	Winning Moves	Play On Words, CG ES, 5	7-12	\$10.95	800-578-2468	www.winning-moves.com
100.	Zapf Creation	New BABYborn, DO OP, 1	3-5	\$39.99	877-629-9273	www.zapf-creation.com

Key to Top Ten Best:

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|--|--------------------------|
| 1 = Toys | 5 = Games |
| 2 = Educational Products | 6 = Audio/Video Tape/CDs |
| 3 = Software/CD-Rom/High-Tech Products | 7 = Creative Products |
| 4 = Socially Responsible Products | 8 = Active products |

Dr. Toy's Tips on Selecting Toys and

Other Children's Products

Before shopping observe child at play. Gather a list of possible products from Dr. Toy's Holiday Guide: "100 Best Children's Products" and from Dr. Toy's Guide: web site (www.drtoy.com). Ask for suggestions from sitter, grandparents, teacher and other parents. Notice store and product ads. Check your child's "Wish List" and current needs. **As you examine a potential purchase, ask yourself...**

- 1. Is the toy safe?** Any potential hazards? Is the product too small? Any sharp edges or loose ties? Is it nontoxic? Durable? Will it take rough treatment? Does it meet Consumer Product Safety Standards? Is there a guarantee on the product? What is the return policy?
- 2. Is the product fun?** A toy or children's product is supposed to entertain the child. It should amuse, delight, excite, and be enjoyable.
- 3. Is the product appropriate?** Is this toy or product significant now? Does it fit the child's age, skills, and abilities? Will it hold interest? Will child use the product happily?
- 4. Is the product well designed?** Is it easy to use? Does it look good? Feel good? Is the product versatile? Is there more than one use for the product?
- 5. Is the product durable?** Will it be something that will last a long time? Children play hard and subject their toys to a lot of abuse and wear.
- 6. Is the product appealing to the child?** Does it offer an opportunity for fun, to learn, and to think? Does it help him/her learn about living environment? Is the toy or product inviting?
- 7. Will the product help the child expand creativity?** With the right products the child can expand his or her imagination in art, crafts, drama, hobbies, language, reading, music and physical movement.
- 8. Will the toy frustrate or challenge the child?** Does the toy offer something new to learn, to practice, or try? Will the child know how to use the product? Or, will it be too difficult to use without adult assistance?
- 9. Does the product match the package and the package match the product?** If the toy does not match ads or packaging it can be disappointing. Is age-grading clear?
- 10. Will the toy help nurture childhood?** Does the product help the child express emotions, experience concern for others, practice positive social interaction? Does it provide value to his or her childhood? Or, are there any violent, sexist, or other negative aspects to the product?
- 11. What will the toy teach?** Does it help expand positive self-esteem, values, understanding, and cultural awareness? Does it offer practice in skill building? Eye/hand coordination? Fine and large motor skills? Communication? Does it educate the child about the environment? Community? World? History? Computers? Other skills?
- 12. Can the product be cleaned and reused?** If it is not washable, can it be cleaned in some practical way?
- 13. Can I afford this toy?** Does the price match the value?

"Toy" around the world

Afrikaans : Speelgoed
Albanian : Lodra grazie
Arabic : Lu'ba
Armenian : Jaghalik
Assyrian : Thal Yadei
Bangla : Khelna
Bosnian : Igrachka
Croatian : Igrachka
Czech : Hracka
Cantonese : Wan Gee
Mandarin : Wan Ju
Danish : Legetoej
Dutch : Speelgoed
Egyptian : Lu'ba
English : TOY
Estonian : Mänguasi
Farsi : Samanie Bazi Atfal
Finnish : Leluja
Flemish : Speeltje
French : Jouet
German : Spielzeug
Greek : Pehnithi
Haitian Creole : Jwet
Hawaiian : Mea pa'ani
Hebrew : Tza'a'tzu'a
Hindi : Khilona
Hungarian : Játék
Icelandic : Leikfang
Indonesian : Mainan
Iranian/Farsi : Asbabe Bazie
Irish : Bréagán
Italian : Giocattoli
Japanese : Omocha
Korean : Jang Nan Gam
Macedonian : Igracka
Malay : Barang permainan
kanakMalayalam : Kalippattam
Maltese : Gugarell
Marathi : Khelane
Nederlands : Speelgoed
Norwegian : Leke
Ovambo : Okai Ma Kokudana
Papiamentu : Kos Di Hunga
Polish : Zabawka
Portuguese : Brinquedo
Romanian : Jucarie
Russian : Igrushka
Slovenian : Igracha
Spanish : Juguete
Surinam : Pre sani
Swedish : Leksak
Tagalog : Laruan
Tamil : Bommai
Telugu : Bomma
Thai : Khong-len'
Turkish : Oyuncak
Ukrainian : Igrashka
Vietnamese : Do choi



Dr. Toy's Suggested Smart Toys to Assist Your Child in Learning & Fun

Some amazing, new, learning and fun items Dr. Toy recommends to bring lasting value to children from baby to older child. There is a wonderful plaything to match every age and interest.

1. b. dazzle - Scramble Squares Puzzles 4 -12 \$7.95 800-809-4242. www.b-dazzle.com

These little brain teaser puzzles are easy to play, but hard to solve. Your whole family has wide choices depending on interests. Each puzzle has nine 4" x 4" pieces and excellent artwork. Scramble Square puzzles are easy to carry, perfect for taking along while on travel. Each puzzle package includes fascinating facts, trivia questions and hidden answers. Ninety-one styles of original art puzzles are available.

2. Gamewright Check Out! 6-12 yrs. \$9.99 800-638-7568 www.gamewright.com

This fun, fast-paced game of visual perception will help your child develop quick reflexes. Players race to place groceries in the correct aisle without making any mistakes. You've found an aisle to put the yellow cheese and red apples. But now what do you do with the blue carrots or purple eggs? First player with empty shopping cart wins. 58 grocery cards, 15 coins, 1 aisle hub and rules of play included. Instructions in Spanish, English and French. Great game for developing keen memory and reasoning skills.

3. Gamewright 12 Minute Games 6-12 yrs. \$5.99 800-638-7568. www.gamewright.com

Time for fun! 12 Minute Games is a series of fast playing games for the whole family. There are eight matching and other fast action games in total including favorites such as Fowl Play, K-9 Capers, Hocus Focus, Lickety Split, Stampede! and Taradiddle. Great to play before homework, bedtime, anytime. Compact design and reasonable price makes them perfect travel gifts or stocking stuffers.

4. Goldberger Doll -Unbelievably Soft Baby™ 2-8 yrs. \$19.99 800-452-3655. www.goldbergerdoll.com

This ultra-lifelike baby doll is backed by Goldberger's "Love it for Life" guarantee--the only unlimited lifetime guarantee in mass market. Patented, air-filled design with Magic Softskin™ and long-lasting powder scent combine to make her super soft and huggable. Lightweight and easy to carry, Unbelievably Soft Baby™ will provide your pretend mommy or daddy with hours of playtime and nurturing.

5. Learning Resources Teaching Cash Register 3-8 yrs \$44.95. 888-800-7893 www.learningresources.com

Playing store is even more fun with this educational Teaching Cash Register. This talking cash register features interactive electronic games that teach life-long skills such as money and number identification, addition, subtraction, and making change. Transactions are rewarded with lights, sounds and voice messages. Includes a built-in scanner, play scale and a coin slot that tallies real and play coins. This register will engage your child's imagination while helping them build math and money skills.

6. Mega Bloks® PROBUILDER® Code Blue Ages:5 -8 yrs.\$ 19.99 800-465-6342 www.megabloks.com

This introductory construction product will provide your child the opportunity to build and rebuild 10 different land, sea and/or air vehicles. This unique product reinforces multiple building with the capacity to build up to 3 vehicles at any one time. Three different levels of building challenges will provide an endless play experience. This product comes with a travel storage case and is great for developing eye-hand coordination and imagination. Mega Bloks offers other great play products for all ages.

7. MGA Entertainment LandAir R/C 9 -12 yrs. \$100.00 800-222-4685. www.mgae.com

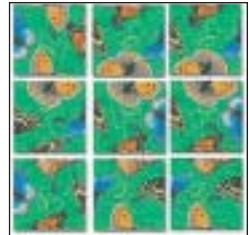
An extraordinary new radio-controlled vehicle that can patrol the land and sky. It is a motorized flying aircraft that you can launch and fly wherever you desire. With the controls on the handset, you can maneuver the land cruiser to drive through various terrain. Push another button to launch the aircraft high into the air, controlling it to soar in the sky or make sudden dives. Available in two different versions based on R/C frequency and color, enabling them to be raced for added fun.

8. Playmobil Grocery Store 4-10 yrs. \$99.99 800-752-9662. www.playmobil.com

Your child will delight in being the shopkeeper of their very own grocery store. Imagination will open up as they play store with their friends. Grocery Store is a perfect item for developing language, stimulating creativity and engaging in dramatic play. It includes a grocery cart, cash register, café and many accessories. The shopper pushes their grocery cart through the store picking up various ingredients along the way. The three-quarter inch figures included in the Grocery Store are articulated and can move their arms, turn their head, sit, stand and bend. All of the accessories are colorful and well-made. The locking-grid building pieces allow children to quickly and easily change their play worlds by creating new buildings almost instantly.

9. PLAYMOBIL Knight's Castle 4-10 yrs. \$39.99 800-752-9662. www.playmobil.com

This castle will inspire your child to use their imagination in play. Complete with a breakaway wall, look out tower and two floors of play, children can create their own adventures as they engage in hours of fantasy play. They can pretend that from the lookout tower the Knights see the enemy approaching. They stand guard and prepare for battle. The scoop drops boulders on the advancing enemy while the Knight on horseback races out of the front gate. The brave Knights win the battle and the enemy retreats. The figures are all bendable and you can create different poses for them.





Dr. Toy's Ten Tips on Use of Smart Play/Smart Toys for Learning and Fun

Dr. Toy suggests parents (and teachers) use a good mix of children's toys and products to help children gain an essential and lifelong love of learning

1. Look for toys and products that help child develop curiosity, interests, hobbies and stimulate learning more. Use construction toys, games, puzzles and dolls.
2. Read books aloud every night before child goes to sleep. Make this an important time for parent and child to have conversation about books.
3. Take books and toys along on trips as a perfect way to enjoy travel time while learning.
4. Find the right technology to assist your child with learning, imagination, creativity and gaining skills. Find transportation toys that offer stimulation and fun.
5. Ask child questions about what she read and plays with. Let them tell you what he or she likes and doesn't like. Encourage him play and to ask questions.
6. Introduce child to easy-to-use, fun, and well-produced learning materials that help to learn the new skills of all kinds.
7. Learning requires all of the child's senses. Introduce doll, creative projects and vehicles to stimulate exploration of language. Use these toys to help tell the story, and expand conversations..
8. Encourage child to draw pictures about what he or she reads and plays with as art can reinforce their experiences.
9. Provide plenty of time to explore and read aloud so he or she knows reading and playing is important and that you are watching and playing too. Use special learning tools such as games, puzzles, soft dolls, art supplies to help gain skills and confidence.
10. Make play, learning, listening to music and reading a habit every day for more enjoyment and information and less stress.

For more information www.drtoy.com

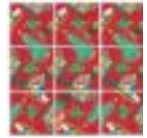
B Dazzle • Gamewright • Goldberger Dolls • Learning Resources
Mega Bloks • MGA Entertainment • Playmobil



www.DrToy.com

Dr. Toy's Holiday Gift Guide 'Wish List' of Smart Toys for Learning and Fun

✓ b. dazzle - Scramble Squares Puzzles
4-12 yrs. \$7.95.
800-809-4242.
www.b-dazzle.com



✓ Gamewright Check Out! 6-12 yrs. \$9.99.
✓ Gamewright 12 Minute Games 6-12 yrs. \$5.99.
800-638-7568. www.gamewright.com

✓ Goldberger Doll - Unbelievably Soft Baby™
2-8 yrs. \$19.99 800-452-3655. www.goldbergerdoll.com

✓ Learning Resources- Teaching Cash Register
3-8 yrs. \$44.95 888-800-7893
www.learningresources.com

✓ Mega Bloks® PROBUILDER® Code Blue
Ages: 5 -8 yrs. \$ 19.99
800-465-6342 www.megabloks.com

✓ MGA Entertainment LandAir R/C 9 -12 yrs. \$100.00 800-222-4685
www.mgae.com

✓ Playmobil Grocery Store
4-10 yrs. \$99.99



✓ Playmobil Knight's Castle
4-10 yrs. \$39.99

TOYS FOR SMART PLAY

Dr. Toy's "100 Best Children's Products for 2003"
Report on Internet's World Wide Web
Best Smart Products for Holiday Gifts

Toys, Videos, Audio CDs and Tapes, Games, Books, Software/CDROM's and many new, unique, quality, developmentally appropriate items are featured.



The 12th Annual report of "Dr. Toy's 100 Best Children's Products 2003" is available in the magazine, Dr. Toy's Guide (<http://www.drtoy.com>). Developed by noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy) this free service helps consumers who desire to purchase safe, affordable, educationally oriented, stimulating toys and products for children. "As a childhood specialist for over 30 years," says Dr. Toy, Director of the Institute for Childhood Resources, founded in San Francisco in 1975, "I have seen the continuous, essential need for more year-round resources for consumers to identify and choose the most appropriate, safe and engaging learning and developmental products for all children."

The report, "Dr. Toy's 100 Best Children's Products for 2003", according to Dr. Toy, is to "encourage focus on the value of play as essential to the learning process." She adds, "The smart play products selected from 100 companies across the U.S., Canada and from other countries provide children with exciting new learning tools that will help them not only to do better in school, but will also provide more constructive activities to do after-school."

Dr. Auerbach believes "parents need help to get a head start locating new, diversified products that children will enjoy using while they increase learning skills, enhance instruction and expand creativity." The products are balanced from among large and small companies and range from low to high tech for "hours of constructive, educational, and stimulating fun."

"Children learn best through play," says Dr. Auerbach, "and these smart products encourage children to maximize their potential." adds Dr. Toy. "This is a perfect time," she says, "to 'take stock' and do an inventory of what your child is playing with, what is not used and what they need next in their process."

"Dr. Toy's 100 Best Products" were carefully chosen from among hundreds that she has reviewed at toy fairs, catalogs, and through many other sources, and by using extensive criteria she has developed over many years. In addition to the "100 Best Products," Dr. Toy has created eight special award categories for products suitable for babies to older children including products ranging from handicrafts to hi-tech, priced from \$5.00 to under \$100.

These products are affordable, well designed, and reflect the wide range of children's interests. Examples of the special awards include: Ten Best Toys, Best Active Products, Audio and Video Tapes, Creative Products, Educational

Products, Games, Socially Responsible Products, and Software/CD's/High Tech Products.

Winning products are manufactured by new, small and large companies from around the world including: Action Products, Alex, b. dazzle, Battat, Binney & Smith, Briarpatch, Cranium, Delta Education, Educational Insights, Faber-Castell, Fisher-Price, Folkmanis, Gamewright, Global Toys, Goldberger Dolls, Gotz Dolls, Harper Collins Children's Books, Hasbro, Innovative Kids, International Playthings, Kimbo, Klutz, Learning Curve, Learning Resources, LEGO Systems, Little Tikes, Made by Hands, Mega Bloks, MGA, Neurosmith, Ohio Art, OWI, Quincrafts, PLAYMO-BIL, Scholastic, Small World Toys, Spinmaster, V-Tech, Walter Foster, Wild Planet, Zapf Creation and many others.

Dr. Toy's annual report includes company customer service numbers, web site URL, age range, price and a full description of each product. The award-winning, on-line magazine Dr. Toy's Guide features full color photos of each product, links to companies to learn more, interviews with and articles by Dr. Toy, plus hundreds of "Best Classic" and "Best Vacation" products. Over 2500 products are included plus links direct to companies, toy stores on line and much more.

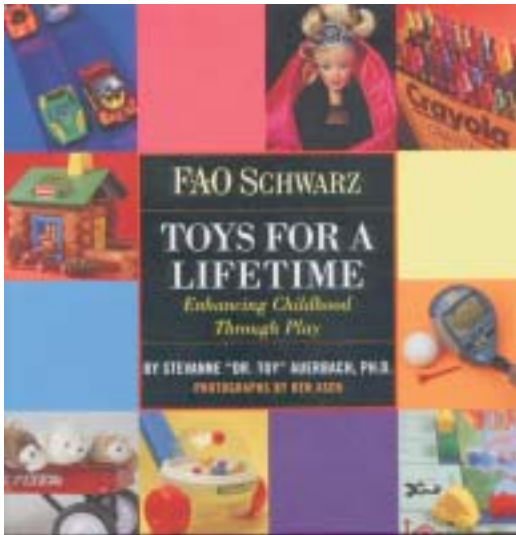
Dr. Auerbach, a long time resident of San Francisco, originally from New York City, lived in Washington, DC while working for the Department of Education where she approved the first proposal for "Sesame Street" and established the first day care center for the children of federal employees. In San Francisco she established the first "hands-on" toy museum visited by over 50,000 children. She is the only Ph.D. with extensive training, background, and over 30 years of experience evaluating, writing and speaking about toys and children's products. Dr. Auerbach is trained in education, child psychology, child development and special education. She is a parent educator, consultant, parent and grandparent..

Dr. Toy's Guide (www.drtoy.com) links many related useful sites and resources. Dr. Toy has appeared in the media in the United States, Canada and around the world. For more information, write Dr. Toy, 268 Bush Street, San Francisco, CA 94104.



INVITATION TO PLAY

Books to Guide Search For The Right Toy



TOYS FOR A LIFETIME:

Enhancing Childhood Through Play

by Stevanne Auerbach, PhD. (Dr. Toy)
Photographs by Ben Asen

144 pages • size: 8" x 8" • 100 color illustrations
Hardcover: ISBN # 0-7893-0355-8 \$25.00

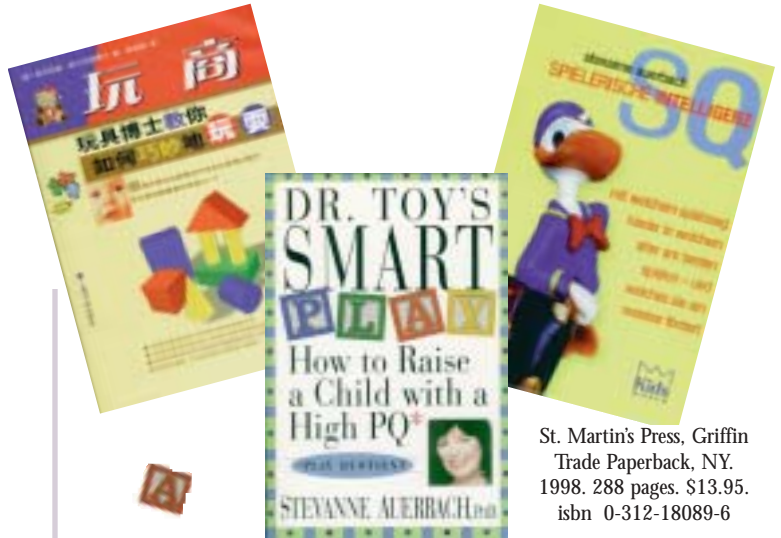
Published by Rizzoli/Universe/FAO Schwarz-a Byron Preiss book. This beautiful and unique book presents a lively look at the toys we grew up with and a practical tool for parents interesting in selecting the best toys for their children. In addition to colorful short stories of great toys, acclaimed author Dr. Toy describes how each plaything helps children develop social and academic skills and how parents can support their child's developmental play needs.

"Great info on many of my favorite toys, and beautifully photographed."

The Ultimate Toy Gift Book



www.DrToy.com for information



St. Martin's Press, Griffin Trade Paperback, NY. 1998. 288 pages. \$13.95. isbn 0-312-18089-6

Dr. Toy provides practical ideas to enhance playtime, for all children from baby to older children.

- Dr. Stevanne Auerbach really understands children, play

children... Michael B. Rothenberg, M.D.

- Auerbach applies her scientific, but not preachy expertise to that challenge. She relies as much on common sense and par-

watercolors to amuse, stimulate, and activate children.

Kathryn Carpenter Booklist, American Library Association

- Dr. Toy's Smart Play is a great guide for anyone searching for the right toy for creative play, building developmental skills or for just plain fun. It's easy to use and well organized. Invaluable!

Alice Bergman West Side Kids (ASTRA member), N.Y. C.



and toys. This book is a wonderful resource for parents, teachers and everyone who works and plays with

enting insight as on scholarly research to suggest toys ranging from brooms and plastic cups to books and

"Toys+Play = Smart Kids"