

THE ANNUAL BUYERS' GUIDE

NOVEMBER/DECEMBER 2004

edplay

FOR SPECIALTY TOY, GAME, GIFT
AND MUSEUM STORES

Wake Up

Stop Dreaming and Start Succeeding

Is It Time for a Focus Group?

When to Call a Consultant

**Today's Dollhouses Are Hip,
Even for Boys**

**Are We Overindulging
Our Kids?**



www.edplay.com



Magic Mestro Music™ div. of Simon & Simon, LLC

WEDGITS...Build Your Mind™

Think Box

Includes a 15-piece set of WEDGITS traditional building blocks with a 16-page wipe-off activity book & 3 dry erase color markers. Kids practice letter/number writing, solve mazes and develop association skills.

Ages 4+



www.WEDGITS.com • Toll Free 1-877-933-4487

Circle Reader Service Number 128

wee WEDGITS

Rounded edges and soft poly-vinyl material make this the perfect early childhood manipulative... a great hand-to-eye coordination toy.

Ages 1 Year+



Simon & Simon: 866.432.7624

Mike Mulligan and His Steam Shovel: A New Work for Narrator and Symphony Orchestra, based on the classic tale by Virginia Lee Burton, is the first title in the "Stories in Music" read-along audio series CD and program book sets. With music composed by Stephen Simon and performed by the London Philharmonic Orchestra, *Mike Mulligan and His Steam Shovel* is designed to help develop active and critical listening skills. The story is first told in full, then executive producer Bonnie Ward Simon provides more information about the author and her story. Composer Stephen Simon gives listeners the inside scoop about the techniques composers use, how he selected the instruments and musical styles to help tell the story, and how he used the musical device of a "quodlibet" to combine the melodies of "The Erie Canal" and "What Shall We Do with a Drunken Sailor," to create a new musical sound. Listeners then hear and participate in the Mike Mulligan story a second time. A jazzy arrangement of the original tune, "Mike Mulligan" is included with a karaoke track for audience participation. The set includes a 24-page Magic Maestro Music Program Book with information, music and activities.



Rounder Records: 800.ROUNDER

Jessica Harper presents a tuneful way to introduce children to the wonders of the world's most treasured works of art. The songs on *Hey, Picasso* are inspired by artists such as Van Gogh, Monet, Mary Cassatt, and, of course, Picasso. The music on the CD is designed to enhance and enliven a child's first impression of a painting with an exuberant mix of jazz, reggae, pop and folk. The songs on *Hey, Picasso* celebrate family life, childhood and friendship while offering new ways to look at famous works of art.



A New Twist on an Old Favorite!

String Along™

Make it Cool!

8.99

Includes 12 Stickers



Janyan! janyan.com

©2004 Janyan Corporation
2070 Worcester Road • Chicopee, MA 01022, USA
Toll Free 1 800 445 5565 • e-mail customerserv@janyan.com
Remember - email jpr@janyan.com for a FREE catalog
with product photos including availability dates 2004!

Circle Reader Service Number 131

edplay November/December 2004

Magic Mestro Music™ div. of Simon & Simon, LLC

