

GEARS & US

The kid who wants to be just like his gear-loving dad when he grows up will hit the jackpot this Christmas if Santa uses *Gear Technology's* holiday buying guide.

Plastic gears may not be in the windows at FAO Schwarz, but we know there's a market out there. Toys marketed towards kids as young as three years old are causing youngsters to think about life in the factory.

Tomy Toys has produced a game called "Geration," which features 11 brightly colored moving gears on a plastic surface with a magnetic top.

Preschoolers on up can remove and add to the mix and watch in fascination as the gears flip or speed up with the push of a button.

Gear Refrigeration Magnets are a spin-off of this game. These battery-powered gears are driven by a central gear with an on-off switch and also have the important function of affixing drawings to the fridge.

Fisher Price's Sesame Street Gear Creations lets kids build and connect gears with their favorite characters.

The Dizzy Fun Land will be a tool for any budding architects. Manufactured by Learning Resources, the motorized and molded plastic set called Gears! Gears! Gears! includes a hand-held motor, carousel, Ferris wheel, bumper cars, roller coasters and dozens of gears spinning every which way.

The Safari Express Motorized Gear Set was created for an older crowd—early grade school. This 127-piece concoction includes a motorized engine, crank-up pulley, and trainlike lights and sound effects. Five animals can ride along as passengers, and a tour guide keeps the locomotive moving—right though the warehouse district.

For the millennium-minded kid who moves faster than any train, the M Gear Aero Robot can easily be morphed into a jet. Both this and the M Gear Lunar Robot are made by Learning Resources as well. The aero robot is a blue creature whose multi-colored gear wheels keep it skimming the ground's surface. Kids can then assist its metamorphosis into a plane.

The Lunar Robot operates on the same concept but changes into an all-terrain vehicle at the whim of an 8-year-old. Combat-ready in red, this was designed to run over rough surfaces like the moon or the desert. Certainly excellent preparation for life in the third grade!

The market for gear toys obviously has been overlooked by the advertising industry. Just look at the myriad of website when you type "gear toys" into any search engine. Between wooden gear toys, interactive puzzles and whatever else pops up between now and December, this could be the easiest holiday season ever for a lot of gear industry fathers. Just don't forget—as pretty as the colors are in the Gears 'N Gizmos set—mothers would probably rather receive a little blue Tiffany's box under this year's tree! ⚙️

Sunny days chasing the
clouds away.
I'm on my way using my
Sesame Street Gear
Creations from
Fisher Price.



Tell Us What You Think . . .

Send e-mail to wrs@geartechnology.com to

• Rate this article

• Make a suggestion

Or call (847) 437-6604 to talk to one of our editors!