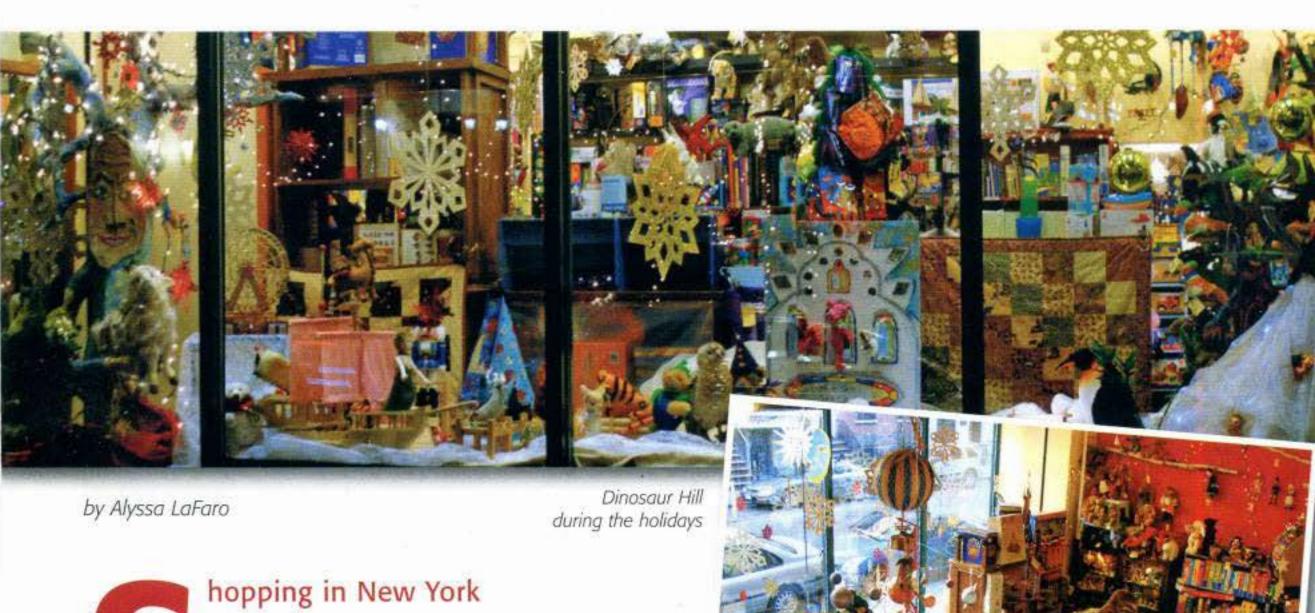
## Be Inspired by New York's Independent Toy Stores

Owners share tips for displays



hopping in New York
City's toy stores can
change your life —
just read Cathy
Stone's story on page 10.
Because you'll be in the
neighborhood for Toy Fair
anyway, here's a short list of
some of our favorite stores,
from the East Village to Long
Island. As a bonus, we asked
their owners for tips on
creating inspirational,
"buy-me" displays. While you're
there, go see them for yourself.

## Dinosaur Hill

Owner: Pamela Pier

Address: 306 E. 9th St. (East Village)

Years in Business: 30 Square footage: 450

Best-Selling Toy: Building Blocks/Basic Toys

Advice for eye-catching displays: Force customers to use their imagination. "We try to have displays that create a narrative," says Pam Pier. "Our goal is to have people stop and look at it, and think about the parts and how they relate to each other. For instance, in our current window we created a dock with a nutcracker on it. There is also a ship, a pirate dingy, a giant whale, a small fawn and an eagle with three little birds. The middle of the display reads, 'Give peace to all living creatures.' All of these things may or may not relate to each other. Regardless, they make people stop and wonder."