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The Standard 英文虎報

# Goodies



## Toy kingdom in trouble

# Toys R Us

**W**E have all heard of Toys R Us ever since it opened in Hong Kong in the 1980s. Its shops are filled with toys of every kind, for both boys and girls of all ages. But the chain is facing difficulties these days.



I want to buy all the toys in Toys R Us!

I buy all my toys from them!



### Editor's Note

Hi! When I was a kid, I used to always want to go into a toy store, but my mum rarely let me. Now that I am much older, I still get the same thrill when walking into Toys R Us. I am regular visitor because I have to keep buying birthday presents for children, including for my own daughter. Read more about this chain store on the next page. Elsewhere in *Goodies* is a poem based on a story about a man who meets his future wife when she is just a kid. Is it fate? Just think, your future partner could be in the same classroom as you! Turn to P05 to read the poem.



Simon





## Toys for everyone

THE American Toys R Us stores filed for **bankruptcy** protection in mid-September. This means the company does not have enough money to pay its **debts**, but the stores will still run. The stores in Hong Kong are fine, however, because they are run by a different company.

Don't be greedy and buy too many toys!



### Logo



WHEN said out loud, the store's name is 'toys are us'. The 'are' is replaced by an 'R' that is facing the wrong way, like how kids shorten words or make mistakes when learning how to write. In China, the name was changed to 'Toys Naughty City', with the 'naughty' written upside down to show the same idea of kids not able to write properly yet.

### History

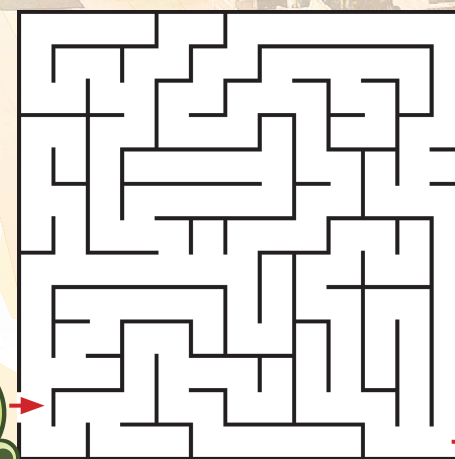
IN 1948, Charles P Lazarus founded a baby furniture store, but customers kept asking him for toys for babies and even older children. So he started selling them and changed the store's name to Children's Supermart, with 'Toys R Us' as the slogan. Eventually it became just Toys R Us. Later, the brand **expanded** to other countries under Toys R Us **International**. Hong Kong got its first store in 1986, located in Harbour City.



Please help Bobby find the toy giraffe.

### Mascot

BEFORE Toys R Us was created, the baby furniture store already had a giraffe as its mascot. Its name was Dr G Raffe, which sounds like the word 'giraffe'. After Toys R Us formed, the giraffe's name was changed to Geoffrey the Giraffe. A **plush toy** version of Geoffrey can be bought in most Toys R Us stores.



Answers on P12