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Children And Adults Love to Play at Adventures In Toys

If there is an art to choosing toys, then Shelley Littman is that artist. "I get calls all the time from New York asking if I have things for customers," Shelley said.

The toys that Shelley carries in her Adventures In Toys store are the kinds of toys children learn from while they play — and play — and play. Her ability to steer clear of toys that children quickly tire of comes from her background in special education and nursery school ownership.

"My real forte is looking at a toy and knowing if it will work or not for that age group," she said. "There are a lot of inappropriate toys being made out there."

The store's toy selection draws customers from across the state — and even from across the country and makes Adventures In Toys a "must see" shop for any visitor to the area.

"I probably have more new toys at Christmas than anyplace else in the country," she said.

And there are toys of all price ranges, with a large number of little inexpensive impulse items.

But as she gears up for the winter holiday season, Shelley said that she never falls victim to the common practice of hiring temporary help.

"We always have extended hours at Christmas," she said. "But it takes a good six to eight weeks just to learn the stock, so instead of hiring more people, we just work more hours."

As a result, her service is probably



Adventures in Toys

the best. Everybody who works in the store can steer a parent or grandparent to the most appropriate toys, and can interpret the age recommendations on packages — which are different from manufacturer to manufacturer and country to country.

Adventures In Toys is located at 163 West Maple St. in downtown Birmingham and can be reached at (810) 646-5550.

The store is open daily 10 a.m. to 5:30 p.m. except Thursday, when the store is open until 9 p.m. and Sunday, when the hours are noon to 5 p.m. The hours will be extended during the holidays.

WOMEN in Business

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Barbara Gale
Owner of
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313-425-4344
has been at this location for 4
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