Santa Needs Deeper Pockets When Buying Toys This Year

Parents are dipping further into their pickets for toys this year than ever before, and don't seem to mind a bit.

"Most persons don't even think twice about spending \$20 on a toy," says Les Grithis, manager at Zellers. years ago, parents wouldn't have dreamed of spending that

And the variety of toys is enough to confuse any Santa Claus trying to find the 'right' toy for his or her child. Merchants claim they now

see a trend for educational toys, such as Fisher-Price pre-school toys or Sesame Street muppets.

BESAME STREET

Jim 'Hancock at Canadian Tire said his pre-school items are the best seller he has. "Our Sesame Street toys are selling like crazy. It's unbelievable. "Sales of dolls and games seem to be down somewhat, but

Gregory Socha, 20-month-old

son of Mr. and Mrs. Harry

Socha, RR 1 Limehouse,

Georgetown

Pledges Most

Georgetown has pledged the

largest amount of money of any Halton municipality towards

the Farmstead and Rural Home Ploughing Competition being held in Halton Hills next

Town Council has authorized a \$500 donation. Acton Council has decided to donate \$250

towards the event, which is \$50 less than the amount from Oakville, Burlington, Milton, and

Esquesing. Nassagaweya has pledged the lowest with \$100. Councillor Earl Massles and

W. D. Coats urged that Acton

already over budgeted, donate

"You're just adding to your deficit," Mr. Masales warned.

ANNOUNCEMENT

JAMES M. GORDON

Mr. James H. Bowles, president of North Halton

Motor Sales Limited is pleased to announce the

appointment of James M.

Gordon as co-pariner and

Mr. Gordon comes highly qualified having held various

management positions with

the Ford Motor Company

over the past several years.

Florence, and children

James and Jody will reside

in Georgetown at 32 Maple

LIMESTONE

ALL SIZES

ASB GRAVEL

3 DURHAM ST.

877-3302 OR 877-4593

FILL AND TOP SOIL

Gordon his wife

vice-president.

Avenue.

only \$100.

they see advertised on

The biggest problem for any toy dealer this year is, in fact, television, because most advertised items cannot be had in Canadian stores.

"These television-advertised items are very hard to come by, and our orders were shorted on certain items. We haven't had too many problems though," added Mr. Hancock.

Mr. Grithis has apparently not been as fortunate, and says he is having great difficulty in keeping a good supply of the most popular toys.

NOT AVAILABLE. "Canada is shorted on everything, and TV toys are the biggest problem," he said.
"Many of the catalogue stores advertise them at reduced prices, and run out very most parents tend to buy what

seems to like this Sesame

their child wants and children Mr. Grithis said this causes UNISEX TOYS derive their wants from what great difficulty for him because If he happens to have it, he has hobby and craft store on Main to reduce the price even though

> Trio Discount store, said he has sales of games this Christmas. parents to buy them what is "We are selling far more games this year than ever toy." before. It doesn't matter which game you're talking about because they all seem to be

Mr. Hotten said a lot of children are getting toys that involve skill. He sells do-ltyourself kits, which are selling very well.

A camera kit, which sells for \$2.98, gives the child a chance to build his own camera, and when it is finished, it is a working model that enables him to take pictures.

Lida Langedyk, who owns a

other stores cannot produce the becoming a unisex operation. and she suspects some young Floyd Hotten, manager of the women's libbers are involved. "It's very surprising, but a noticed a large increase in the lot of young girls ask their

> traditionally considered a boy's 'For instance, I've found many of them ask for train sets. Their mothers usually try to talk them out of it, but they seem to have their minds made

Mrs. Langedyk claims there are an increasing number of persons leaning towards crafts rather than the action toys! advertised on television.

"I think people are starting to get tired of television and are looking for something they can a themselves. Kids love the candle-making kits.

William De

"I've had men come in to buy needlework sets. I thought they were buying them for a Street, says her business is daughter or wife, but to my surprise many are buying it for themselves."

> Morris Valinsky caters to parents who want basic toys. He owns Global Department Store on Main Street, and says he doesn't go in for "weird"

'I have just simple basic toys and a lot of things that make great stocking stuffers. I can't really compete with the catalogue stores for price, and my business starts after they run out. People think I should have a toy just because the big Dec. 25.

STRIP-TAC-TOE? with various games with such girl.

squares instructing a player to. a respiratory ailment. "Join love-in with partner of The Toronto coroner's office player on right."

Toe, and Adultery.

like that."

timid. Manager Mr. Hotten held. says they do sell fairly well,] although Monopoly still sells better.

THE HERALD. WEDNESDAY, DECEMBER 5.

stores don't, but I can't operate

The toy business is definitely the busiest at this time of year, and there are sure to be a lot of happy children on the morn of



A degree of craftsmanship and elegance beyond comparison. Come in and see our

outstanding collection. 2671-250 KERN'S JEWELRY

Georgetown Market 677-1230



Authorized Columbia Dealer

For \$12.50 We Will

--- Clean the machine

-Change the oil

-Clean the carburetor -Check the points & condenser

-Sharpen the blade —Put in new spark plug

Extra parts extra cost. Free pick up and delivery in town.

Brockton Motors

311 Armstrong Ave., Georgetown.

877-1875



Customer Appreciation Day

Heather Bottram, of Moore

CAMERA KIT

camera kit, a possible gift for her 13-year-old brother.

DISCOUNT

FRIDAY DEC. 7th

For one day only we are giving a 10 % discount on almost all our regular merchandise.

It's our way of saying, Thanks and Merry Christmas to our customers

Sorry: No discounts in the camera and smoke shops, franchise cosmetics or Skillet.

Use Your Convenient Zellers Charge Card

Thinking Of Driving To Florida? HANG UP YOUR CAR KEYS

Why Chance Being Stranded Due to Fuel Shortage

CONSERVE FUEL

TRAVEL IN EASE & COMFORT

TRAVELWAYS

DAYTONA BEACH 2 weeks, Dep. Jan. 26, Feb. 4, 13, 22	\$264
MELBOURNE 30 days, Dep. Dec. 29, Mar. 11	\$350
DAYTONA BCH-ST. PETERSBUI 3 wks., Dep. Feb. 5, 12, 13	RN BCH. \$419
DAYTONA BEACH SCHOOL BRE	AK

FLORIDA GRAND CIRCLE 20 days, Dep. Feb. 3, 8, 13, Mar. 1 ST. PETERSBURG BCH. 30 days, Dep. Jan. 9, Mar. 19 CARIBBEAN COACH-CRUISE 16 days; Dep. Feb. 19, Mar. 5, 19 CALIFORNIA & THE WILD WEST days, Dep. Dec. 21, Mar. 15 23 days, Dec. 9, Jan. 6, Feb. 10



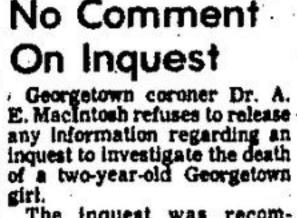
OR FREE COLOUR BROCHURE PLEASE CONTACT:

120 DONCASTER AVE., THORNHILL, ONTARIO



\$461

\$488



At Trio Discount, there is one any information regarding an shelf reserved strictly for inquest to investigate the death liberated adults. It is stocked of a two-year-old Georgetown names as Pass Out, Strip-Tac- The inquest was recom-

mended after Robin Lee died These games contain various while being transferred from stunts involving drinking and Georgetown and District sex. One such game called Memorial Hospital to Bramp-Bottoms Up, has various ton, apparently suffering from

choice", or "Obey request of said the investigation had been turned over to Dr. MacIntosh, As it says on one of these but he would not make any games, they are not for the statement as to when it will be

Tenders are to be called for Police Enforced the reconstruction of the intersection of Highways 25 and 7 at the western approaches to

The reconstruction program will extend along Main Street, north to the CNR railway tracks, across the CNR railway tracks to the northern boundary of the town.

The town has been informed. by MPP George Kerr and the Ministry of Transportation and Communications that ministry funds will be provided for the work in the 1974-75 fiscal year.

Tenders Called By-Law To Be

Acton Council will ask police here to enforce a 1951 by-law prohibiting angle parking in the

community. The action will be taken to stop the parking on Willow Street where it extends south of the downtown business section of town. Signs will be erected on the street advising motorists of the prohibition, but the suggestion that parallel parking lines be painted on the road was discarded.

The portion of the road, where cars now generally park on an angle is covered only by



SIZES TO FIT ALL MAKES AND MODELS

Your snow tires mounted FREE by our service department.

FOR YOUR CONVENIENCE:

Service Dept.

Monday thru Friday 8 AM-6 PM

Tuesday and Thursday Hours: 8 AM-9 PM

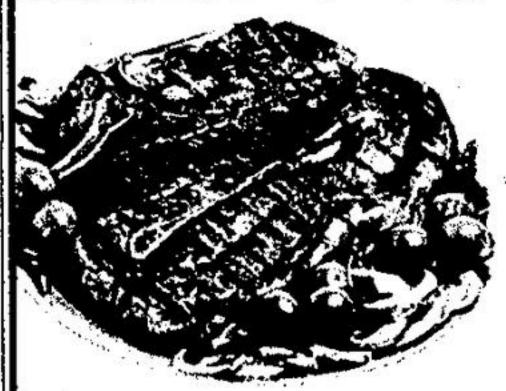
"WHERE SERVICE COUNTS"

NORTH HALTON FORD MERCURY

361 Guelph St. (Hwy. 7)

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Our Meat

-Fresh delivery every day

-Cut to your order

-Reasonably priced

Our Produce

-Fresh from the farm · every day

--- Specials every week.

FREE

NOW OPEN **EVERY MONDAY**

& M Supermarket

FORMERLY SUPERIOR

18 Main Street N.

877-9811



Ex-Service Personnel And Their Dependents

ALL

are invited to take advantage of a free Legion service

Mr. Sydney J. Hope

Service Bureau Director from Hamilton, Ontario

will be at Legion Branch No. 120

on the

19th DEC., 1973 at 1:30

to give skilled advice on veterans benefits.

ANYONE WITH QUESTIONS ON WAR DISBAILITY PENSIONS, WAR VETERANS ALLOWANCE (BURNT-OUT PENSION) TREATMENT OR HOSPITAL CARE IS URGED TO ATTEND.



Monday, December 10th 1:30 - 8:45 p.m.

HOLY CROSS CHURCH AUDITORIUM SHARE YOUR BLOOD



Christmas

OPEN FROM 1.30 to 8.45 p.m. COMMUTERS COME RIGHT AFTER WORK! Make one of your Christmas gifts the "GIFT OF LIFE"

MONDAY, DECEMBER 10th

Be & Red Cross Blood Donor!

HOLY CROSS CHURCH AUDITORIUM

Maple Avenue East HEALTHY persons, ages 18-65 and 17 year old BOYS (with written parental consent, EACH TIME they donate) are urgently needed to give BLOOD

HELP THE RED CROSS TO OBTAIN

A SUFFICIENT SUPPLY OF BLOOD AVOID evening waiting periods, HOUSEWIVES attend the clinic in the AFTERNOON.

TRANSPORTATION and BABYSITTING at the clinic available to donors. If a ride is needed, phone Mrs. Noreen Miehm, 677-2697 or Mrs. Erica Thompson 877-9866. On CLINIC DAY phone 877-3962 or 877-7522.

Please make a note of CLINIC DAY. December 10, on your calendar