

Santa Needs Deeper Pockets When Buying Toys This Year

Parents are dipping further into their pockets for toys this year than ever before, and don't seem to mind a bit. "Most parents don't even think twice about spending \$30 on a toy," says Len Grithis, manager at Zellers. "Ten years ago, parents wouldn't have dreamed of spending that much."

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.

SESAME 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 most parents tend to buy what

their child wants and children derive their wants from what they see advertised on television. "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 quickly."

Mr. Grithis said this causes great difficulty for him because if he happens to have it, he has to reduce the price even though other stores cannot produce the merchandise. Floyd Hotten, manager of the Trio Discount store, said he has noticed a large increase in the sales of games this Christmas. "We are selling far more games this year than ever before. It doesn't matter which game you're talking about because they all seem to be popular."

Mr. Hotten said a lot of children are getting toys that involve skill. He sells do-it-yourself 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.

UNISEX TOYS
Lida Langedyk, who owns a hobby and craft store on Main Street, says her business is becoming a unisex operation, and she suspects some young women's hobbies are involved. "It's very surprising, but a lot of young girls ask their parents to buy them what is traditionally considered a boy's toy."

"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 up."

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 do themselves. Kids love the candle-making kits."

"I've had men come in to buy needlework sets. I thought they were buying them for a 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" toys.

"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

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stores don't, but I can't operate like that."

STRIP-TAC-TOE?
At Trio Discount, there is one shelf reserved strictly for liberated adults. It is stocked with various games with such names as Pass Out, Strip-Tac-Toe, and Adultery.

These games contain various stunts involving drinking and sex. One such game called Bottoms Up, has various squares instructing a player to "Join love-in with partner of choice," or "Obey request of player on right."

As it says on one of these games, they are not for the timid. Manager Mr. Hotten says they do sell fairly well, although Monopoly still sells better.

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 Dec. 25.

No Comment On Inquest
Georgetown coroner Dr. A. E. MacIntosh refuses to release any information regarding an inquest to investigate the death of a two-year-old Georgetown girl.

The inquest was recommended after Robin Lee died while being transferred from Georgetown and District Memorial Hospital to Brampton, apparently suffering from a respiratory ailment.

The Toronto coroner's office said the investigation had been turned over to Dr. MacIntosh, but he would not make any statement as to when it will be held.

Tenders Called
Tenders are to be called for the reconstruction of the intersection of Highways 25 and 7 at the western approaches to Acton.

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.

By-Law To Be Police Enforced
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 gravel.



THIS IS NEAT
Gregory Socha, 20-month-old son of Mr. and Mrs. Harry Socha, RR 1 Limehouse, seems to like this Sesame Street muppet.

CAMERA KIT
Heather Bottram, of Moore Park Crescent, examines a camera kit, a possible gift for her 13-year-old brother.

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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 year.

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 Esqueaux. Nassagaweya has pledged the lowest with \$100.

Councillor Earl Masales and W. D. Coats urged that Acton already over budgeted, donate only \$100.

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

Zellers IN THE **GEORGETOWN MARKET**

Customer Appreciation Day

10% 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**

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-partner and vice-president.

Mr. Gordon comes highly qualified having held various management positions with the Ford Motor Company over the past several years. Mr. Gordon his wife Florence, and children James and Jody will reside in Georgetown at 32 Maple Avenue.

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DAYTONA BCH—ST. PETERSBURG BCH. 3 wks., Dep. Feb. 5, 12, 13	\$419	CARIBBEAN COACH—CRUISE 16 days, Dep. Feb. 19, Mar. 5, 19	\$716
DAYTONA BEACH SCHOOL BREAK 10 days, Dep. Dec. 21, Mar. 15	\$209	CALIFORNIA & THE WILD WEST 23 days, Dec. 9, Jan. 6, Feb. 10	\$499

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

AT **HOLY CROSS CHURCH AUDITORIUM**

SHARE YOUR BLOOD

Christmas Blood Donor Clinic
OPEN FROM 1:30 to 8:45 p.m.
COMMUTERS COME RIGHT AFTER WORK!
Make one of your Christmas gifts the "GIFT OF LIFE"
Be a Red Cross Blood Donor!

MONDAY, DECEMBER 10th
at the **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 and

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 Miehme, 877-2697 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

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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 DISABILITY PENSIONS, WAR VETERANS ALLOWANCE (BURNT-OUT PENSION) TREATMENT OR HOSPITAL CARE IS URGED TO ATTEND.