

# Shop owner has gift ideas

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expensive and more adaptable."

Toys which parents usually don't provide their children with at an early enough age are heavy books with cardboard pages, puzzles and early construction kits. Mrs. Manning said. Such books help children learn to read and help develop their powers of observation. Puzzles and construction kits are available suitable for children 18 months old, and help teach children small motor control.

**TOO YOUNG**  
Puppets, on the other hand, are usually given to children at too young an age, Mrs. Manning believes.

"When you buy a puppet for a pre-schooler, you have to expect to play puppeteer," she said. "To a child in the 6 to 10 age group, a puppet can be a good gift because they can use their imagination to create puppet shows and so on."  
There are often conflicts between older and younger children when the older ones play a board game too advanced for the younger ones to participate. Mrs. Manning pointed out that there are board games geared to the attention span and the level of young children available.

"Board games which will be played more often will be those with more to them than going around the board to the end," she said. "Those are the ones with some skill involved and some decision-making."

Every parent will encounter the television advertising problem at one time or another as the Christmas ad campaigns plead with children to ask mommy and daddy for a certain toy.

**FALL APART**  
"Often when mommy says no, because she knows the toy will fall apart in ten minutes, or that the child will quickly become bored with it, the child decides to write Santa Claus to ask for the toy," Mrs. Manning said. "It's very difficult to get a child to change his mind about a toy."

"When the mother says 'No, you can't have that, but you can have this', all the child hears is the no."

Mrs. Manning suggested checking out a toy store or toy department before taking a child in, and make sure that the first thing the child sees is not what she's trying to talk him or her out of.

The next step is for the mother to pick out four or five toys she'd like to give the child, and the child would like to have. Mrs. Manning recommended bringing the

really wants."  
Mrs. Manning said as long as parents purchase reputable brands of toys, or buy them from a reputable toy store or toy department, there should be no need for concern about toy safety. There are stringent

regulations about the composition of toys, and parents should consider the age level of the child when purchasing toys. Toys with small moving parts are not suitable for young babies, for example.

In a good toy store, the staff should be able to help parents select the appropriate toys and games for their children, Mrs. Manning said.

**LEGO BLOCKS**  
The most popular item with Toy Magic customers is the Lego series of building blocks and the props that go with them, Mrs. Manning said. She also sells a lot of Brio wooden trains which have magnetic couplings.

Fisher-Price has begun marketing a record player this year which is a real record player, and "the only one I'd recommend," Mrs. Manning said. The children's records by

Raffi and Sharon, Luis and Bram also do very well.

Toy Magic, which has been open three years, is primarily a nursery school supplier, but there are toys and games for children up to the age of 12, and stuffed animals for children of all ages.

Mrs. Manning has two children of her own, a boy 11, and a girl 8.

"They get a chance to market test the products," Mrs. Manning said. "But they don't take toys for granted because they have to do jobs to earn the money for the toys they buy."



There's nothing like a big, cuddly stuffed animal for children to snuggle up to, and Toy Magic has a wide selection of stuffed animals, including the new stuffed dinosaurs. Marion Manning, owner of Toy Magic, is shown here with one of the store's larger toys, and a selection of dolls in the background. (Herald photo)

child to the store, after making sure the store will let her open the packages, and let the child choose the toys he or she wants from that selection the mother has already made.

**EASY CHOICE**  
"When the toys are right in front of them, and they're bright and colorful and they can handle them, it's easier for them to choose. If you're lucky, the child will change his own mind."

"The worst thing you can do is to bring a small child in to a toy store and say, 'Show me what you want,'" Mrs. Manning said. "Either the child will want the whole store or the colors and selection will confuse the child and his choices won't reflect what he

## Games, ideas in Toy Magic newsletter

With so many new toys coming out all the time, it's hard for parents to keep track of those with any quality, but Toy Magic is doing its best to solve the problem.

Marion Manning, owner of the Delrex Market store, compiles a newsletter on an irregular basis which includes children's games, books and toys which she has found have value, along with game suggestions and craft ideas for parents to try out with their children on their own.

The most recent newsletter contains a list of the specials which will be available at the store between now and Christmas. Mrs. Manning said this is advertising for the store, and because Christmas is a busy time of year at the store, the proportion of advertising in this edition of the newsletter is higher than usual.

Toy Magic is primarily a supplier to nursery schools, but the store has toys and games for children up to the age of 12. The toys, books, games and records featured in the newsletter are either

available in the store or can be ordered.

In addition to the advertising of specials and toys in the store, the newsletter features game ideas and crafts for the children, or suggestions for Mom and Dad to try out with their children.

In the Christmas edition of the newsletter, there are suggestions of gifts for grandparents which children can make almost by themselves, as well as a song and a magic trick.

The newsletter also includes reviews of newly-released children's books, and recommends children's records.

Copies of the newsletter are available in the store, and those who wish can be put on the mailing list by contacting the store.

The newsletter is published at irregular intervals, "as often as I've collected some new ideas, or when I have the time," Mrs. Manning said. In the meantime, the Christmas edition is available at the Toy Magic store in the Georgetown Market Plaza.

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## Find funds for Acton sewers

Regional council will take \$5,300 planned for sewer pipe construction in Oakville to pay for over-expenditures incurred while Halton's public works department was making recent repairs to the Lakeview pumping station in Acton. The cost of the modifications, originally budgeted at \$27,000, rose to \$32,300 due to higher than estimated engineering costs and design changes in the original repair plan. The money taken from the Oakville account will be returned when it is added in the 1981 public works capital budget.

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