

Kids give popular toys top rating for durability

The most popular toys this year are durable and open-ended according to the 1992-93 Canadian Toy Testing Council's *Toy Report* which was released recently.

"Today's consumer is having to do more with less," toy evaluation manager Marie Levine said. "Money is tight and consumers cannot afford to waste their money on toys that break or that provide poor play value. The *Toy Report* helps guide consumers to the best toys for their children."

"Toy purchases represent an investment to the 1990s consumer. Gone are the days of the throwaway toy. There is a growing negative reaction to heavily-promoted items, or fad toys and a belief that mechanically operated toys are not a good buy." The council has found that consumers are in a traditional mindset. "People are demanding toys that are simple in design and function. They want toys that can retain their popularity from year to year. Toys that are open-ended and durable."

The Canadian Toy Testing Council, is a non-profit organization which tests toys all year-round for design, function, durability and play value. The council finds out if toys meet the needs and expectations of children by putting them in the toy box.

All toys are tested by children, not by adults. "Our home testers are expected to treat the toys we give them as if they were their own, no special measures are taken either to encourage the child's attention or to prevent normal wear and tear," Ms Levine said.

Find out first

"In these tough economic times consumers cannot afford toys that do not last or work properly. That is why it is more important than ever to find out about a toy before you make the decision to buy it."

"Talk to friends, neighbours teachers and consult the Canadian Toy Testing Council's *Toy Report*. We have done the leg work for you," Ms Levine said.

Lego, Brio and Playmobil sets are good examples of toys that are resistant to wear. Sets vary in difficulty depending on the age of the child and they can be played with alone or added to other sets.

Other new three star toys, include Aviva Hot Hit Bats (Mattel, a line of sports equipment sized and weighted properly for children three and up. The foam bat with shatter-resistant core makes this toy a big "hit" with baseball fans).

Many arts and crafts sets from Creativity for Kids won the hearts of CTTC testers, including Multi-Cultural Masks, Fine and Feathery Friend Maker, and Tick Tock Design a Clock. These kits provide hours of creative fun and include enough art supplies to make and decorate masks, birds, and clocks, said Ms Levine.

Games such as Outburst Junior (Whitman Golden), Set (Abalone Games) and Marble Trap (Selin Toys) were found to be inexpensive, thought-provoking, durable, and portable for children five and up.

For educational value and fun, Spy Science (educational insights), a science and discovery kit it is ranked among the best new toys for older children this year. Priced under \$20, this kit shows children how to make their own burglar alarm, invisible ink, telegraph, and plaster cast of a footprint. The 35 step-by-step science project cards help children enjoy the hands-on activities and explore the wonders of science.

Other toys, however, didn't rate as well. A \$20 Play-Doh Hairdo Dolly (Kenner) received a one star rating. Children place one of the four interchangeable hair caps onto the doll, turn her arm and Play-Doh hair appears. It

took adult strength to secure the hair caps onto the body of the doll and to make the hair "grow".

CTTC says durability problems exist with a \$30 and heavily advertised Crash Dummies Crash Car (Tyco). Problems were found with the air-bag, the set belts, and the included figure. The detachable body parts of the dummy would not reassemble after a short period of play. "The toy was little more than a novelty in most households", Ms Levine said. "Most found that the thrill of the crash was not worth the re-assembly effort involved."

Doesn't work

Bitsy Bears (Tyco), priced at \$18, were found to function poorly. "Kids would wind up the bear and expect to see the toy move, but nothing would happen. How do you explain to a three year-old why a toy doesn't do what the advertising say it's suppose to do?" Ms Levine said.

A copy of the *Toy Report* is available in most major bookstores and newsstands for \$8.95. You can also call or write to the Canadian Toy Testing Council at 22 Hamilton Ave., N., Ottawa, K1Y 1B6 (Phone: 613-729-7101).

BE LIKE SANTA SHOP EARLY AND SAVE!



FOR THOSE COLD WINTER NIGHTS



MALIBU SPA

- 4 Adjustable Jets
- 1 Swirl Jet
- 1 Spa Light
- Seats 3-4
- Free Hardcover

Reg. \$3370

Now \$2895

HALTON POOLS N' SPAS

OPEN 5 DAYS A WEEK
10-5 CLOSED TUESDAY & SUNDAY

845 MAIN STREET, MILTON

878-7087 878-8770

PLEASE JOIN US AT OUR

Christmas Open House

* WEEKEND OF NOVEMBER 14 *

◆ Many In-Store Specials ◆ Hot Apple Cider & Cookies

◆ SANTA WILL BE HERE FROM 10:30 - 2:30

PICTURES \$3.00

\$1.00 from each photo goes to Halton Women's Place



OPEN SUNDAYS

during Nov. & Dec.



Hallmark

Milton Mall 875-3776



AVANTI Auto Tech

APPROVED AUTO REPAIR WINTER SERVICE



- | | | |
|----------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Engine Analysis | <input type="checkbox"/> Check Battery Fluid Level | <input type="checkbox"/> Transmission Fluid Level Check |
| <input type="checkbox"/> Oil, Lube and Filter | <input type="checkbox"/> AVR Charging System Test | <input type="checkbox"/> Suspension Exhaust System Inspection |
| <input type="checkbox"/> Check All Emission Filters | <input type="checkbox"/> Front Brake Inspection | <input type="checkbox"/> Operation of All Lights |
| <input type="checkbox"/> Pressure Test of Cooling System | <input type="checkbox"/> Rear Brake Inspection and Adjustment | <input type="checkbox"/> Wiper Blades Check |
| <input type="checkbox"/> Check All Coolant Hoses | <input type="checkbox"/> Parking Brake Assembly Inspection | <input type="checkbox"/> Tire Pressure Check |
| <input type="checkbox"/> Coolant Level and Strength | | <input type="checkbox"/> Top Up Washer Fluid |

\$69⁹⁵
PLUS TAXES

REG. 89⁰⁰
LIMITED TIME OFFER!

909 Nipissing Rd.
878-2952

Nov. 14	Nov. 15
Nov. 16	Nov. 17
Nov. 18	Nov. 19
Nov. 20	Nov. 21