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Wednesday, November 14, 1984

## Markham mother selling imported educational toys

Having survived Halloween, Markham residents may be thinking reluctantly about Christmas shopping.

And for kids on the list, the choice of toys on the market can be bewildering and costly.

Lynn Jones, a Markham mother of two, has a solution. She sells toys for The Teaching Toys Co., a com-

pany started about 19 months ago by Sharon Matsubara, a Thornhill woman who decided there was a void in high-quality educational toys for children and set out to fill it.

After some research, Ms. Matsubara found what she considered good educational toys all over the world and had them imported to distribute in Canada. She now has

five sales people working for her in the Toronto and outlying area.

The toys range in price from \$2 to \$70 and are designed for children from infancy to about eight or nine years of age.

Children who play with them "don't even realize they're learning, they're having too much fun," says Mrs. Jones who tests the toys on her own children.

Teaching Toys sells puzzles, art supplies, musical instruments, and even an indoor jungle gym. A wide variety of games teach letters, numbers and colors. One game is designed for travelling in a car or on a plane. Another is a communication game designed to bring out withdrawn children.

Not only are the toys high quality, they are also versatile and adaptable. An 18-month-old child can still play with the same Teaching Toy board game at age 5, but in a different way.

"The child can grow with the toy," says Mrs. Jones.

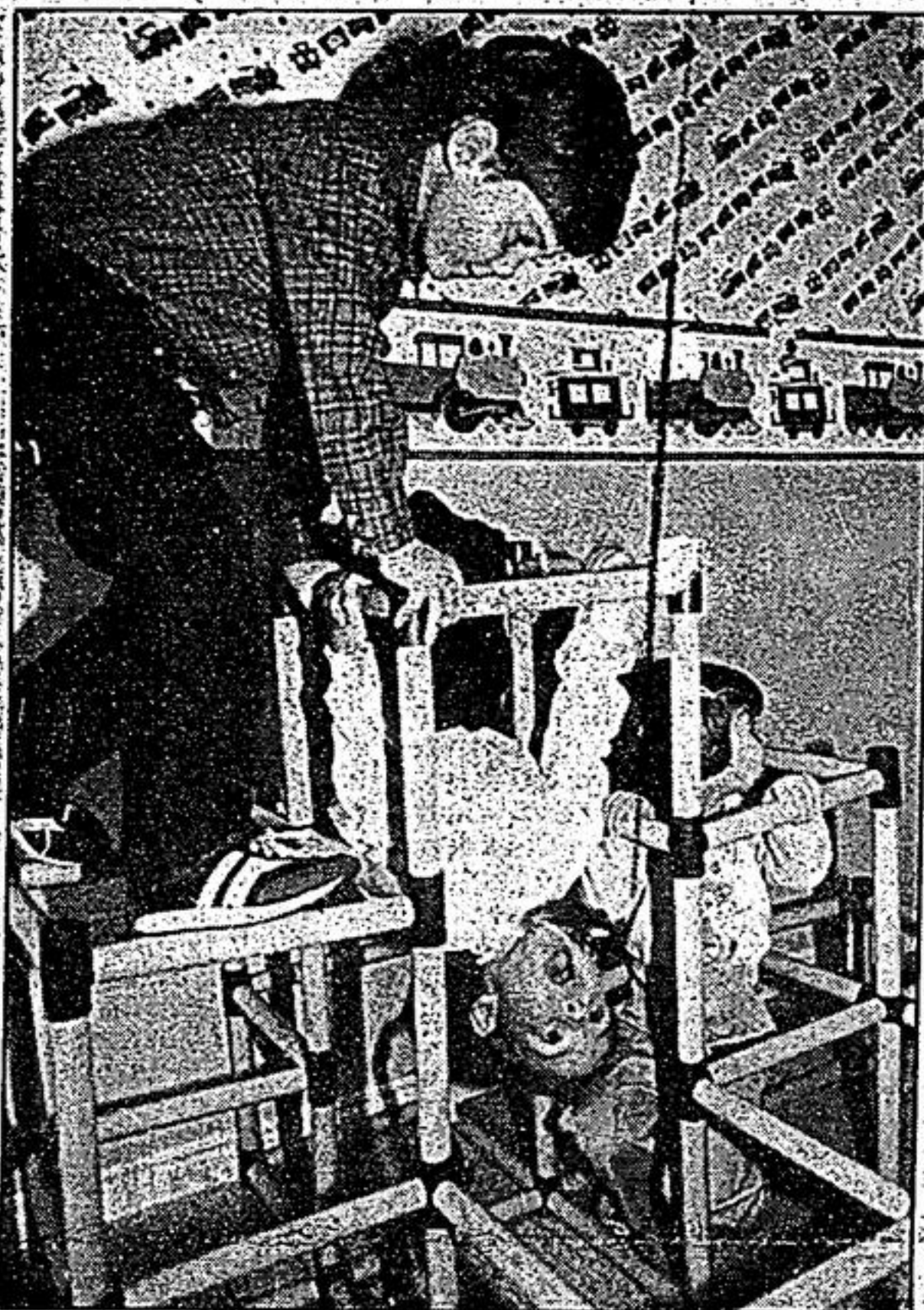
Younger children may need some initial basic instruction, but Teaching Toys are designed so that children learn independently, she says.

The toys are imported from several countries including Holland, Israel and France. Mrs. Matsubara, a former artist, has even designed and built a few of them herself.

Mrs. Jones sells the toys at parties given at her own home or will go to other people's homes, offices or organizations to talk about the toys. She also has a showroom at her home where interested parents are welcome to come and browse.

"I don't consider myself a salesman," says Mrs. Jones. "The toys sell themselves."

Anyone interested in Teaching Toys can call Mrs. Jones at 294-9820.



While these youngsters don't realize it, they're really learning while having fun. Their mother, Lynn Jones, is working for The Teaching Toys Co., a firm that imports the good educational toys from around the world for sale in Canada. From left to right are Jason Jones, 5, Alexis-Jones-O'Rourke, 3, and Devin Jones, 2.

— Sjoerd Witteveen

## Ear device can help shed excess weight

By DON ATANASOFF  
News Editor

A Peterborough company is opening a distributorship in Markham and is inviting weight-watchers to lend it an ear.

Control, a Peterborough-based company, claims that by inserting an accupressure device in the ear, clients not only lose weight, but keep it off as well.

The Control concept is to form-fit a transparent lucite ear mold to an individual's ear. The mold, fitted with four permanently placed ball bearings, gently presses on specific nerve endings which are in direct relation to the mouth, stomach, large intestine and internal secretion.

The pressure, according to company field co-ordinator James Bernath, helps to suppress appetite. That, combined with a controlled diet and moderate exercise, allows the wearer of the mold to lose excess pounds.

"It's a natural way to lose weight," says Mr. Bernath. "And it's not going to mess up the body, because you don't have to go on a special diet or starve yourself."

Mr. Bernath recommended that anyone starting the program use the Canada Food Guide to select a menu. He



The Control Device

cautioned though that "anyone who eats foods like french fries and gravy everyday, will never lose weight."

Control actually came into being quite by accident as Mr. Bernath's mother, Diane, came across a similar product in the United States several years ago. However, while she found that particular product ineffective, she and her husband, who are both hearing aid specialists, thought enough of the idea to attempt to refine it.

Control's concept was to develop an ear mold that eliminated some of the disadvantages of its predecessors. When the product was ready, Diane Bernath tested it herself. Satisfied with the results, the company began extensive testing in the Peterborough area.

Using a test group that varied in age and weight problems, the study found that in 90 per cent of the cases, the Control Mold resulted in a curbing of the appetite. The reaction varied from an inability to eat while the mold was inserted, to a feeling of fullness after consuming much less than a normal intake, to a feeling of just being less hungry. Over a six month period, Mr. Bernath said the participants weight loss aver-

aged 2½ lbs. a week.

The tests took place more than two years ago. In the past two years the company has expanded and marketed its product to where it now has distributorships from coast to coast. June Molnar, a 25-year-resident of Markham, will operate the Markham branch.

"I'm a firm believer," said Mrs. Molnar. "I've used the device for a year now and I've lost weight because I've cut down the quantity of food I was eating. I won't be without it now, as long as I live."

She was skeptical at first "like everyone else" and was surprised when it actually worked.

"I've lost 30 to 35 lbs. since I started using it," she said. "I lost the weight gradually and have kept it off."

Mrs. Molnar said the device must be fitted to the ear, by taking measurements. Appointments are necessary. The office is located at 25 Wellington Way West, Suite 1. Cost of the Control ear mold and the program is \$195.

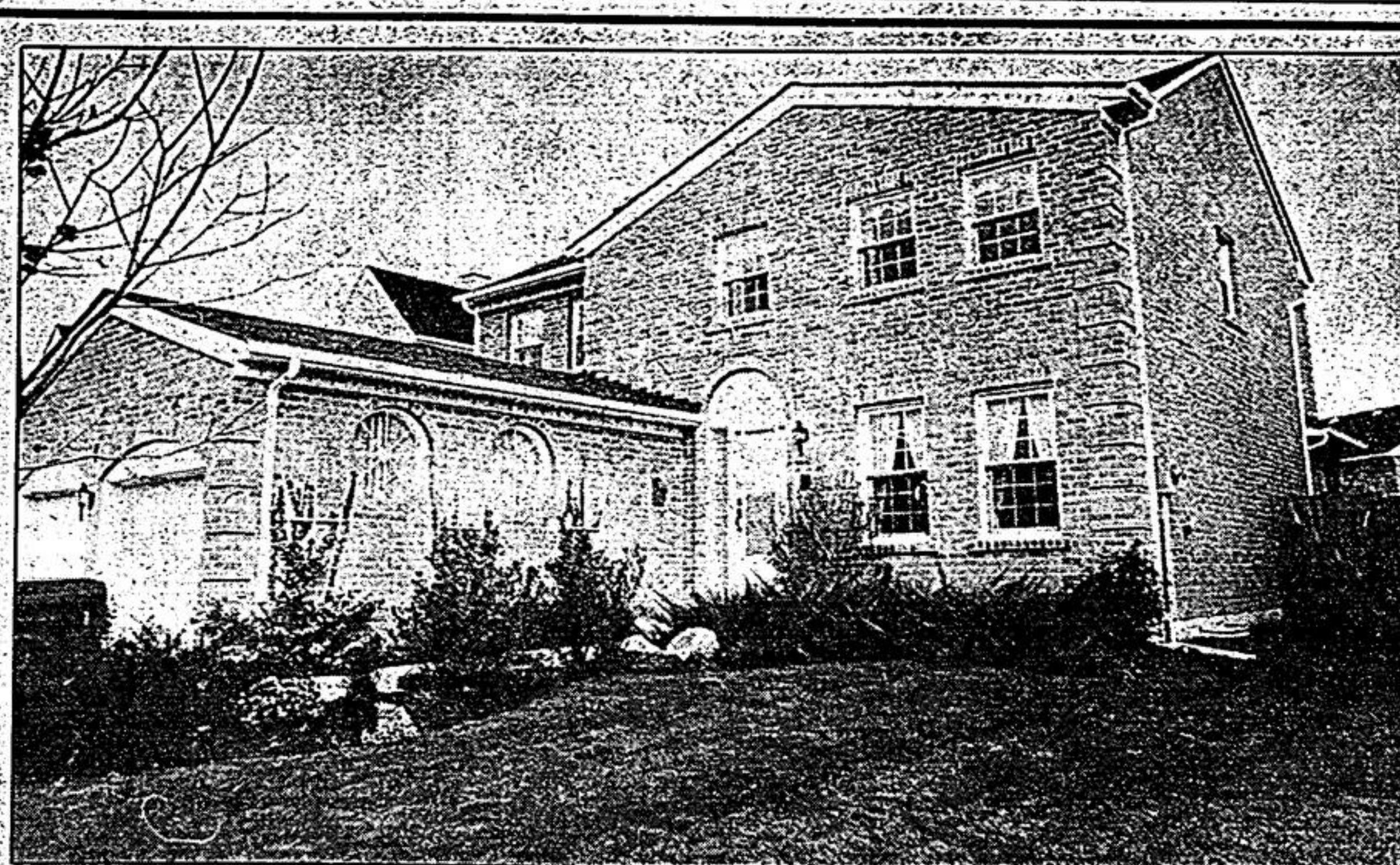
Anyone wishing further information can contact Mrs. Molnar at 471-4100. Technical information about the program or results of the studies, can be obtained by calling (toll free) 1-800-461-1440.



JUNE MOLNAR  
Distributor



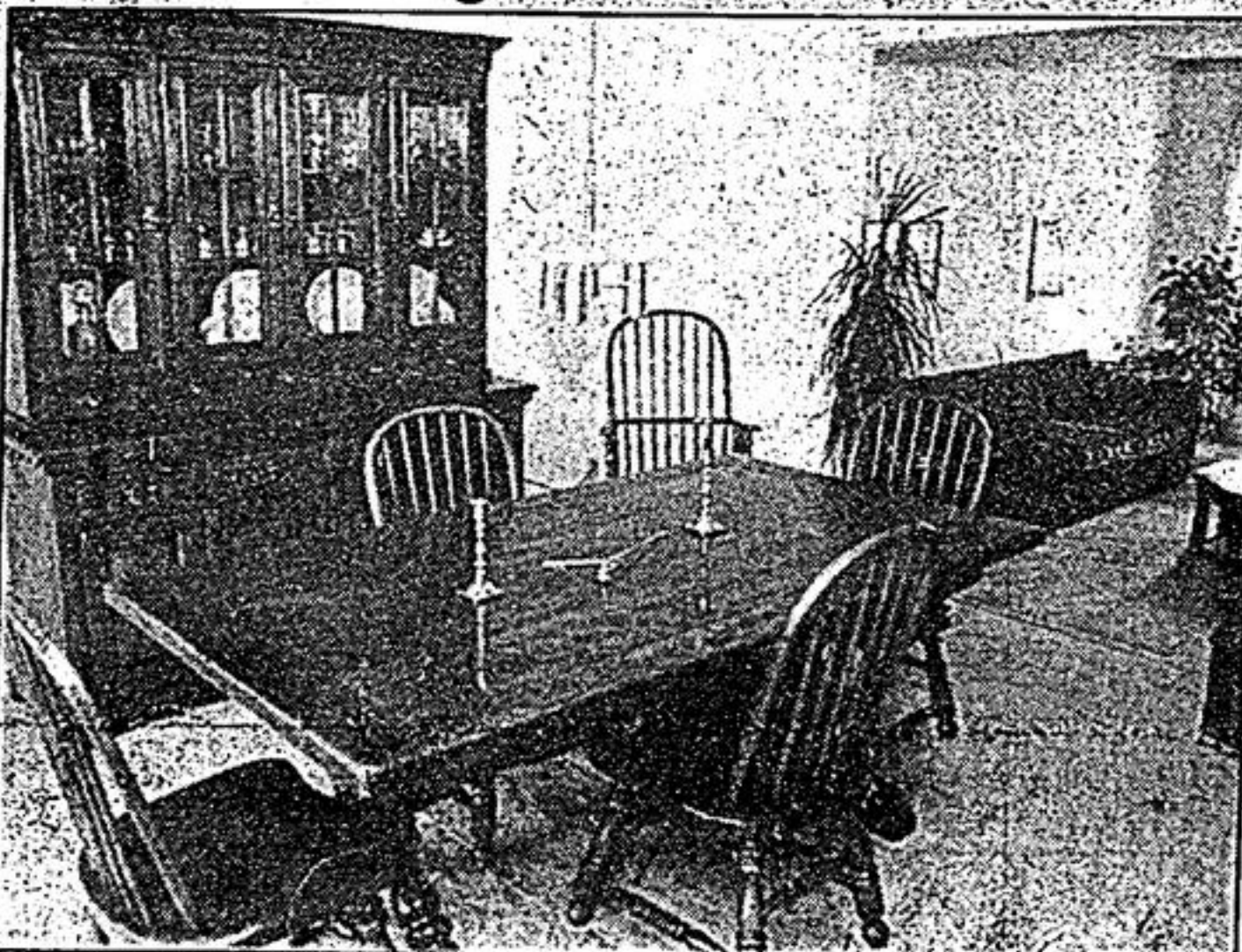
JAMES BERNATH  
Field co-ordinator



This home in the Bridle Trail subdivision in Unionville has an asking price of \$189,000. It features a sunken living room, a heat pump, upgraded insulation and much more. It's listed by Peter L. Mason Realtor and the agent is Audrey Campbell.

### Home of the Week

## Luxury abounds in Unionville



The dining room is a place in the house for formal entertaining. In this home the room is large and has easy access to the kitchen. — Photos and Story Sjoerd Witteveen

A sunken living room and a foyer with a circular staircase are just a few of the features included in the Home of the Week, a brick, two-storey house at 4 Longwater Chase in the Bridle Trail subdivision, south of 16th Ave. and east of Kennedy Rd.

Recently built on a large landscaped lot, the home also sports a large living room and formal dining room with entry to a large kitchen.

Featuring a dining nook with greenhouse windows, the kitchen has all the amenities. It has plenty of cupboard space, oak cabinets and recessed lighting in the ceiling over the work area. Among the appliances is a dishwasher.

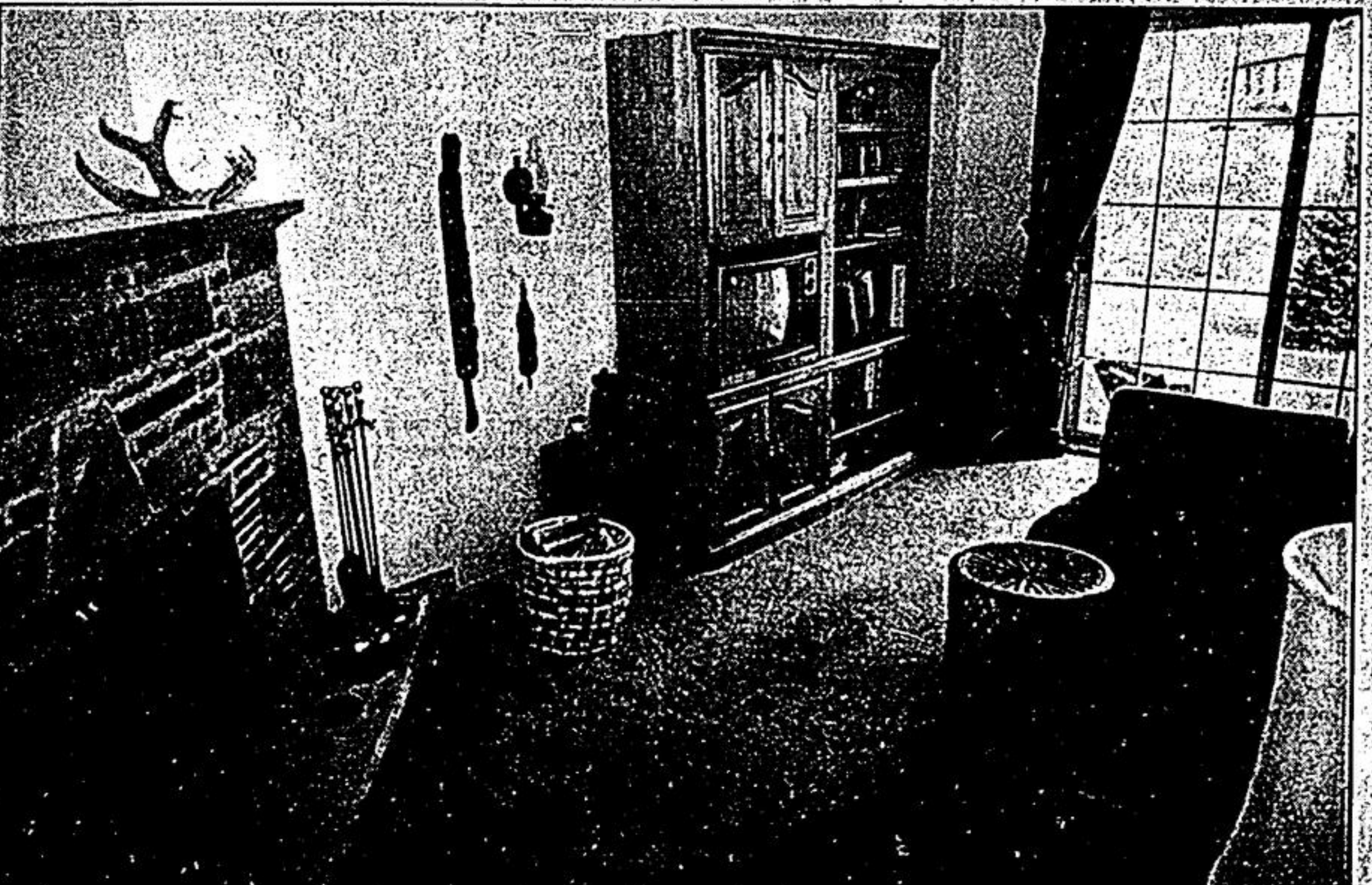
The main floor also has a family room with a heatilator in the fireplace. There is a powder room and a walk-in from the two-car garage. Upstairs the master bedroom is large with a five-piece en suite and a walk-in closet. There are two additional bedrooms and another four-piece bathroom.

Other features in the home include a heat pump, brass fixtures, upgraded broadloom, extra insulation in the walls and cable television.

The asking price is \$189,000 and the listing is with Peter L. Mason Realtor in Unionville. The agent, Audrey Campbell, can be reached by calling 267-1980 or 474-1710.



The kitchen is large, with plenty of cupboard space. Included is a breakfast nook and easy access to the dining room. One of the major appliances is a dishwasher.



The sunken living room features a bright, airy look with a fireplace. A comfortable room for entertaining.