



Toys and Tales brings out the child in shop owner Elizabeth Milford.

Picture: PAUL MELVILLE

## Timeless toys tell magical tales

WENDY KAY

THERE'S no walking past Toys and Tales at St Ives.

Its bewitching window display hints at a world of fantasy and magic and inside it is easy to discern that something is different.

There are no endless rows of shelves groaning under the weight of tawdry mass-produced plastic products, or gimmicks and gadgets de-

signed to last until the next fad comes along.

Instead, there are toys with generations of use in mind, where wood replaces plastic and imagination supplants technology.

Toys and Tales has been awarded Australia's best small Toy Retailer of the Year for a fourth time – a record in itself considering no one else has won it twice.

Owner Elizabeth Milford, who opened the shop 11 years ago and has

another in Beecroft, is convinced that all the mass marketing in the world cannot replace good old-fashioned quality.

"Children may be growing up faster, but they haven't changed," she said. "Little girls still love to play with dolls and little boys still love trains and cars."

"We don't go for gimmicky things, we find that our customers come here looking for something different and something which will last."

# Campaign to target parents

JANNE SELETTO

PARENTS behaving badly are the focus of a new road safety campaign on the North Shore.

Willoughby Council has announced the start of the Safety over Convenience road safety campaign, which will target primary schools in Willoughby.

It aims to reduce illegal parking near schools.

During the campaign, road safety and parking officers will direct parents to the safest areas to park and remind them of the dangers of incorrect parking.

"Illegal parking zones are signposted as No Stopping, No Parking and Bus Zones," Willoughby Mayor Pat Reilly said. "These areas are designed to be kept clear of traffic to allow children to cross the road safely and to reduce the number of cars immediately outside schools."

Frequently misunderstood traffic rules include No Stopping zones – drivers must not stop at all even to drop off or pick up passengers. A continuous yellow edge line indicates a No Stopping zone. Infringement penalty is \$179.

A No Parking zone means drivers can pick up or drop off goods or passengers. The driver must stay within 3m of their vehicle and not park for longer than two minutes. Penalty is \$77.

Bus Zones must be kept clear at all times. Penalty is \$179. And double parking is not allowed, even for a short time. Penalty is also \$179.

A survey of almost 300 parents, conducted by NRMA Insurance just one week into the new school year, found that almost half of all parents (45 per cent) admitted breaking the law by parking illegally in school zones.

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**Sunday March 25 - Steam Spectacular**

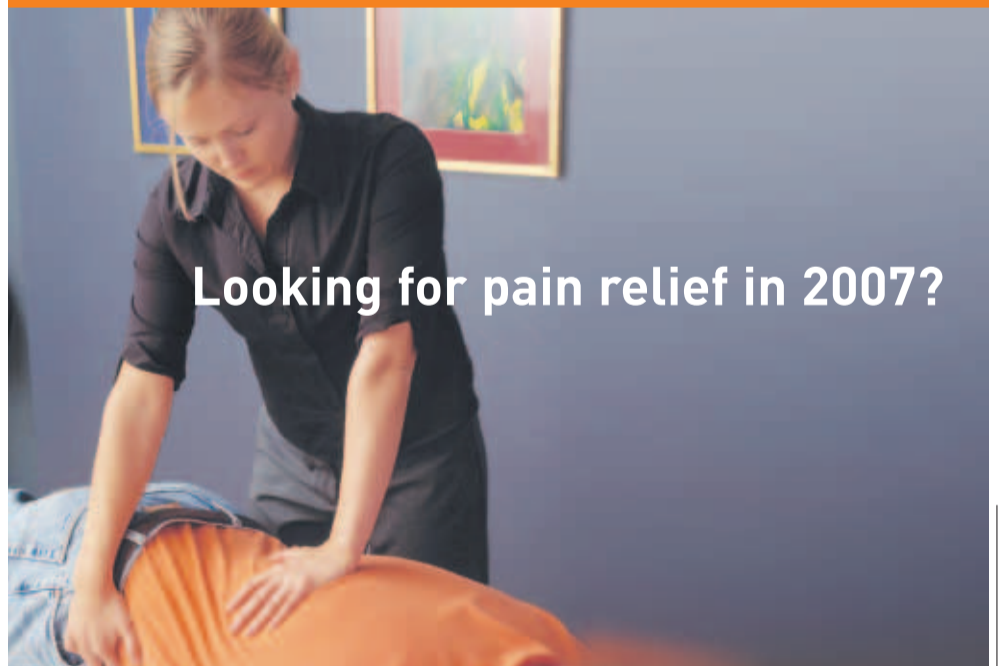
Be there for the excitement as mighty locos 3801 & 3830 steam along the south coast and battle up the scenic escarpment to Robertson and Moss Vale. Day trip from Bankstown, Hurstville & Sutherland. Optional lunch at historic Ranelagh House.

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