

Childhood's



# Dream World

..for brilliant toys made to last

## Let Battle Commence!



Spring is here and now's the time to get outside and let your imagination run riot. Swords and shields are just one way that boys and girls can get out and benefit from active play. We also have a new range of wooden children's gardening tools and many outdoor games.

## Diecast metal models from £1.99

We've been searching for ages and finally found these die-cast models. They're made by Siku of Germany and are just like the Dinky cars we used to know and love. Not only that – look at the price. The cheapest is £1.99 and the most expensive is only £4.99.

There are over 100 different models in stock – just waiting for you to start collecting!



Welcome to the first edition of Childhood's Dream World, a quarterly newsletter intended to keep you up-to-date with the latest arrivals in our shop.

When we opened Childhood's Dream, we made a strategic decision to avoid "marketing led" toys and instead source only products that could stand on their own merits. We aim to stock only well designed toys made from good quality sustainable materials and at affordable prices.

There are over 1600 different toys in the shop, from Dolls Houses to Tool Boxes.

Visit our shop or website and see for yourself!

**£5** off your next purchase over £25

Present this voucher when making your next purchase at Childhood's Dream and get £5 off when you buy over £25 worth of goods. Offer limited to one use per household. Offer ends 30th June 2010. No photocopies accepted. Use Promotion Code for website purchases. **Promotion Code AZ425**

Name:

E-Mail Address:

[www.childhoodsdream.co.uk](http://www.childhoodsdream.co.uk)

and at Southgate Street Winchester, SO23 9DT – tel: 01962 861953



## When You're Feeling Creative...



Our wooden activity easel is a really great-value toy – it can be used by children of all ages, and there are so many different things it can be used for – painting, drawing, learning how to tell the time... we even know of families who use it as a fun way for the children to learn their daily school spelling lists.

It's made by Thailand's I'm Toys, who make their toys using sustainable rubberwood. In the past when rubber trees had stopped producing latex they were just burnt, but now the old trees are cut down and used to make toys.

The activity easel is double-sided – on one side there is a blackboard, clockface with moveable hands, alphabet and abacus, on the other is a magnetic whiteboard. In between the two sides is a paper roll. The paper can be fed up

### Magnetic Toast from Haba

Makes a great "meal". Each piece of toast is magnetic. Just put your fabric food between the slices and your sandwich is ready to eat.



**£8.50**



between the two sides and over the whiteboard, where there are two wooden bars to hold it in place. There is also a sturdy tray underneath both sides of the easel for holding paints, crayons or magnetic pieces. It even all folds flat for easy storage!

**£61.50**

### Play Jewellery Bracelet



**£3.99**

We have a wide range of play jewellery available, from hairclips to jewellery cases.



**£8.95**

Clutching Toy Sunni - for babies coming to terms with the world around them

### Radio Flyer 12" Red Tricycle



**£124.95**

This beautiful classic red tricycle with 12 inch front wheel and double deck rear step has a steel frame and real rubber tyres. The handlebars have a ringing chrome bell and tassels and the seat can be raised to fit ages 2½ - 5.



## A New Range of Bamboo Toys



What a great idea! These brilliantly designed vehicles are made from bamboo. As well as being great to look at and fun to play with, bamboo is a grass and so a good sustainable source material for toys.

Visiting trade fairs recently, one of the truly new innovations we found was the use of bamboo as a material for making toys. HaPe, a German company, have spent several years researching and testing the use of bamboo for toys and their first collection is now available.

The first items available in our shop are racing cars and trucks (from £14.50) - later in the year we will be stocking bamboo games

and something else really special that remains a secret for the moment...



**Dancing Alligator £12.50**



**Pull Along Snail £12.50**



**Pull Along Snake £12.50**

## Eitech Construction Kits – for the future Engineer



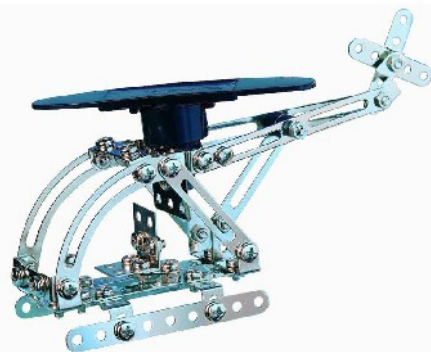
**Knight's Helmet & Feather - £12.50**



**Wooden Shield - £7.50**



**Wooden Sword - £5.99**



**Solar Powered Helicopter - £23.50**

One of the most popular ranges in our shop, Eitech metal construction kits are great for learning how to make models that actually work. Each kit comes with screwdriver, spanner and instructions for one or more specific models.

From about the age of 6 you can have a go with one of the starter kits (just £4.50), and then as your skills improve progress to the more complex models such as cranes or a Ferris Wheel. Even more exciting, some of the kits include a solar panel so that you can make such things as a car that moves along, a windmill with turning blades, or a helicopter (illus-

trated left). We made both of these models ourselves – why not come to the shop and see them for yourself?



**C18 Crane Set - £59.99**



## The Wonderful World of Make Believe



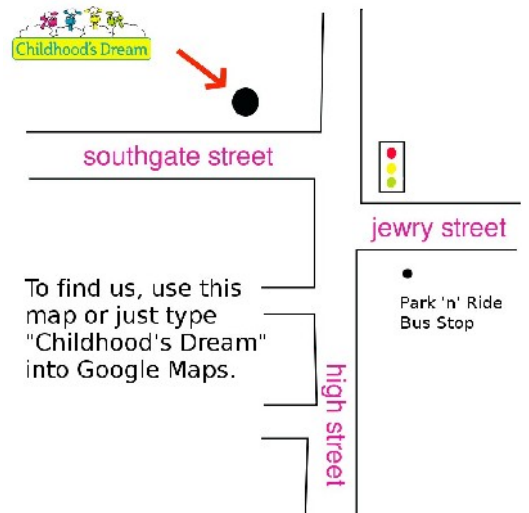
**Garden Fairy Set (£12.50)**

(T-shirt not included)



**Peg Leg Pirate (£25.00)**

Children love dressing up – here are just a few of the great dressing up outfits we stock. In our shop you will find a large range of outfits for ages ranging from 18 months to 8 years old, with even more styles on our website available direct from our supplier, Travis Designs.



To find us, use this map or just type "Childhood's Dream" into Google Maps.

### Opening Hours

10am to 5:30pm Monday to Friday

9:30am to 5:30pm Saturday

Closed Sunday

Childhood's Dream Ltd, Southgate Street,  
Winchester, SO23 9DT  
Tel: 01962 861953

[www.childhoodsdream.co.uk](http://www.childhoodsdream.co.uk)

### Crafty Kids Puppet Kits



Princesses, Pirates,  
Monsters, Animals and  
more

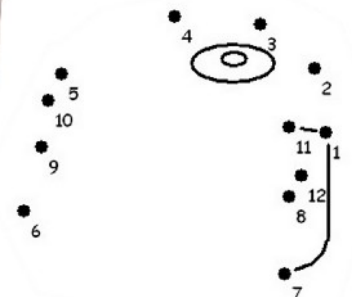
**£11.75**

*Includes  
brushes paints  
and glue*

**Over 1600  
different toys  
available in  
store and Online**

### A Puzzle to Try...

A piece of this cake is missing – why not join the dots and see if you can find it!



Haba have created a great range of soft playfood, made from velour. There are all kinds of tasty-looking foods to choose from: dainty petit-fours, scrumptious cakes, sandwiches and baguettes with lots of different fillings, a fried egg with metal shell... There's even a velour grilled chicken, with removable drumsticks and wings! All look very realistic, and are a great addition to any play shop or kitchen.

The cake you see here costs £10.95. The fried egg costs £3.95, and you can get a set of four Petit Fours for £5.

