



50th
Anniversary
FIFTY YEARS OF LEADERSHIP IN THE TOY INDUSTRY

TEA SETS

TEA SETS

RELIABLE TOY CO. LIMITED • TORONTO • MONTREAL • VANCOUVER

1970

Growing up with Reliable Toy

If you were born several years before 1920, you would have been in the First Generation.

That is, the first generation to be delighted from playing with the creations of Reliable Toy Co. It has been 50 years since Reliable was born in humble lodgings in Toronto.

Reliable grew with each succeeding Canadian generation to become the oldest and largest toymaker in Canada, a pioneer in every respect including quality and safety.

Reliable toys are found in more than 30 countries around the globe. We're big. But more important, we're totally Canadian owned. And 90 per cent of our toys are Canadian-designed.

As Reliable grew in its early years, headed by Alex Samuels, history was made. You're not likely to find it in cold history texts, but there's warm nostalgia in the hearts of many Canadians who remember . . . — 1922, Reliable's original "Mamma" doll that cried when turned on its back; followed in the Thirties by Shirley Temple, Snow White, and in 1949 Canada's own sweetheart on skates, Barbara Ann Scott and the CBC's Maggie Muggins.

A variety of Walt Disney characters followed in the 1950s, followed by Tammy and her wardrobe. In the past couple of years, however, one doll holds the title as the Most Popular in Canada — Reliable's original Doll'n Toter.

The grand champion Canadian toy that is recognized internationally is the world's first plastic pedal toy — the Reely Ride-em Tractor introduced in 1961, this Reliable original is popular to this day in advanced design.

There were many others of course, Reliable makes about 1,300 varieties of toys a year including an increasing number of educational models.

Reliable's pioneering in plastics after World War II brought a new safety feature into toys. Sharp edges and splinters were avoided and the toys didn't rust. In 1966, Alex Samuels died and an era ended. But his perseverance for quality and safety was carried on.

Reliable's safety consciousness has increased in the last few years under new president Mannie Grossman and the sons of Alex Samuels, Laurie and Herb, vice-presidents.

Important safety standards in manufacturing were urged by Grossman in 1969. The Canadian Government and the toy industry are working now to bring these about.

For Reliable's 50th Anniversary in 1970 we pledge continued and strengthened leadership in the design and manufacture of toys for Canadian children and those around the world.

Grandit avec Reliable Toy

Si vous étiez nés plusieurs années avant 1920, vous auriez appartenu à la Première Génération.

C'est la Première Génération qui eut le plaisir de jouer des créations de Reliable Toy Co. Cela faisait 50 ans que Reliable Toy était né dans un humble atelier de Toronto.

Reliable a grandi avec chaque Génération Canadienne pour devenir le plus ancien et le plus large fabricant de jouets au Canada; un pionnier en tout sens, incluant qualité et sécurité.

Les jouets Reliable sont trouvés dans plus de 30 pays autour du globe. Nous sommes grand. Mais plus important, nous sommes entièrement propriétaire Canadien. Et 90% des plans de nos jouets sont canadiens.

Comme Reliable a grandi dans ces années avec Alex Samuels en tête, l'histoire fut faite. Probablement, vous ne le trouverez pas dans les textes de l'histoire, mais il y a une chaude nostalgie dans les coeurs de plusieurs Canadiens qui se rappellent . . .

1922, l'original poupée "Mamma" qui criait quand on la tournait sur le dos; suivit dans les années 30, de Shirley Temple, Blanche Neige, et en 1949, la délicieuse Canadienne Barbara Ann Scott et Maggie Muggins à l'écran de votre télévision.

1950, une variété de personnages de Walt Disney, poursuivit par Tammy et sa garde-robe. Dans les quelques dernières années, cependant, une poupée tint le titre de la Plus Populaire au Canada — Porte-Poupée (Doll'n Toter).

Le premier jouet à pédale en plastic, reconnu internationalement dans le monde comme le grand Champion des jouets Canadiens — le tracteur "Reely Ride-em", introduit en 1961, ce jouet Reliable est populaire en ce jour dans la modernisation de son dessin.

Il y en avait plusieurs autres naturellement, Reliable fait environ 1,300 variétés de jouets annuellement, incluant un nombre augmentant de modèles éducatifs.

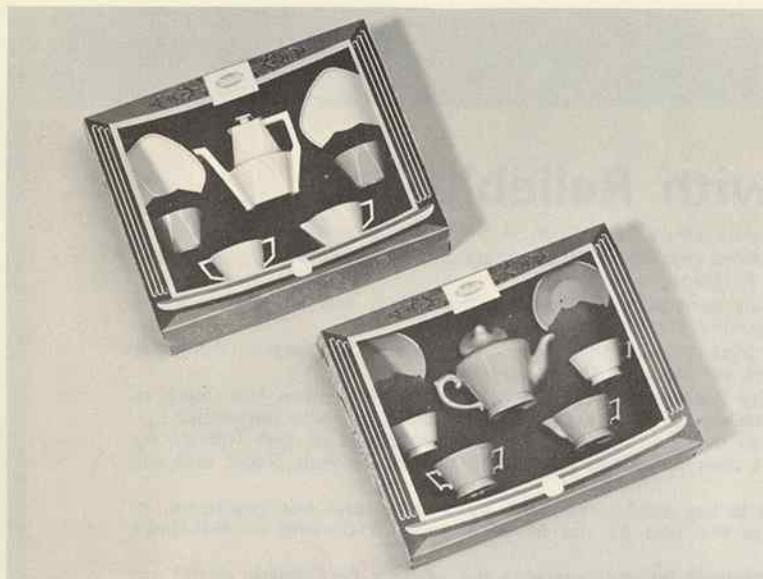
Après la 2ème guerre mondiale, les pionniers De Reliable ont apporté une nouvelle caractéristique dans les jouets de plastic. Les bords tranchants et les parties de bois furent enlever et les jouets ne rouillèrent pas. En 1966, Alex Samuels mourut et une époque se termina. Mais sa persévérance pour la qualité et la sécurité fut continuée.

Dans les quelques dernières années, la connaissance de sécurité de Reliable a augmenté, sous le nouveau Président Mannie Grossman et les fils d'Alex Samuels, Laurie et Herb, vice-présidents.

D'importants programmes de sécurité dans la fabrication furent apportés par Grossman en 1969. Le Gouvernement Canadien et l'industrie des jouets travaillent maintenant pour apporter ces choses.

Pour le 50ième anniversaire de Reliable en 1970, nous nous engageons à continuer et à élargir notre commandement dans le projet et l'industrie des jouets, pour les enfants du Canada et ceux autour du monde.

Reliable
MADE IN CANADA
Trade Mark

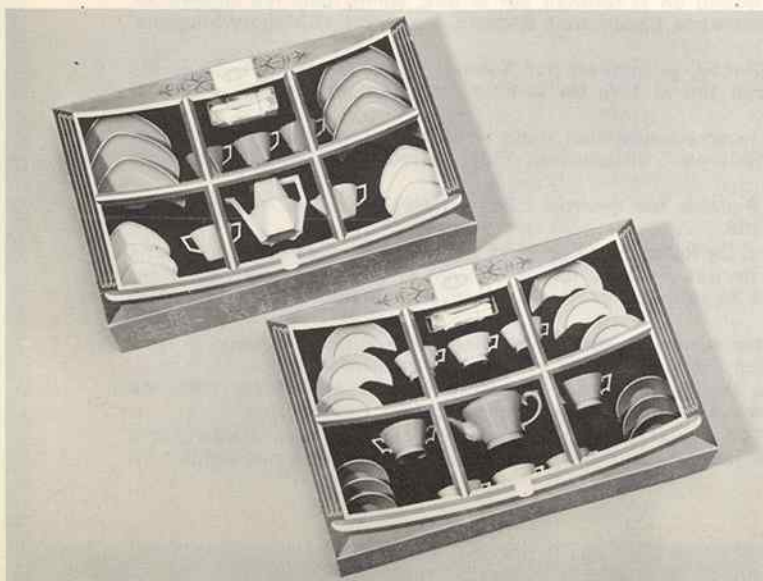
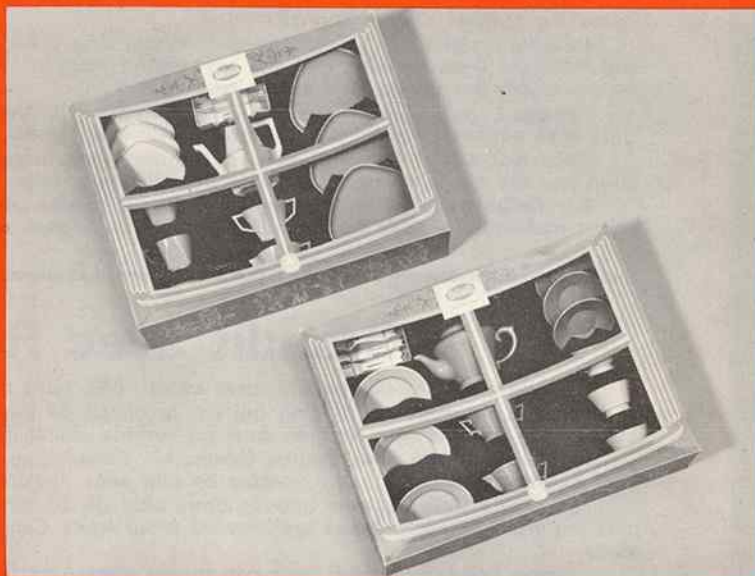


4013 — TEA SET ASSORTMENT

8 Pieces. Two Place Setting. Assortment consists of Square and Round design parts. Sets come in bright assorted colours. Each set Packed in Display Box. 24 per carton. Approximate weight — 14.4 lbs.

4025 — TEA SET ASSORTMENT

23 Pieces. Three Place Setting. Assorted designs and colours as 4013 Assortment. Each set packed in Display Box. 12 per carton. Approximate weight — 16.6 lbs.



4026 — TEA SET ASSORTMENT

41 Pieces. Six Place Setting. Assorted designs and colours as 4013 Assortment. Each set packed in Display Box. 6 per carton. Approximate weight 12.5 lbs.



Reliable

MADE IN CANADA

Trade Mark

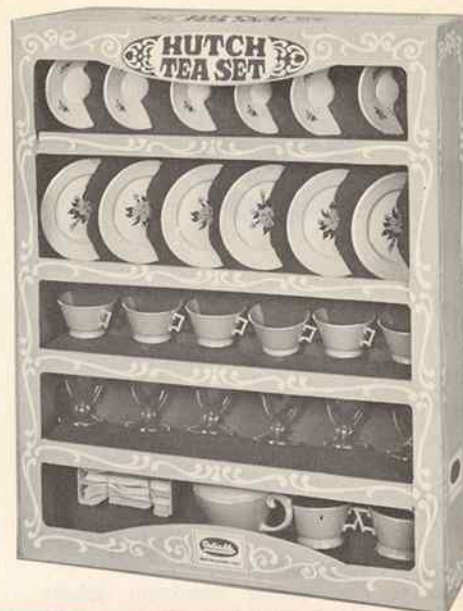


NEW



4046 — HUTCH TEA SET ASSORTMENT

47 Pieces. Six Place Setting. Round design and assorted printed patterns as 4055. Each set packed in a new Hutch Style Display Box, Shrink Wrapped, 6 per carton. Approximate weight — 13.0 lbs.



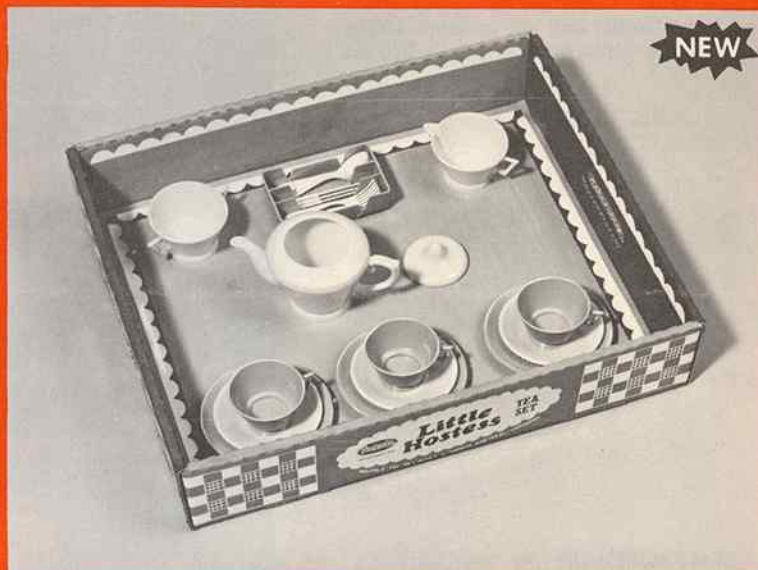
NEW

4045 — HUTCH TEA SET ASSORTMENT

33 Pieces. Four Place Setting. Round design parts, assorted in two printed patterns on Plates and Saucers. Each set packed in a new Hutch Style Display Box. Shrink Wrapped, 12 per carton. Approximate weight — 17.0 lbs.

4055 — TEA SET IN SERVING TRAY TYPE PACK

23 Pieces. Three Place Setting. Round design parts in bright assorted colours. Each set packed in a serving tray type box with blister, 12 per carton. Approximate weight — 18.0 lbs.



NEW



NEW

4056 — TEA SET IN SERVING TRAY TYPE PACK

41 Pieces. Six Place Setting. Round design parts in bright assorted colours. Each set packed in a serving tray type box with blister, 6 per carton. 14.0 lbs.

MADE IN CANADA
FABRIQUÉ AU CANADA

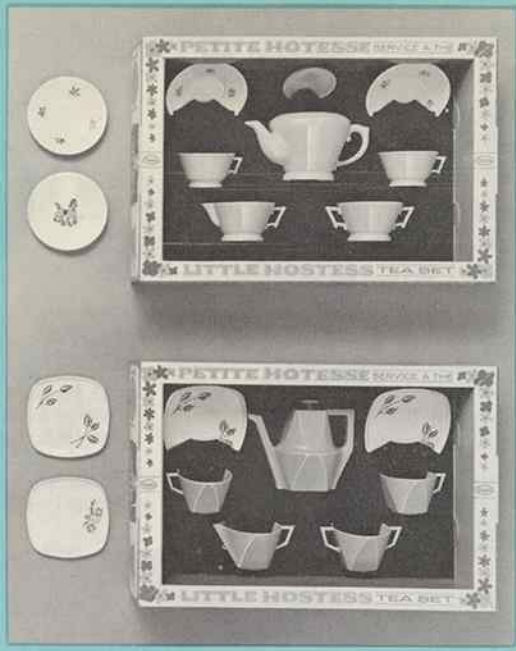
TEA SETS



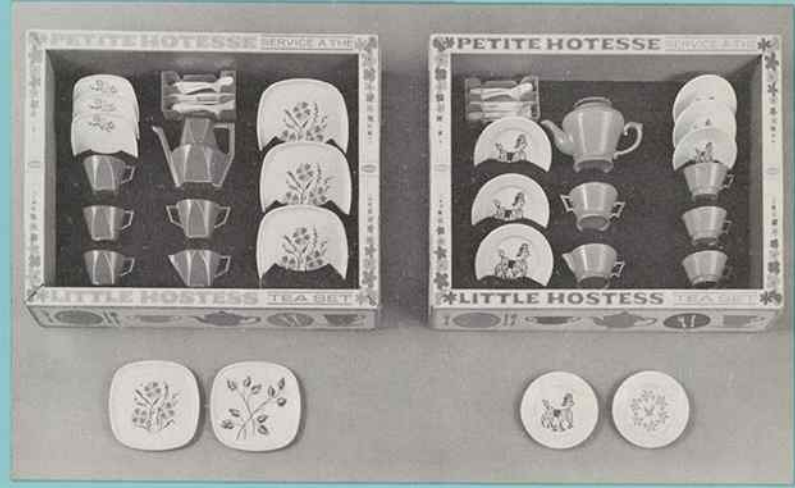
Reliable
MADE IN CANADA
Trade Mark

RELIABLE TOY CO. LIMITED
50th
ANNIVERSARY
Reliable
CANADA

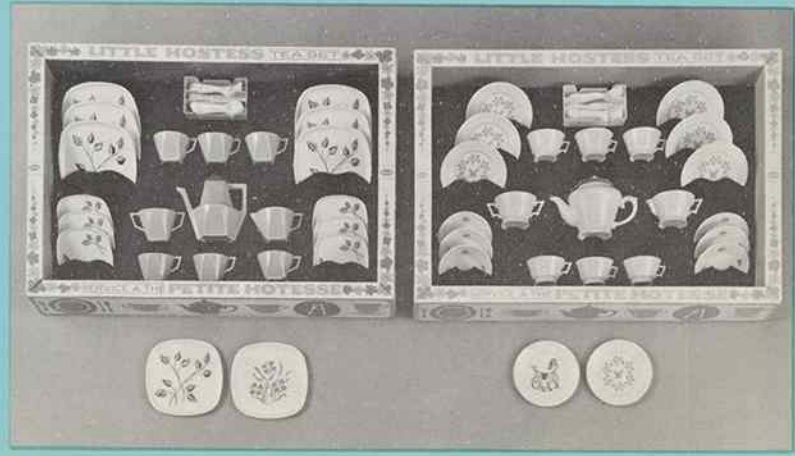
4081 — TEA SET ASSORTMENT
8 Pieces. Two Place Setting. Assortment includes Modern Square design printed in attractive three colour assorted patterns: Petite and Wildflower, Round Saucer design, Poodle and Springtime in delicate three colour motif. Each set in Shrink Display Box. 24 per carton. Approximate weight — 18.0 lbs.



4082 — TEA SET ASSORTMENT
23 Pieces. Three Place Setting. Patterns as 4081 Assortment. Each set in Shrink Display Box. 12 per carton. Approximate weight — 16.0 lbs.



4083 — TEA SET ASSORTMENT
41 Pieces. Six Place Setting. Patterns as 4081 Assortment. Each set in Shrink Display Box. 6 per carton. Approximate weight — 12.0 lbs.





ESTABLISHED 1920

RELIABLE TOY CO. LIMITED

TORONTO
258 CARLAW AVENUE
PHONE: (416) 465-7551

MONTREAL
PLACE BONAVENTURE
PHONE: (514) 866-1951

VANCOUVER
144 WEST HASTINGS
PHONE: (604) 685-1812