



RELIABLE

dolls

MADE IN CANADA

★ 20 YEARS OF SERVICE ★



THE SYMBOL OF QUALITY



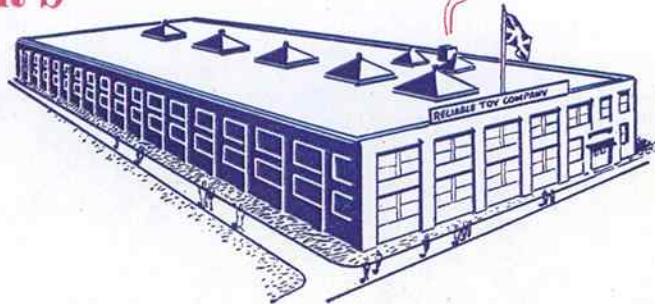
A SAGA OF PROGRESS — IN TWENTY

It is a far cry indeed from the one-roomed workshop where the first "*Reliable*" dolls were made, to the giant factory, with acres of sunlit floor space, which produces the "*Reliable*" dolls of today. There's a world of difference between the facilities and equipment with which two Samuel Brothers started in 1920 and the batteries of modern machines operated by an army of artisans in the Toronto factory of the *Reliable Toy Company*—the largest doll factory in the British Empire.

But one thing has never changed through these twenty years of progress. It is the basis on which the *Reliable Toy Company's* business was founded. The creed which guides its destiny. It is a steadfast resolve to give the most in value and quality that money can buy in the doll industry.

That is the simple secret which has built these two decades of progress. It is the principle which has inspired ceaseless research and development to make "*Reliable*" dolls more beautiful, more lifelike and a better money's worth each succeeding year. It is the policy which will continue to keep "*Reliable*" dolls to the fore—a greater value—a better buy for the money.

SHORT YEARS





At the "Reliable" factory limbs, heads and torsos are moulded in huge modern machines, compressed under a pressure of more than 5,000 pounds at 250 F. Following this "solid foundation" process, the various members of the "Reliable" body move to the dipping stage (above).



The natural, life-like expression on each "Reliable" doll's face is no accident. Skilled artists painstakingly create each feature. Here we see one of them putting that appealing look in a "Reliable" "baby's" eye.



A modern, high-speed production line of skilled girls dress "Reliable" dolls in the latest styles (above). Carload after carload leaves the "Reliable" Toronto factory for shipment to all parts of the world (below).



WHAT DOES OUR 20 YEARS OF EXPERIENCE MEAN TO YOU?

The most convincing proof that the "Reliable" way of making dolls is a good way, is the fact that critical, expert buyers throughout the British Empire and the world have placed their "O.K." on "Reliable" quality and value. Today, "Reliable" dolls are the popular playmates of children of almost every nation and every creed.

The "Reliable" technique is not the result of a "brain wave" on the part of an individual or group of individuals. It is the result of twenty years of experience . . . years of constant study into ways and means of making every "Reliable" doll give the utmost in attractive appearance and long-lasting satisfaction for the amount of money it costs.

When next you have occasion to examine and compare a "Reliable" doll . . . note its sturdy composition construction, its perfection of each small detail of finish and dress . . . and remember that its quality and value are backed by twenty years of making dolls the "RELIABLE WAY."



"RELIABLE" DOLLS ARE MADE IN CANADA

MAJOR DONALD DUCK — 831 — All composition body with moveable head and legs. Dressed in velvet cape with brass buttons. Wears a real plush hat with silk cord and pom pom. Height 9".

MEXICAN DONALD DUCK — 833 — All composition body with moveable head and legs. Has felt bolero and hat with large brim and tassels. Has striped blanket tucked under arm. Height 9".

SALLY ANN — 9201 — A better quality doll that cries and sleeps. Dressed in a variety of styles. Fancy shoes and socks. Has sewn foundation wig. Composition head, arms and legs. Stuffed body. Head will tilt and turn. In two sizes 17" to 20".

JOAN — 1012 — An all composition baby doll. Moveable head, arms and legs. Organdie dress and bonnet with panties to match. Some have moving eyes. In four sizes from 11" to 16".

CHUCKLES — 11166 — Similar to "Joan" but of better quality. All composition doll with moveable head, arms and legs. It has moving eyes with lashes and a sewn foundation wig. Dressed in baby clothes with baby shoes and socks. In three sizes from 14" to 20".

TOPSY — 1212 — The popular negro doll. Dressed in printed percale. Has pigtailed and earrings. All composition construction with moveable head, arms and legs. In two sizes 10" and 12".

TOPSY — 1316 — All composition negro doll with moveable head, arms and legs. White organdie dress and bonnet with red trimming. Lawn petticoat to match. In four sizes from 11" to 20". Some have three pigtailed and earrings instead of bonnet. Others have moving eyes and wear shoes.

"RELIABLE" DOLLS ARE ALMOST HUMAN



Mexican Donald Duck—833



Major Donald Duck
831



Sally Ann—9201



Chuckles—11166



Joan—1012



Topsy—1212





Babykins—1416



Toddles—2917



Peggy—04191



Cuddlekens—6201



Kenny-Tok—3323



Baby Marilyn—30176

BABYKINS—1416—Natural finish all composition baby doll with moveable head, arms and legs. Dressed in knitted shirt and flannel diaper. Has moving eyes and lashes. Wrapped in cellophane. In three sizes from 13" to 20".

TODDLES — 2917 — An all composition Toddler doll with moveable head, arms and legs. Toddles will stand alone. Dressed in a variety of styles of flocked dot organdie. Fancy laced shoes and socks. Moveable eyes and lashes. In three sizes from 14" to 20". Same type of doll available with sewn foundation wig and painted eyes. Also dressed in plain organdie.

PEGGY—04191—A low priced doll, dressed in printed percale, hair-bow to match, lawn panties, patent shoes and socks. Composition head and hands. Stuffed body and legs. Some with crying voices. In three sizes from 16" to 20".

CUDDLEKINS—6201—A fine quality doll with crying voice and moving eyes and lashes. Dressed in fancy organdie with lawn petticoat to match. Has rubber panties, baby shoes and socks. Composition head, arms and legs. Kapoc stuffed body. Head tilts and turns. In three sizes, 17" to 23". Cuddlekens is also available in long baby clothes, 17" and 20".

BABY MARILYN — 30176 — Similar to "Toddles" but of better quality throughout. Has sewn foundation wig. Smartly styled clothing of fine fabrics. In two sizes, 17" and 20".

KENNY-TOK — 3323 — A popular priced "dummy" doll with composition head and arms. Moveable jaw controlled from back. Stuffed body and legs. Attired in full dress, top hat and patent shoes. Size 23". Also obtainable in smaller size, without top hat.

"RELIABLE" DOLLS ARE HARD TO BREAK

WETUMS — 5011 — An all composition "drinking and wetting" doll with moveable head, arms and legs. Comes in attractive coloured display box complete with feeding bottle and nipple, layette of clothes, extra diapers, pins, etc. In two sizes, 11" and 14". The 14" doll has more clothes.

WETUMS — 5411 — An all composition "drinking and wetting" doll with moveable head, arms and legs. This model comes in a valise with display cover. Similar accessories to No. 5011. Layette is fastened on shelves at each side of valise. In two sizes, 11" and 14". The larger doll has more accessories.

DOPEY—2312—The Dopey Doll is a replica of Walt Disney's beloved character from "The Seven Dwarfs". It has a composition head, stuffed body, legs and arms. Dressed in doeskin coat and hat. Broadcloth pants. In two sizes, 12" and 20". Larger size has moveable jaw and composition hands. (Permission Walt Disney.)

BETTY CO-ED—6018—A new and popular "Teen Age" doll, dressed in a variety of styles. It has the cute clothes and svelte figure of a teen age girl. Will stand alone. Moving eyes and eyelashes. All composition moveable head, arms and legs. Shoes and socks. Excellent quality. In one size, 18".



Wetums—5011



Wetums—5411



Dopey—2312



Betty Co-Ed—6018

"RELIABLE" DOLLS ARE HARD TO BEAT



Gloria—2251



Baby Tootsie (Infant)—3213



Baby Tootsie—3231



Gloria—8223



Baby Bubbles—7221



Baby Bubbles—7225

GLORIA—2251—A popular priced doll with crying voice. Organdie dress with bonnet and panties to match. Patent shoes and socks. Composition head and arms. Stuffed body and legs. Some have wigs and moving eyes. In four sizes from 18" to 27".

BABY TOOTSIE (Infant)—3213—A baby doll in a long white organdie dress and bonnet with pastel trimming. Petticoat to match. Baby Tootsie has moving eyes and lashes, composition head and arms with stuffed body and legs. In three sizes from 14" to 21".

BABY TOOTSIE—3231—A baby doll at a popular price. Dressed in organdie with bonnet and panties to match. Baby shoes and socks. Crying voice. Composition head and arms. Stuffed body and legs. In five sizes from 15" to 25".

GLORIA—8223—A moderate-price doll, dressed in organdy with bonnet and panty to match, patent shoes and socks. Composition head and arms, stuffed body and legs. Moving eyes and lashes, mohair wig. Jointed arms and legs. In three sizes, 18" to 26".

BABY BUBBLES—7221—A popular priced doll with crying voice and moving eyes with lashes. Organdie dress and bonnet, with lawn petticoat to match. Rubber panties, baby shoes and socks. Composition head, arms, legs. Stuffed body. In three sizes from 17" to 25".

BABY BUBBLES—7225—Same doll as 7221 but dressed in chinchilla coat and bonnet, with Swansdown trim. In two sizes, 17" and 22".

**"RELIABLE" DOLLS ARE DRESSED IN
NEWEST STYLES**



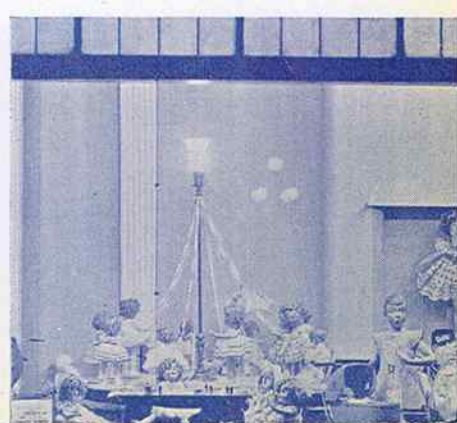
IN STORE WINDOWS THROUGHOUT THE EMPIRE

"Reliable" Dolls

ARE FEATURED!



Empire merchandisers capitalize on the public interest in *"Reliable" dolls*, build traffic-stopping displays around them: A few examples: *"Reliable" Shirley Temple* stars in a unique wedding ceremony (above). This *"Reliable" Snow White* display (left, centre) appeared concurrently with Walt Disney's famous colour cartoon film. *"Reliable" dolls* in an appealing breakfast-room scene (lower left); excellent displays of *"Reliable" dolls* on parade (below, centre); and a nursery filled with *"Reliable" dolls* (below, right) attracts sales-making attention.



TWENTY YEARS' EXPERIENCE BUILDS "RELIABLE" DOLLS



S. F. Samuels, Managing Director and Sales Supervisor (above, left) and A. Samuels, Director of Production and Factory Manager of the *Reliable Toy Company*, two brothers who, today, head up the largest doll manufacturing organization in Canada and the British Empire.

Glance around the modern showroom (left) where indirect lighting and clever display show off more than 300 types of "Reliable" dolls in all their natural charm and beauty.



At the home of "Reliable" dolls (centre) employment is given to hundreds of skilled workers . . . the most up-to-date method and equipment speeds production of fine quality dolls *THE "RELIABLE" WAY*.



Notice the attractive exhibit (lower) of "Reliable" dolls at the British Industries Fair. Each year, world buyers visit this exhibit to see the newest and finest products of the skill and research of "Reliable" dollmakers.

"RELIABLE" DOLLS ARE BRITISH EMPIRE PRODUCTS

LOOK FOR

THIS

GOLD SEAL

OF

QUALITY

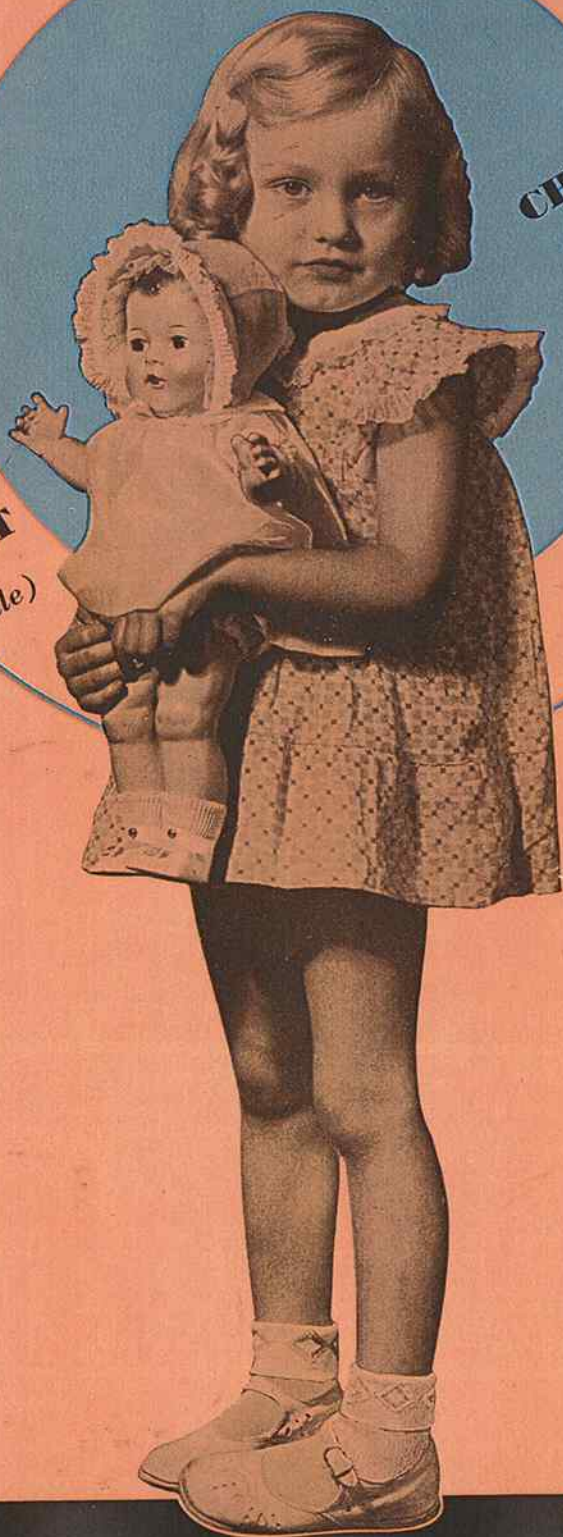


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You.
DO NOT CUT



**CHOOSES CANADA'S
LOVELIEST DOLLS**

**CANADA'S LOVELIEST
CHILD (Eva Marlene Heddle)**



**EVERY LITTLE GIRL WANTS
*A "Reliable" Doll***