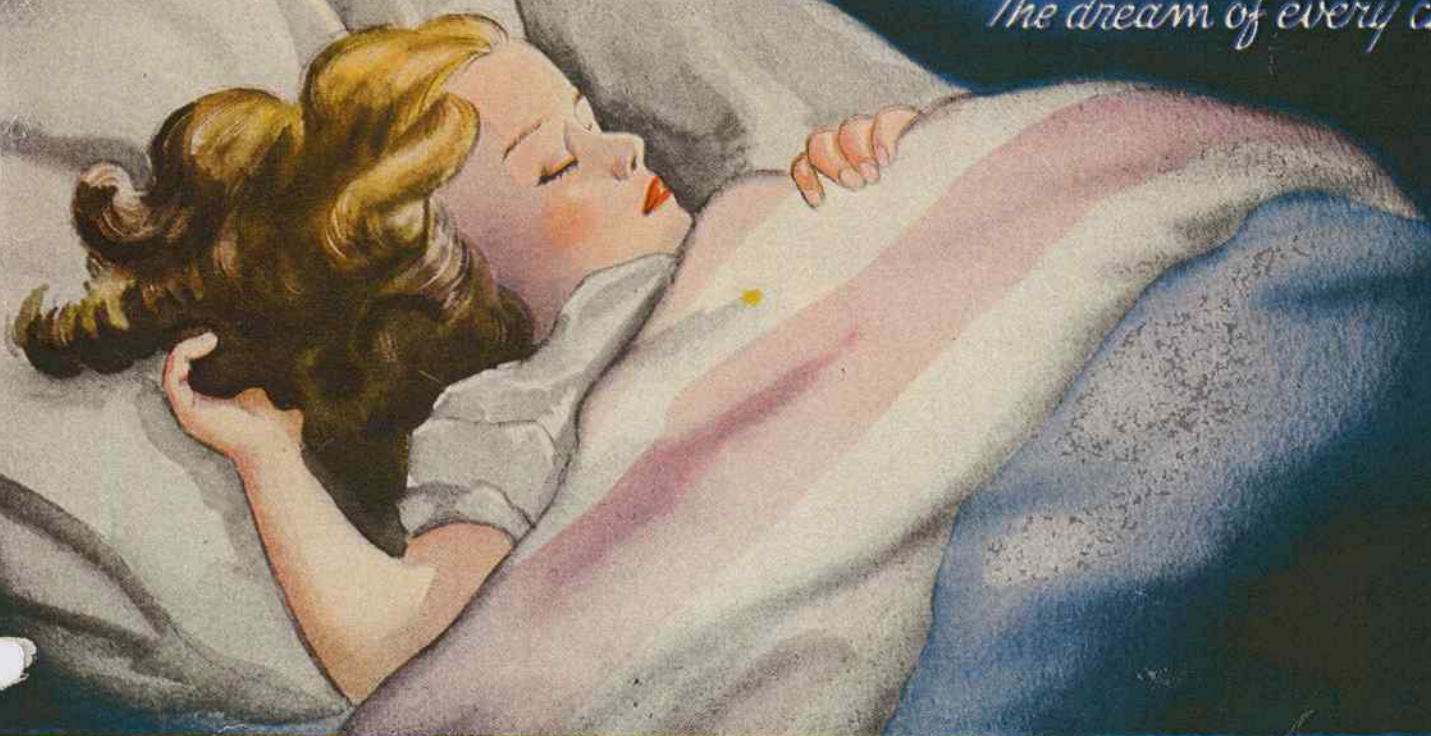


1948



A 'RELIABLE' DOLL ...
The dream of every child



RELIABLE TOY CO., LIMITED

MAKERS OF RELIABLE DOLLS AND PLUSH TOY ANIMALS

258 CARLAW AVE.

"Reliable"
MADE IN CANADA

... is much more than the name of a company. It is a statement of the policy which has endured through the years and won a host of friends all over the world. Where the name "Reliable" appears you can be sure of reliable quality. For example, "Reliable" dolls, introduced in 1920, have made their way into the hearts of children everywhere. There are more "Reliable" dolls sold in the British Commonwealth than any other make.

This record was not made by chance. It is an outgrowth of a tradition of careful craftsmanship maintained through the years. This quality has been recognized by retailers and by customers alike. "Reliable" pledges that, in the future as in the past, it will continue to carry on a policy proved trustworthy by time.

It is our pride and our intention that "Quality second to none" shall continue to be our guiding principle, and it is our hope that we shall be able to serve you well in months to come.

S. FRANK SAMUELS
President

ALEX. SAMUELS
Vice-President

RELIABLE TOY CO., LIMITED

Manufacturers of Reliable Dolls and Plush Toy Animals

RELIABLE PLASTICS CO., LIMITED

Manufacturers of Reliable Plastic Products

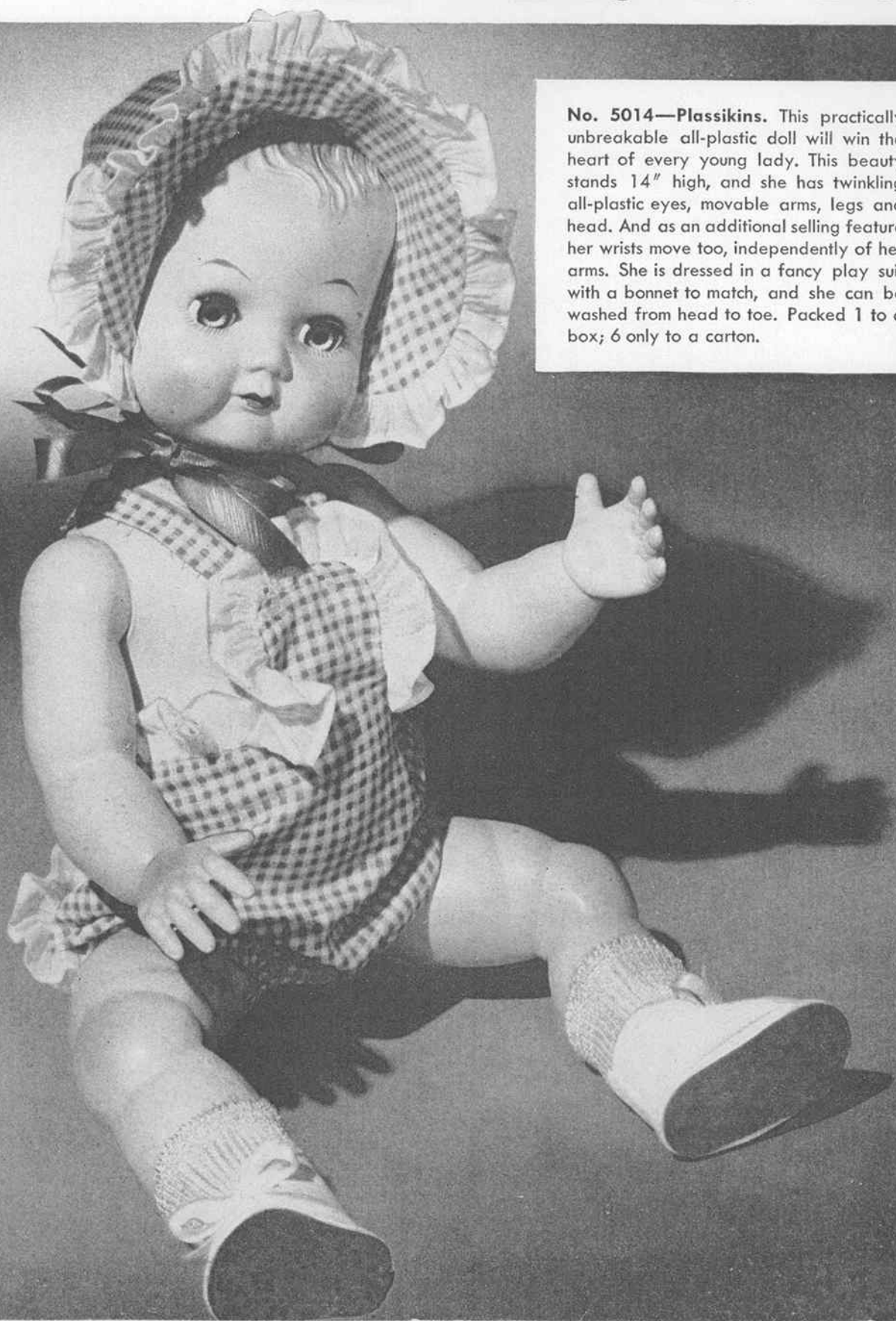
258 CARLAW AVENUE, TORONTO 8, CANADA

CAT. T 102, 3/48

"Reliable" Plassikins

MADE IN CANADA

ALL PLASTIC DOLL



No. 5014—Plassikins. This practically unbreakable all-plastic doll will win the heart of every young lady. This beauty stands 14" high, and she has twinkling all-plastic eyes, movable arms, legs and head. And as an additional selling feature her wrists move too, independently of her arms. She is dressed in a fancy play suit with a bonnet to match, and she can be washed from head to toe. Packed 1 to a box; 6 only to a carton.

RELIABLE *Knockabouts*

If you want a lovable personality in a doll—choose KNOCKABOUT. Children's affection for this doll has a quality that lasts. Composition head and arms, wood wool stuffed body and legs. Painted eyes and hair. Outfitted in print dress, shoes and socks. **No. 0241** is 24" size. Assorted colours. Packed 2 doz. to a carton.



GLORIA. Exquisitely dressed from head to toe—rich broadcloth dress with panties, bonnet to match, and dainty shoes and socks. Composition head, arms and legs with wood wool stuffed body. Moving eyes with lashes and soft wig. **No. 04183** is 18" size. Packed 2 doz. to a carton. Comes in assorted colours.



BABY TOOTSIE. With Long Dress, this tot wins admirers instantly. Flashing moving eyes and lovely lashes. Composition head and arms and painted hair. She cries. Wood wool stuffed body. Wears adorable long white dress, bonnet and petticoat. **No. 2165** is 16" size and packed 2 doz. to a carton.

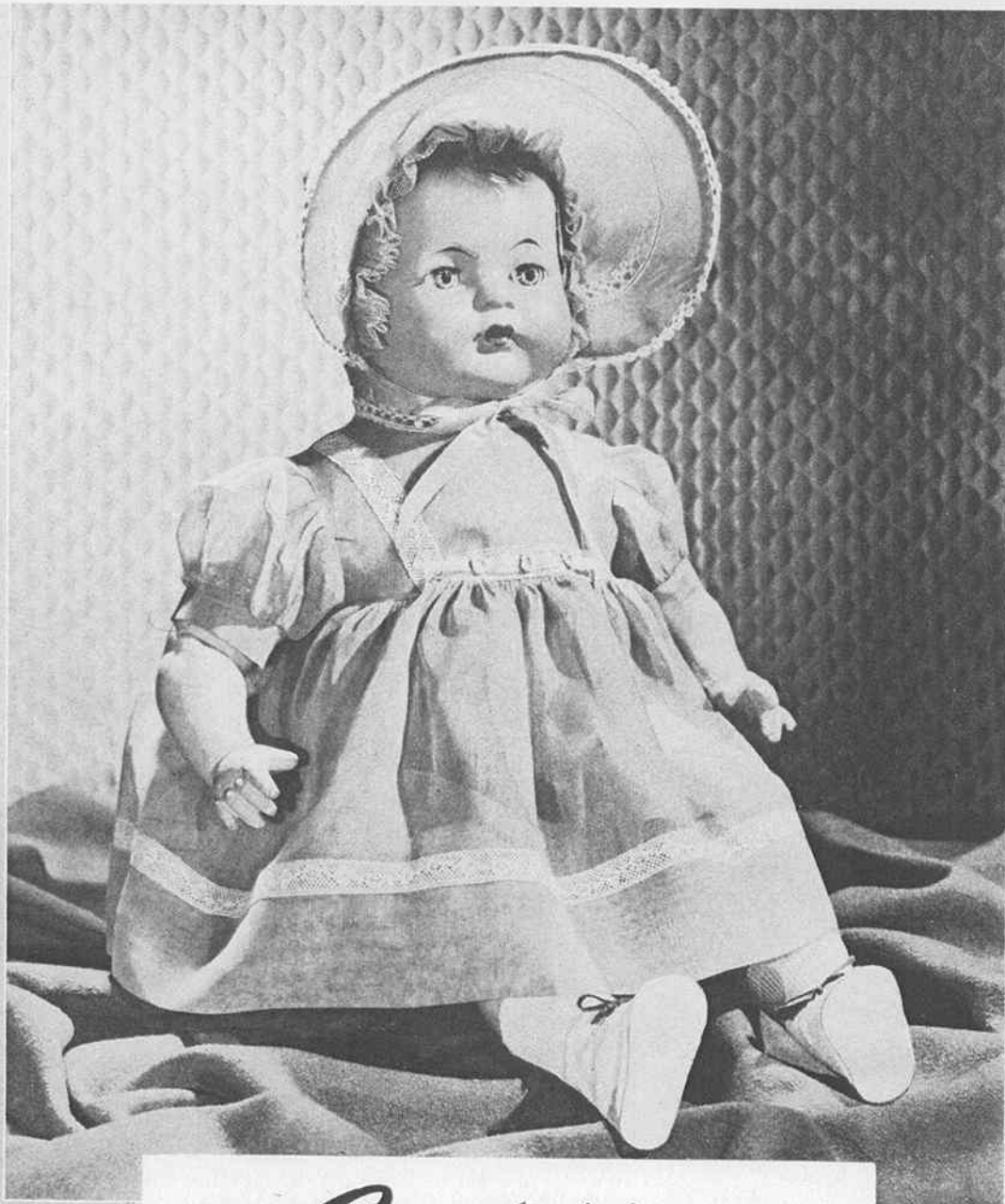
"PEGGY" Hair Bow Doll. This pert little girl wins hearts. Her dainty print dress and hair bow to match are a picture. Composition head and arms, also shoes and socks with cryer. Wood wool stuffed body and legs. Painted eyes and hair. Assorted colours. **No. 3191**—19" size. Packed 2 doz. to a carton.

This doll is also available without a voice, with socks and tie strings on legs. **No. 0319**



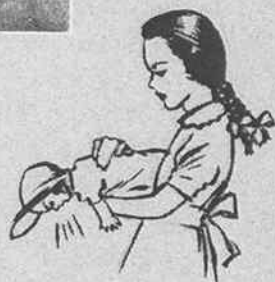
BABY TOOTSIE. Here's a baby doll with a winning personality. Baby Tootsie has hard-to-break composition head and arms, painted eyes and hair. Wood wool stuffed body, realistic crying voice. Clad in print dress and bonnet, shoes and socks. Assorted colours. **No. 2201**—20" size. Packed 2 doz. to a carton.





Cuddles

This lovable baby brings lots of oohs and aahs. She's packed with value from head to toe. Composition head, arms and movable legs, moving eyes with lashes. Extra soft stuffed body. Cries just like a real baby. Adorably outfitted in frilly organdie dress and bonnet, petticoat, and rubber panties, also shoes and socks. Assorted colours. No. 5231 is 23" size. Individually boxed $\frac{1}{2}$ doz. to a carton.

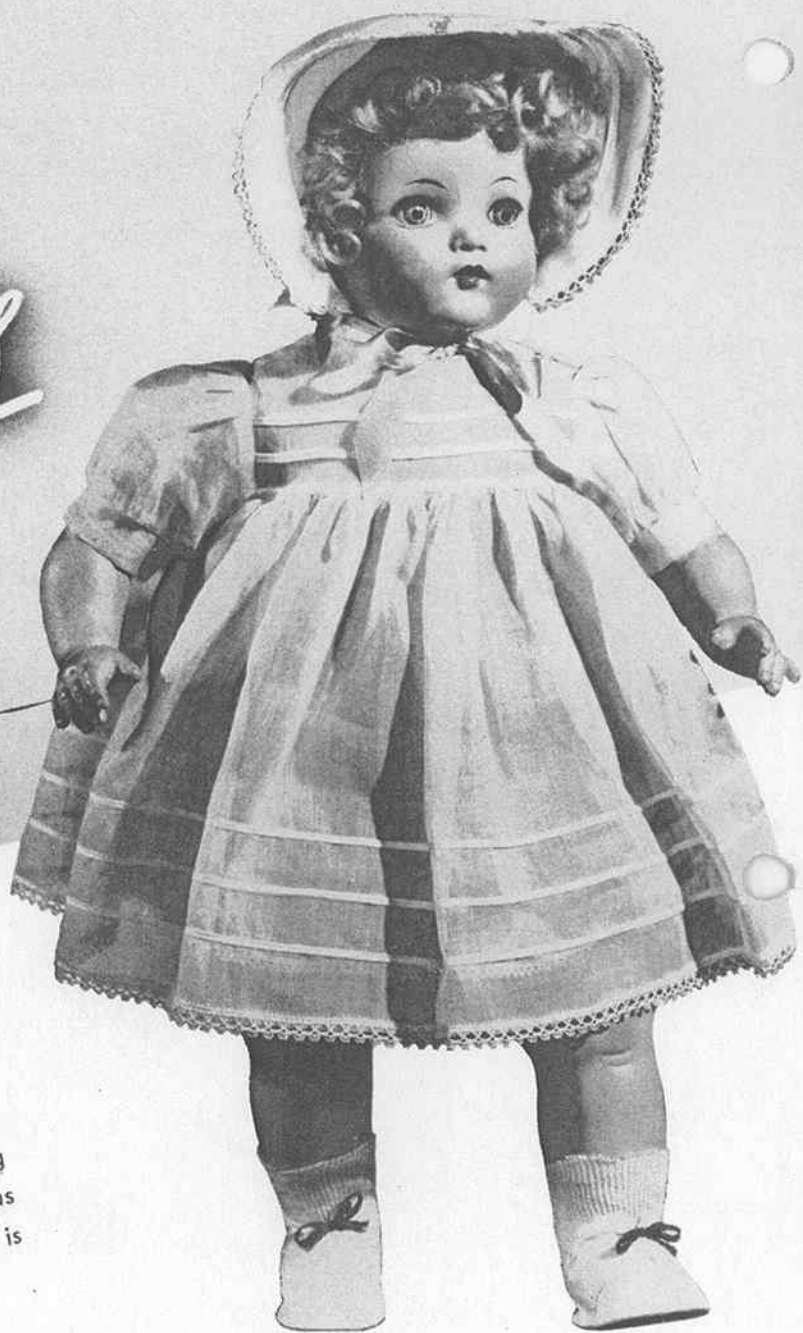


CUDDLES—No. 5171. As cuddly and appealing, this sweetheart is created to the same specifications as No. 5231. Size 17". Individually boxed 1 doz. to a carton.

CUDDLES—No. 5201. same specifications as No. 5231. Same quality, charm and dancing eyes to delight little girls. These little beauties are all sold at popular prices. She's 20" size. Individually boxed 1 doz. to a carton.

CUDDLES—No. 5251, fourth member of this family is a duplicate of her three popular baby sisters in dress and construction. Movable arms. Size 25". Individually boxed $\frac{1}{2}$ doz. to a carton.

Baby Precious



A baby doll of high quality—yet sold at popular prices. She has hard-to-break composition head, arms and legs with extra soft stuffed body. Lifelike hair and moving eyes with lashes and beautifully made organdie dress and bonnet, petticoat, crying voice and rubber panties add to her charm. Has shoes and socks to complete ensemble. **No. 6243** is 24" size. Individually boxed 6 to a carton.

BABY PRECIOUS—No. 6193 has all the same appealing, sales-making features as No. 6243. Any little mother will bestow a world of affection on this realistic baby. She's 19" size. Individually boxed. Packed 1 doz. to a carton.

BABY PRECIOUS — No. 6163. Here's baby sister number three. She has all the adorable, attractive qualities her sisters have. Identical except for size—16". Individually boxed. Packed 1 doz. to a carton.

Baby Lovums



This dainty little girl has an appeal all her own. She has darling composition baby head, arms and legs with de luxe finish and soft stuffed body. Lovely moving eyes with lashes and painted hair. Has realistic crying voice. Her adorable dress and bonnet are organdie. Also rubber panties, petticoat, shoes and socks. **No. 7241** is 24" size. Individually boxed $\frac{1}{2}$ doz. to a carton.

BABY LOVUMS—No. 7191 is an adorable, bright-eyed little girl with the same features as No. 7241. Her dainty dress and sweet dimpled chin make her quite irresistible. She's 19" size. Individually boxed $\frac{1}{2}$ doz. to a carton.

BABY LOVUMS—No. 7161 is the tiny girl of this group. She's constructed and dressed the same as No. 7241. For all-round appeal this little baby doll has everything. Is 16" size and individually boxed 1 doz. to a carton.



Baby Lovums

Our gorgeous glamour doll is the envy of every little girl. Lovums is the star in any company. She has composition head, baby arms and legs with de luxe finish. Soft stuffed body and mohair sewn wig. Moving eyes under long, graceful lashes. She cries. Daintily clothed in organdie dress and bonnet, petticoat, rubber panties, with shoes and socks. No. 7243 is 24" size. Individually boxed 6 to a carton.

BABY LOVUMS—
No. 7193. Here's the same glamorous Lovums as No. 7243 only in 19" size. She's dressed in the same beautifully made clothes and just as appealing. Individually boxed 6 to a carton.

BABY LOVUMS—
No. 7163. Here's the baby of the Lovums family. Just as adorable as her two bigger sisters this 16" size beauty is irresistible. Outfitted the same as No. 7243. Individually boxed 12 to a carton.

Baby Lovums



This chubby baby is dressed in her Sunday best. Composition baby arms and legs and head with de luxe finish, soft stuffed body. Moving eyes with lashes and painted hair—cries. Under matching Rayon Coat and Bonnet she is exquisitely clothed in organdie dress, shoes and socks, rubber panties and petticoat. **No. 7247** is 24" size. Individually boxed $\frac{1}{2}$ doz. to a carton.

BABY LOVUMS—No. 7167 with Rayon Coat and Bonnet. Neat as a pin, this dainty tiny tot has all the same features as No. 7247. Matching Rayon Coat, Bonnet and all. She is 16" size, individually boxed 1 doz. to a carton.

BABY LOVUMS—No. 7197 with Rayon Coat and Bonnet. Little sister of No. 7247 with identical construction and clothes. This baby girl is so lifelike you expect her to laugh and coo. You can't withstand her charm. Is 19" size. Individually boxed $\frac{1}{2}$ doz. to a carton.



BABY BUBBLES. A beauty, has composition head, arms, legs and soft stuffed body. Moving eyes with lashes and painted hair. Cries like a real baby. Dainty print dress, bonnet, panties and tiny shoes and socks. Assorted colours. **No. 9161**—16" size. Packed 2 doz. to a carton.

BABY BUBBLES



CHUBBY—No. 9166 is a doll that every little girl will love and will stand plenty of rough play. Has a composition head, arms and legs—her eyes move with eyelashes and her hair is washable. She is 16 inches high and has a crying voice, and she is dressed in broadcloth rompers and cap, shoes and socks. Packed 1 to a box. 1 doz. to a carton.



Bubbles is as cute as a button. Beautifully made eiderdown coat, bonnet and muff.* Has composition head and captivating baby arms and legs. Extra soft stuffed body. Lifelike crying voice. Moving eyes with lashes and painted hair. Wears organ-die dress, panties, shoes and socks. Assorted colours. **No. 9227** is 22" size. Packed 1 to a box—1 doz. to a carton.

*Muff will be included as soon as possible.

Rosalyn

No. 10185—Another beautifully gowned "Reliable" Teen-Age Doll. This lifelike sweetheart for young girls wears dress with matching hat. Comes in assorted colours. All composition body with movable head, arms and legs. Her lifelike eyes move and are enhanced by beautiful long lashes. She has a sewn wig, shoes and rayon socks. Size 18". Packed 1 to a box and 1 doz. to a carton.

ROSALYN—No. 10165 is the charming little sister of No. 10185 with same specifications except she is 16" size. Individually boxed 1 doz. to a carton.



Sally Ann

Here's a big girl whose winning beauty and lovely clothes make her a great favourite. She's all composition with movable head, arms and legs. Moving eyes with lashes and lustrous sewn wig. Has gorgeous assorted dresses with matching bonnets, petticoat, shoes and socks. Comes in assorted colours. No. 11251 is 25" size. Individually boxed $\frac{1}{2}$ doz. to a carton.



SALLY ANN—No. 11181 same attractive doll as No. 11251. 18" size. Individually boxed 1 doz. to a carton.

SALLY ANN—No. 11221 is same in construction and dress as No. 11251 except for 22" size. Individually boxed $\frac{1}{2}$ doz. to a carton.

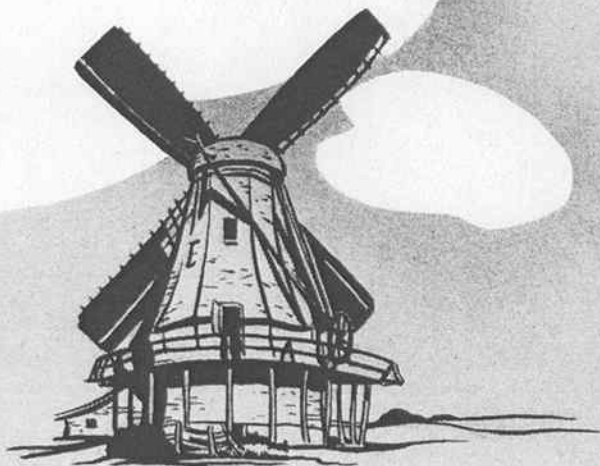
SALLY ANN—No. 11161 smallest member of the Sally Ann family is just as appealing as the others. Identical to No. 11251. Is 16" size. Individually boxed 1 doz. to a carton.

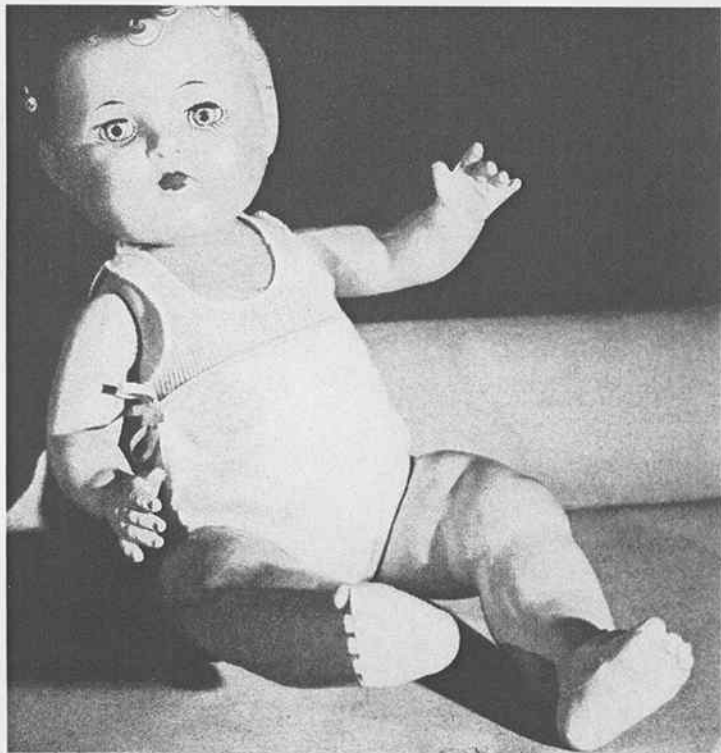


Pigtails

This quaint little girl is as lovable as can be. All composition—with movable head, arms and legs. Moving eyes with lashes and cute braided wig with hair bows. Wears charming print dress with organdie pinafore, petticoat, shoes and socks. Comes in assorted colours. No. 11184 is 18" size. Individually boxed 1 doz. to a carton.

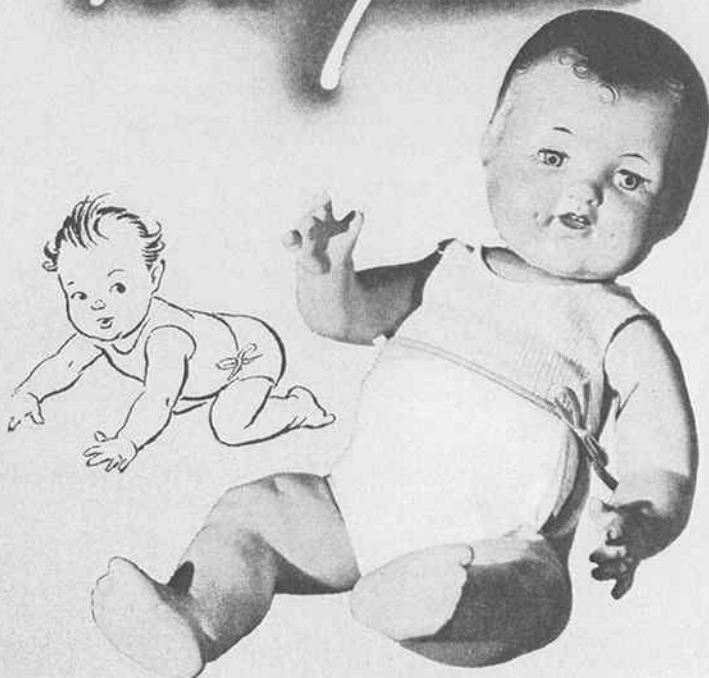
PIGTAILS—No. 11164 has the same endearing qualities as her bigger sister. Identical in construction and dress to No. 11184. Size 16". Individually boxed 1 doz. to a carton.





Here's a delightful baby doll that's a happy armful. She promises hours on end of joyful make-believe. All composition with movable head, arms and legs. Moving eyes with lashes and painted hair. Wears flannel panties and darling knitted shirt. No. 1220—20" size. Individually boxed $\frac{1}{2}$ doz. to a carton.

Babykins



BABYKINS—No. 1217. Same construction, dress and quality as No. 1220. Size 17". Individually boxed 1 doz. to a carton.



TOPSY . . . No. 1417. A lovable pickaninny baby doll with an impish personality. A prime favourite with little girls everywhere. Is all composition with movable head, arms and legs. Painted eyes and hair. Dressed in flannel panties and knitted shirt. Size 17". Individually boxed 1 doz. to a carton.

CHUCKLES. "She's beautiful—she's sweet", say little girls everywhere. And so she is. All composition with movable head, arms and legs. Lovely moving eyes with lashes and attractive wig. Charmingly clothed in organdie dress and bonnet, print pinafore, petticoat, shoes and socks. Comes in assorted colours. No. 1320 is 20" size. Individually boxed $\frac{1}{2}$ doz. to a carton.



Topsy Doll is supplied in a 14" size. No. 1414 packed 1 to a box. 2 doz. to a carton.

Joan DOLLS



No. 1509—Here's a beautiful all-composition doll with diaper that has movable arms and legs. She's $9\frac{1}{2}$ " high and packed 3 doz. to a carton.



No. 1512—Same specifications as No. 1509, except she is $11\frac{1}{2}$ " in height. Packed 3 doz. to a carton.



No. 18131—Baby Jean. This dainty doll is a sure hit with all "little people" to be cherished forever. All composition with movable arms and legs and has assorted dress. Panties are attached and there are matching bonnet, shoes and socks. Size 13". Packed 1 to a display box, 2 doz. to a carton.



No. 18083—Standing Doll. A winner in every way, this darling baby doll is a real value. All composition with movable arms. Her outfit includes a beautiful print dress with matching tam. Her wig has a perfect wave and her shoes and socks are painted. Size 8". Packed each in a box with 3 doz. to a carton.

WETUMS

Made in Canada

**THE ENVY OF
EVERY LITTLE
MOTHER...**

What little girl can resist the cute appeal of Wetums . . . the doll that not only looks natural . . . but acts like a real baby; she drinks, then wets.
The Wetums doll has features that are found in no other Doll. Wetums is all composition with movable head, arms and legs. She drinks from a bottle with a nipple then wets. This adorable doll is dressed in cute shirt and panties. When a little girl sees Wetums she will want her immediately.



Wetums is indeed an outstanding addition to the "Reliable" nursery of world-famous dolls.

Wetums, the wonder doll, comes in three different sizes.

No. 01617—Size 17" Wetums. With feeding bottle, shirt and panties. All composition doll with wetting feature. Movable head, arms and legs. Each in an attractive colourful display box. 1 doz. to a carton.

No. 01614—Size 14" Wetums. Same description as No. 01617. Packed each in a 2-colour display box. 1 doz. to a carton.

No. 01612—Size 12" Wetums. Same description as No. 01617 except head does not move. Packed each in colourful box. 3 doz. to a carton.





Scotch LADS and LASSIES

SCOTCH LASSIE. This wee Scotch lassie soon wins her way into your heart. She's pert and captivating. Is all composition with movable head, arms and legs. Moving eyes with lashes and sewn wig. Jauntily dressed in Scotch costume—plaid skirt, coat and tam, shoes and socks. Comes in assorted colours. **No. 1918** is 18" size. Individually boxed 1 doz. to a carton.

SCOTCH LASSIE—No. 1916 matches her larger sister's charm and is identical to No. 1918. Is 16" size. Individually boxed 1 doz. to a carton.



SCOTCH LADDIE. A real highlander from his head to his tiny toes, this little boy is adorable. All composition with movable arms and legs, painted eyes and hair. Dressed in plaid skirt, jacket and cap, shorts, shoes and socks. Comes in assorted colours. **No. 18139** is 13" size. Packed 1 to a 4-colour display box, 2 doz. to a carton.



H I A W A T H A

Here's a novelty doll that's as cute as can be. Our little Hiawatha is all composition with movable arms and legs. Painted eyes and braided black wig. Dressed in Indian costume with moccasins. Comes in assorted colours. **No. 18138**—13" size. Packed 1 to a 4-colour display box, 2 doz. to a carton.

Toddles



This dainty miss is a sure hit. She's a beauty from head to toe. All composition with movable head, arms and legs. Has moving eyes with lashes and pointed hair. Clothed in stunning percale dress and bonnet, Petticoat, shoes and socks. Comes in assorted colours. **No. 2120**—20" size. Individually boxed 1 doz. to a carton.

TODDLES—No. 2117 has all the same winning features of construction and dress as No. 2120. She's identical except for 17" size. Individually boxed 1 doz. to a carton.

TODDLES—No. 2114. Description as 2120. Size 14". Packed 1 to a box, 1 doz. to a carton.



Baby Marilyn



A winner in every way, this darling baby doll is value plus. She's all composition with movable head, arms and legs. Has beautiful moving eyes with lashes and sewn wig. Outfit includes rich broadcloth dress and bonnet, petticoat, shoes and socks with a lady-of-quality air about them. Comes in assorted colours. **No. 2220** is 20" size. Individually boxed 1 doz. to a carton.

BABY MARILYN—No. 2214. Just as charming—just as appealing. In fact, just the same in every way as No. 2220. Size 14". Individually boxed 1 doz. to a carton.

No. 2217—Description as No. 2220. Packed 1 to a box, 1 doz. to a carton. Size 17".

Infants Dolls



No. 3917—Sleepy Head. A cuddly armful is this lovable sleeping doll. Its soft stuffed body and impish hand-painted masque face make it an instant favourite with youngsters. She has wool hair and percale body. Comes in assorted colours. No. 3917—size 17". Packed 1 doz. to a carton.



No. 3814—Here is a doll that all but makes a nursery rhyme come to life. Little Miss Muffet (No. 3814) is 14" high. Her soft cotton stuffing, poke bonnet, masque face and print body will outlast many other playthings. Packed 2 doz. to a carton.



BABY BUNTING. A darling baby girl—just chock-full of value—beautiful yet popular priced. Baby Bunting has composition head and arms, extra soft stuffed body and legs. Dancing eyes that move, with lashes and painted hair. Daintily dressed in fresh print dress and bonnet, petticoat and shoes and socks. **No. 29141**—14" size. Comes in assorted colours. Packed 2 doz. to a carton.

No. 8222—All the world loves this playful Panda. These white-faced, cuddly Panda Bears are just waiting to be loved and petted. Both young and old are charmed by their appeal and adopt these toy Pandas and take them into their hearts. They are a real fun-maker in every home.

This cotton-stuffed all-plush 20" daddy Panda No. 8222 has rolling eyes and a plastic nose. His tail squeaks pleasurably. A ribbon bow adorns his neck and his sewn mouth gives him the real Asiatic Panda look. Packed 1/2 doz. to a carton.



PANDA BEARS



No. 8214—This playful, mischievous fellow is all set to steal the affection of every little boy and girl in the neighbourhood. Parents are won over by this swell fellow too.

Accurately reproduced from a real Asiatic Panda, he has cotton stuffing and all plush body with rolling eyes, squeaks and has a plastic nose. He is **No. 8214** and 13" tall. Packed 1 doz. to a carton.

No. 8212—This is little Baby Panda, only 11" high but just as roly-poly and friendly as his brothers, and with all their appeal . . . The same roving eyes, bow ribbon, sewn mouth and plastic nose, it also squeaks. Packed 1 doz. to a carton.



No. 8217—Big Brother Panda Bear is just like his daddy in every detail. He is 15" of friendliness with rolling eyes and has a squeaky voice. Packed 1/2 doz. to a carton.

Animals



No. 8422—Roly-Poly Honey Bears are cute, cuddly—a winsome appealing toy for every child. Designed to win a child's heart on sight. All plush and cotton stuffed, these honey bears have mischievous eyes that roll with every movement, a squeaky voice, ribbon bow and sewn mouth. No. 8422 is 20" size and packed ½ doz. to a carton.

HONEY BEARS



No. 8417—HONEY BEAR. A friendly dandy fellow with a gleam in his rolling eyes. He is identical in construction with the same plush body and cotton stuffing as No. 8422. As durable as he is appealing. Size 15". Packed ½ doz. to a carton.

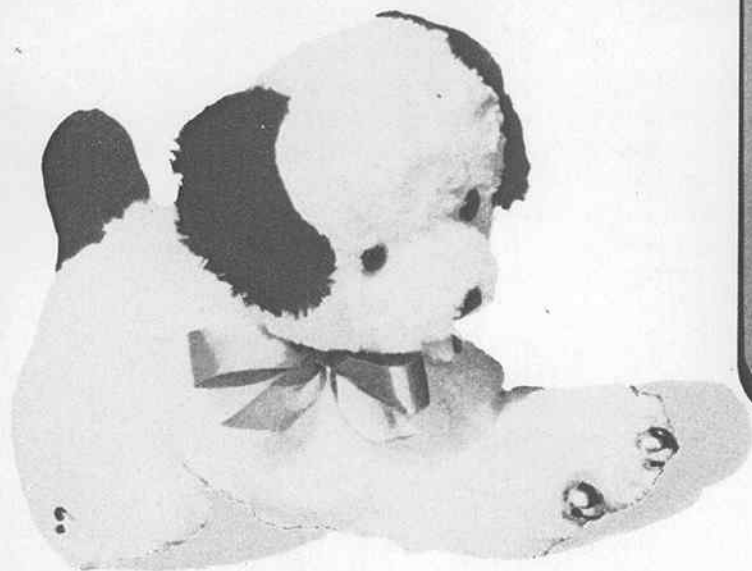


No. 8414—HONEY BEAR. Has all the same wonderful features as No. 8422. Just asks to be loved; a real favourite. Size 13". Packed 1 doz. to a carton.

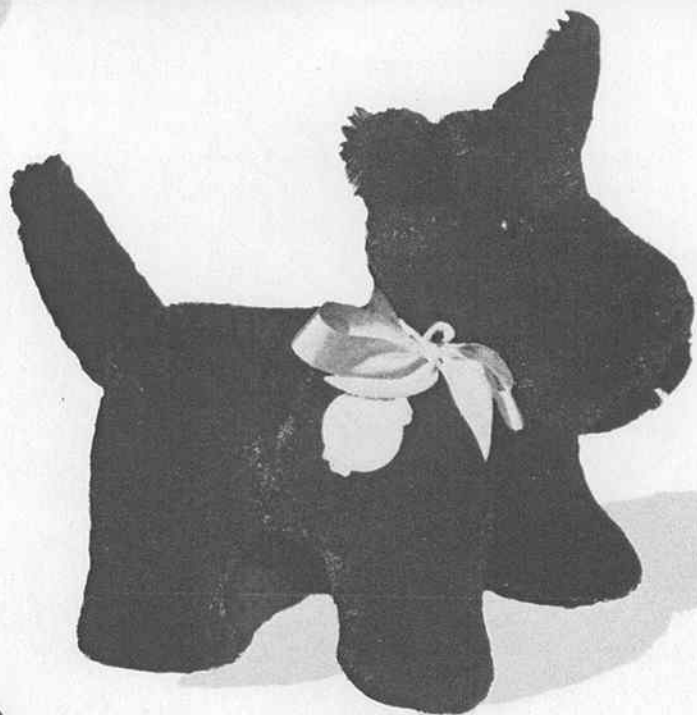


No. 8412—HONEY BEAR. Little Bruin has all his brothers' appealing qualities. He's the baby of the family and cute as a minute. His rolling eyes and ribbon bow and squeaks make him an adorable addition to any nursery or play pen. Size 11". Packed 1 doz. to a carton.

Plush Toy Animals



No. 8611—Here's a dog that will run off with the affections of every youngster. No. 8611 is a Running Dog, with a clean white plush body. To make him just a bit more appealing there are two bells attached to the front paws and a bright ribbon bow. He has glass eyes and a plastic nose. Size 11" x 18". Packed 1 doz. to a carton.



No. 8714—There's a lot of the Scottish highlands in this pup called "Scotty" (No. 8714) and all the appeal of a live Scotch terrier. His black plush body is made more realistic by a plastic nose, glass eyes and a bright ribbon bow. Size 9½" x 11". Packed 1 doz. to a carton.



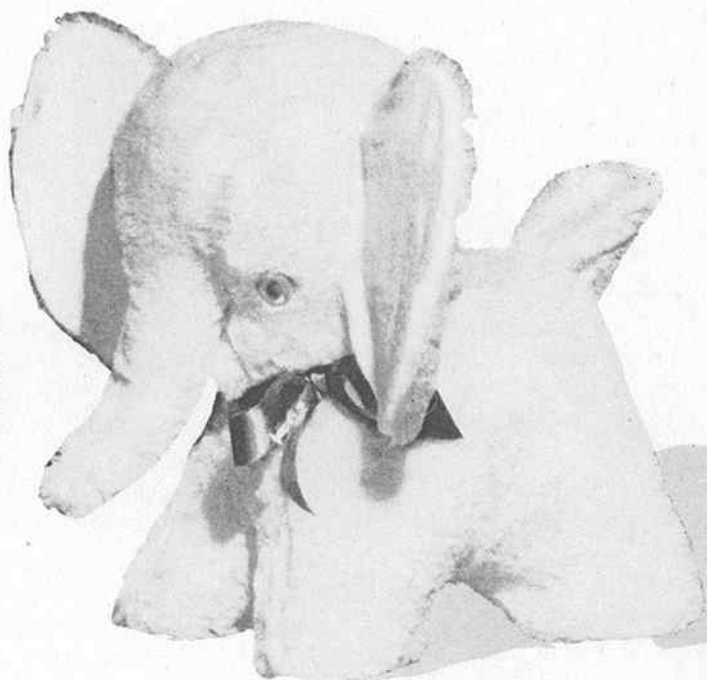
No. 8914—Another all-plush play-pen pet is this white Terrier (No. 8914) with coloured trimmings. He also has glass eyes, plastic nose and a bright ribbon bow. Size 12" x 11". Packed 1 doz. to a carton.



No. 8817—Maybe it doesn't climb trees, but this Brownie Bear (No. 8817) is one of those affectionate pets children take everywhere. It is all-plush with glass eyes, plastic nose, and a sewn mouth with a felt tongue. The cotton stuffed body, excelsior stuffed head with a bright ribbon make up its 11" x 9". Packed 1 doz. to a carton.



No. 8810—There isn't a kid in the neighbourhood who would run away from Brownie Bear (No. 8810). A brother to Brownie Bear No. 8817, he is made of the same sturdy construction but in different size 9" x 7". Packed 1 doz. to a carton.



No. 9017—In this case it's the kids that won't forget the all-plush Elephant (No. 9017). He comes straight from the jungles of Africa, enroute he acquired several assorted colours to make him more appealing. The eyes are glass. Size 12" x 10". Packed 1 doz. to a carton.



No. 8014—Standing Panda. Sturdy, lovable, a favourite for tiny tots. Will stand up under the roughest play. This dressed up cuddly Panda Bear has a print body and plastic nose. Head, outside ears and paws are plush, with glass eyes and ribbon bow. Size 14". Packed 1 doz. to a carton.



No. 8111—Panda. The sight of him brings a smile—but he's a durable play-time pal too. Balloon pants and a cotton stuffed print body, plush head and outside ears. He has glass eyes and ribbon bow with sewn nose and mouth. Size 11". Packed 3 doz. to a carton.


Display More

TO SELL MORE!

- Often what a customer doesn't see—he won't buy. It's up to the retailer to make sure that his wares are prominently, attractively displayed so that passers-by become customers.

- Merchandise that is put out in plain view of customers helps to sell itself. People like the idea of seeing exactly the lines you have—they appreciate being able to handle and examine these items. Open displays encourage pre-selection and self-service. Displays boost your sales through people purchasing more goods than they had originally intended.





THE EXPERIENCE gained by "Reliable" in the making of Dolls that have won acclaim wherever highest quality is recognized is fully utilized in the production of "Reliable" Plastic Toys. "Reliable" craftsmen, with every facility for superior workmanship at their disposal, have brought to the toy industry a new definition of Playtime Plastics.

From all parts of the country have come enthusiastic reports of the reception accorded "Reliable" Plastic Toys. The buying public has been quick to recognize that here is something new in toy design. And, as the months have passed, the popularity of "Reliable" Plastic Toys has grown by leaps and bounds when it was discovered how well these sturdy toys stood up in the laboratory of constant use in children's hands. Today, "Reliable" Plastic Toys are firmly established in the affections of the public . . . evidenced by record-breaking sales from coast to coast. We know that "Reliable" Plastic Products will go from success to success . . . spelling steady profits for you. Yes . . . "Reliable" Plastic Toys have what it takes . . . and the Reliable Toy Company is proud and happy to have its name upon products so universally popular.



The Seal of Quality

MADE IN CANADA