

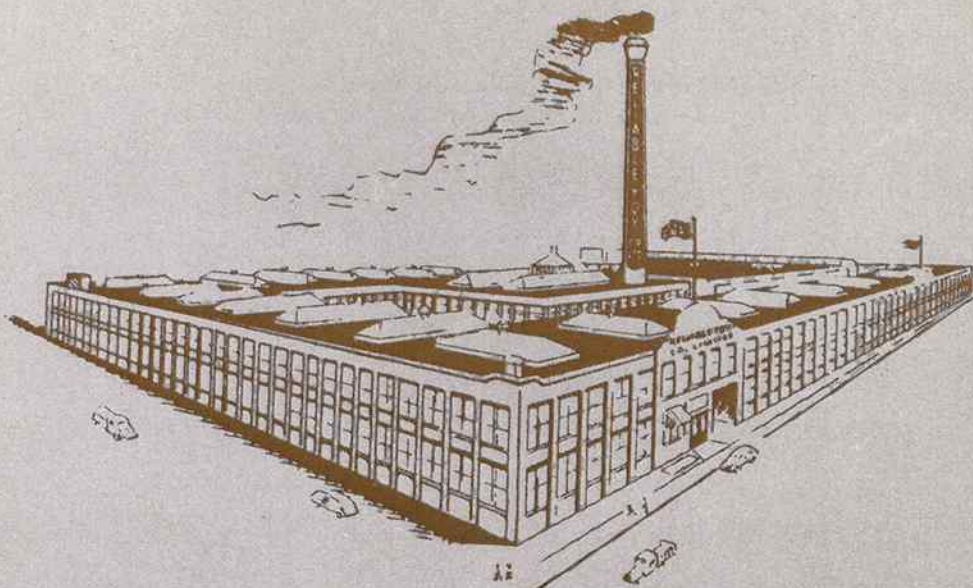
1951



Reliable
MADE IN CANADA
DOLLS

RELIABLE TOY CO. LIMITED, TORONTO, CANADA





Reliable MADE IN CANADA

..... a name that has endured and grown for over thirty-one years.

In dolls the name "Reliable" has become a household word . . . symbolic of the finest doll that money can buy.

This reputation was not made by chance but is the direct result of careful craftsmanship, quality and service, maintained throughout the years. Now, more Reliable dolls are sold in Canada and the British Commonwealth than any other brand. A record that speaks for itself.

In the future, as in the past, "Quality" will be our guiding principle and it is our sincere desire that we may continue to serve you well in the months ahead.

Headquarters for

RELIABLE TOY CO., LIMITED

Manufacturers of Reliable Dolls and Plush Toy Products

RELIABLE PLASTICS CO., LIMITED

Manufacturers of Reliable Plastics Products

258 CARLAW AVENUE, TORONTO 8, CANADA

THE
ALL-CANADIAN
Reliable
MADE IN CANADA
WALKING DOLL

Susie
Stepps
(ALL PLASTIC)

No. 59203 Approx. 20" high. This doll is the answer to any little girl's heart's desire. A truly beautiful all plastic doll with plastic eyes and eye-lashes, and lovely sewn wig. Wears a smart dress, panties, shoes and socks. The walking doll can also sit down. Just take her by the hand and move her along and she'll walk and move her head in a realistic fashion. Packed each in a box, 1/2 doz. to carton. Approx. weight — lbs.



Reliable
MADE IN CANADA

DOLLS



No. 0161 PEGGY

Approx. 16" high. Here's a pert little heart winner. She's fresh and sweet in a print dress and hair bow, shoes and socks. Composition head and arms, stuffed body and legs. Packed — bulk 3 dozen per carton. Approx. weight — 25 lbs.



No. 01641 Approx. 16" high. Same as 0161 only dressed in pretty print play pyjamas. Packed bulk 3 dozen per carton. Approx. weight — 25 lbs.



02192



02151

No. 03191 Approx. 19" high. Tiny girls all love this cutie. Fresh as a daisy in her print dress, bright hair bow, shoes and socks. Composition head and arms, stuffed body and legs. Packed bulk 2 dozen per carton. Approx. weight — 27½ lbs.

No. 0241 KNOCKABOUT

Approx. 24" high. A doll with a lovable personality. Children really go for this doll. Outfitted in print dress and poke bonnet, shoes and socks. Composition head and arms, stuffed body and legs. Packed bulk 1 dozen per carton. Approx. weight — 19½ lbs.

No. 0271 As above, size approx. 27". Packed bulk ½ dozen per carton. Approx. weight — 15½ lbs.

No. 02151 BABY TOOTSIE

Approx. 15" high. Dressed in print dress and bonnet, shoes and socks. Composition head and arms, stuffed body and legs. Packed bulk 2 dozen per carton. Approx. weight — 19 lbs.

No. 02192 Approx. size 19". Cute as a button. All dressed up in sprightly print with matching bonnet and panties. Shoes and socks. Composition arms and head with all plastic moving eyes with eyelashes. Stuffed body and legs. Each in a sleeve, packed 1 dozer per carton. Approx. weight — 14½ lbs.



0241

Reliable CUDDLES

MADE IN CANADA



No. 5161 Approx. 16" high. Here's a lovable baby that brings "oohs" and "ahs" of joy. Cuddly in her frilly organdy dress and bonnet, petticoat and rubber panties, shoes and socks. Composition head, baby arms and movable legs. She has all plastic moving eyes and lashes, and cries just like a real baby. Soft stuffed body. Packed each in a box, 1 dozen per carton. Approx. weight—21 lbs.

No. 5181 Approx. 18" high. Just as cuddly as her smaller sister. Identical in every way. Packed each in a box, 1 dozen per carton. Approx. weight—26 lbs.

No. 5201 Approx. 20" high. Another larger member of the same family. Same quality, charm and dancing eyes to delight little girls. Packed each in a box, 1/2 dozen per carton. Approx. weight—20 1/2 lbs.



Reliable
MADE IN CANADA

TICKLE TOES

(LATEX ARMS AND LEGS)



No. 5149 Approx. 14" high. Organdy dress and bonnet. She has slip and panties, shoes and socks. Composition head with all plastic moving eyes and eyelashes, cries like a real baby. Latex arms and legs, soft stuffed body. Packed each in a box, 1 dozen per carton. Approx. weight — 16 lbs.

No. 5159 Approx. size 15". This darling baby girl will capture your affections. She's just packed full of eye and sale appeal. Simply adorable in her organdy dress and bonnet, slip, rubber panties, shoes and socks. Composition head with all plastic moving eyes and lashes. Soft stuffed body, latex arms and legs. Crying voice. Packed each in a box, 1 dozen per carton. Approx. weight — 16½ lbs.

No. 5179 Approx. size 17", otherwise the same as No. 5159. Packed each in a box, 1 dozen per carton. Approx. weight — 21½ lbs.

No. 5209 Approx. size 20". A larger sister to 5159. Just as sweet in every way. Packed each in a box, ½ dozen per carton. Approx. weight — 16 lbs.

No. 5259 Approx. size 25". Another very appealing member of this family. Packed each in a box, ⅓ dozen per carton. Approx. weight — 15 lbs.



No. 52593 Approx. size 25". The largest doll in this group. Sturdily made and beautifully finished in every detail as 51593. Packed each in a box, $\frac{1}{3}$ dozen per carton. Approx. weight — 15 lbs.

No. 52093 Approx. size 20". Again every feature as in No. 51593 is carefully reproduced. Wonderful value. Packed each in a box, $\frac{1}{2}$ dozen per carton. Approx. weight — 16 lbs.

Reliable
MADE IN CANADA

TICKLE TOES

MOHAIR WIG (LATEX ARMS AND LEGS)

No. 51593 Approx. size 15". Any little mother would be justly proud of this soft cuddly baby. A real beauty in every way. Her dainty organdy dress and bonnet, slip and rubber panties, shoes and socks, all add to her charm. The durable composition head with all plastic moving eyes and eyelashes, is topped with a lifelike curly mohair wig. Extra soft stuffed body, crying voice and latex baby arms and legs. Packed each in a box, 1 dozen per carton. Approx. weight — $17\frac{1}{2}$ lbs.

No. 51493 Approx. size 14". Details as 51593. Packed each in a box, 1 dozen per carton. Approx. weight — 17 lbs.

No. 51793 Approx. size 17". All the appealing, sale making features as No. 51593. Packed each in a box (1 dozen per carton. Approx. weight — 22 lbs.

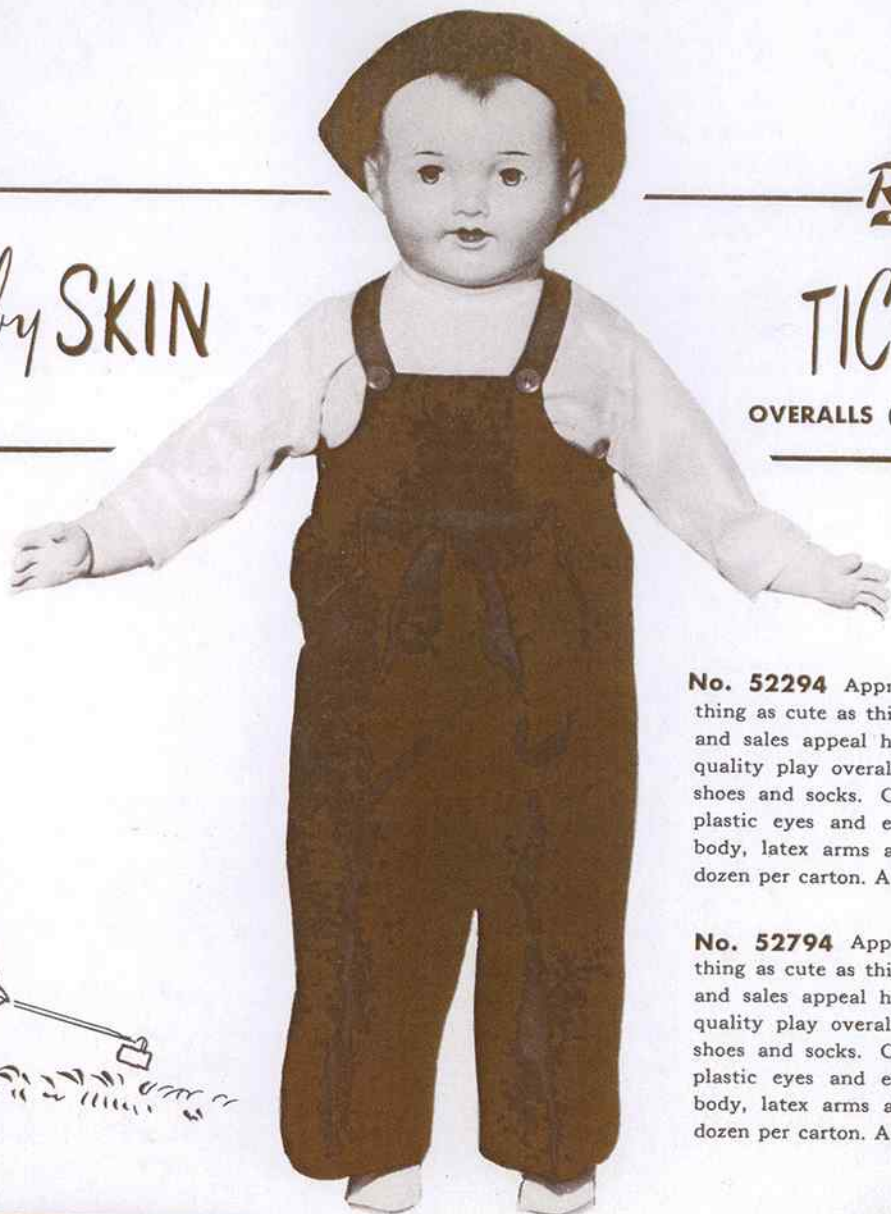


Baby SKIN

Reliable
MADE IN CANADA

TICKLE TOES

OVERALLS (LATEX ARMS AND LEGS)



No. 52294 Approx. size 22". You've never seen anything as cute as this little fellow. Just look at the value and sales appeal here. He's dressed in a pair of good quality play overalls, beanie to match, a bright jersey, shoes and socks. Composition head with lively moving plastic eyes and eyelashes. Crying voice, soft stuffed body, latex arms and legs. Packed each in a box, 1/2 dozen per carton. Approx. weight — 18 1/2 lbs.

No. 52794 Approx. size 27". You've never seen anything as cute as this little fellow. Just look at the value and sales appeal here. He's dressed in a pair of good quality play overalls, beanie to match, a bright jersey, shoes and socks. Composition head with lively moving plastic eyes and eyelashes. Crying voice, soft stuffed body, latex arms and legs. Packed each in a box, 1/2 dozen per carton. Approx. weight — 17 lbs.



Reliable
MADE IN CANADA

JUDY

No. 58151 JUDY (SHORT DRESS)

Approx. 14 1/2" high. A pert little teen-age miss, just bubbling over with appeal. All plastic with movable head, arms and legs. All plastic moving eyes with eyelashes. Gleaming mohair wig with braids. All dressed up in pretty gingham nicely trimmed, underwear, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 17 lbs.

No. 58155 (PARTY DRESS)

Approx. 14 1/2" high. Ready for the party in her long and dainty party frock. Full length lace edged slip, panties, shoes and socks, party gloves and ribbon and lace hair decoration. Soft mohair wig. All plastic with movable head, arms and legs, moving all plastic eyes with eyelashes. Packed each in a box, 1 dozen per carton. Approx. weight — 17 lbs.



Reliable
MADE IN CANADA

BABY PRECIOUS



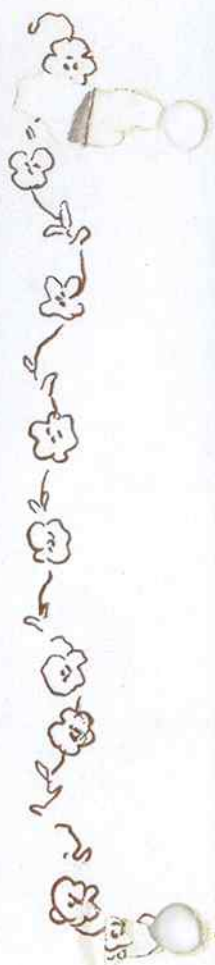
No. 6153 Approx. size 15". A baby doll of high quality—sold at popular prices. She has every appealing feature the little miss will want. Daintily dressed in fresh organdy dress and bonnet, also petticoat, rubber panties, shoes and socks. She has a soft stuffed body, durable composition head, arms and legs. Crying voice. Also all plastic moving eyes with eyelashes and a curly mohair wig. Packed each in a box, 1 dozen per carton. Approx. weight — 19½ lbs.



No. 6163 Approx. size 16". The same specifications as No. 6153. Packed each in a box, 1 dozen per carton. Approx. weight — 20½ lbs.

No. 6203 Approx. size 20". A larger edition of No. 6153 made with the same "Reliable" care and perfection. Packed each in a box, ½ dozen per carton. Approx. weight — 17½ lbs.

No. 6253 Approx. size 25". The big sister of this lovely family of dolls. Again, all the same features apply. Packed each in a box, ½ dozen per carton. Approx. weight — 19½ lbs.



Reliable
MADE IN CANADA

LOVUMS

(VINYL ARMS AND LEGS)



No. 7168 Approx. size 16". This dainty little girl has an appeal all her own. She has a darling composition baby head, with large moving all plastic eyes, with eyelashes, soft stuffed body and vinyl baby arms and legs. Has realistic crying voice. Her baby dress and bonnet are of organdy. She also wears slip, rubber panties, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 20½ lbs.

No. 7198 Approx. size 19". Just as cute, just as appealing as No. 7168. Packed each in a box, ½ dozen per carton. Approx. weight — 16½ lbs.

No. 7248 Approx. size 24". This cutie is really an armful. Same as No. 7168 in all details. Packed each in a box, ⅓ dozen per carton. Approx. weight — 16½ lbs.



Reliable
MADE IN CANADA

LOVUMS

SILK DRESS (VINYL ARMS AND LEGS)

No. 71985 Approx. size 19". This adorable curly haired bright eyed girl is dressed like a little princess. She proudly displays her Sunday best, a lovely silk dress trimmed with lace, and a bonnet to match. Booties, socks, rubber panties and slip complete her ensemble. Cute composition head with all plastic moving eyes with eyelashes, curly mohair wig, soft stuffed body, vinyl baby hands and legs, and a crying voice, make up this miss. Packed each in a box, $\frac{1}{2}$ dozen per carton. Approx. weight — $17\frac{1}{2}$ lbs.

MOHAIR WIG (VINYL ARMS AND LEGS)

No. 71683 Approx. 16" high. A lovely curly haired young lady with charm that's hard to resist. Here's a doll with outstanding sales appeal. She's all decked out in her best, dainty organdy dress and baby bonnet. A slip, rubber panties, shoes and socks complete her finery. Her curly wig frames a sweet head and face of composition, with all plastic moving eyes with long lashes. Her body is stuffed and extra soft while her baby arms and legs are of sturdy vinyl. Crying voice. Packed each in a box, 1 dozen per carton. Approx. weight — $21\frac{1}{2}$ lbs.



No. 71983 Approx. size 19". As 71683, a little taller but alike in every other way. Packed each in a box, $\frac{1}{2}$ dozen per carton. Approx. weight — $17\frac{1}{2}$ lbs.

No. 72483 Approx. size 24". The third and largest member of this group. Once again a perfect duplicate of 71683 in every way. Packed each in a box, $\frac{1}{2}$ dozen per carton. Approx. weight — $17\frac{1}{2}$ lbs.



Reliable
MADE IN CANADA

Baby



No. 9161 Approx. size 16". Here's a little glamour girl all dressed up for any company. Sweet as can be in her pretty print dress, sun bonnet, shoes, socks and panties. She has beautifully finished composition head, arms and legs, and a stuffed body. Her all plastic eyes and lashes are movable, and she has a crying voice. Packed each in a sleeve, 1 dozen per carton. Approx. weight — 18½ lbs.



No. 9163 Size approx. 16". This chubby baby is dressed in fresh organdy. Has composition arms, legs and head with all plastic sleeping eyes with long eyelashes and beautiful curly wig. Crisp organdy dress and bonnet, panties, shoes and socks. Crying voice. Packed each in a box, 1 dozen per carton. Approx. weight — 20½ lbs.



Bubbles



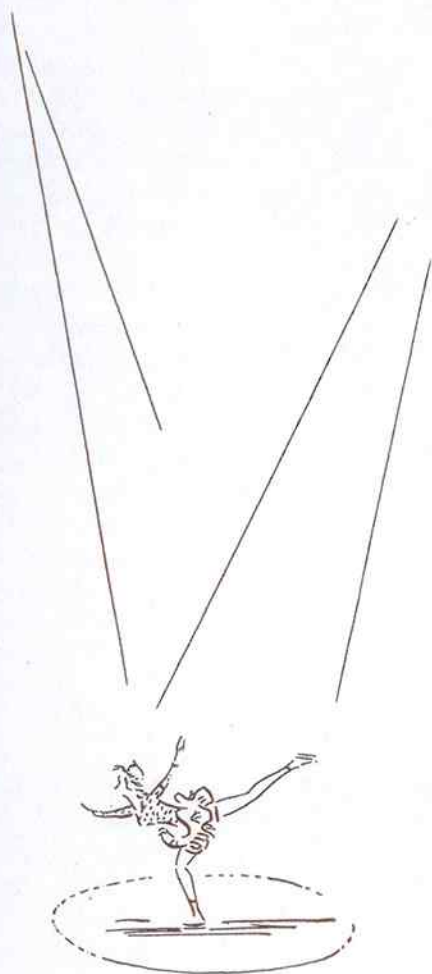
No. 9167 Approx. size 16". A little sweetheart all dressed up in her Sulay best. Any little girl would love to take her out. Just check these selling features — a soft fleecy coat with collar and bonnet to match, organdy dress and panties and socks. Composition arms, legs and head with all plastic moving eyes with eyelashes. Soft stuffed body, crying voice. Packed each in a box, 1 dozen per carton. Approx. weight — 21½ lbs.



No. 9203 Approx. size 20". A glamorous doll that every little girl will want. Dressed in breezy organdy dress and bonnet, slip, rubber panties, shoes and socks. Beautiful curly mohair wig. Crying voice. Composition arms, legs and head with all plastic moving eyes with eyelashes. Stuffed body. Packed each in a box, ½ dozen per carton. Approx. weight — 17½ lbs.

No. 9223 Approx. 22" high. A replica of 9203 and just as beautiful and sturdy in every way. Packed each in a box, ½ dozen per carton. Approx. weight — 19½ lbs.





★ ★ ★
**BARBARA ANN
 SCOTT** ★

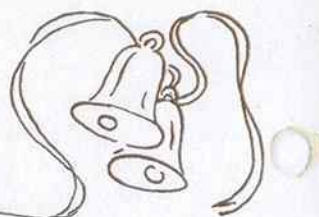
No. 10163 Approx. 16" high. Canada's sweetheart of the blades. A lovely replica of that world famous figure skater. She wears a beautiful maribou trimmed skating costume complete with a pert little hat, figure skates and boots. All composition doll, moving head, arms and legs, mohair sewn wig, all plastic moving eyes with eyelashes, open mouth with teeth and tongue. An autographed picture of Barbara Ann suitable for framing with each doll. Packed each in a fancy box, packed 1 dozen per carton. Approx. weight — 18½ lbs.

**CANADA'S SWEETHEART
 OF THE BLADES**



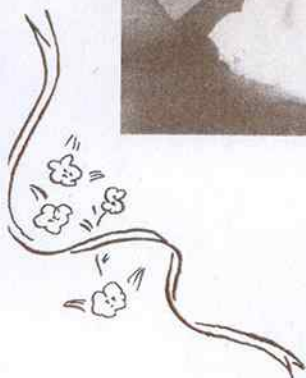
Reliable
MADE IN CANADA

Bride Dolls



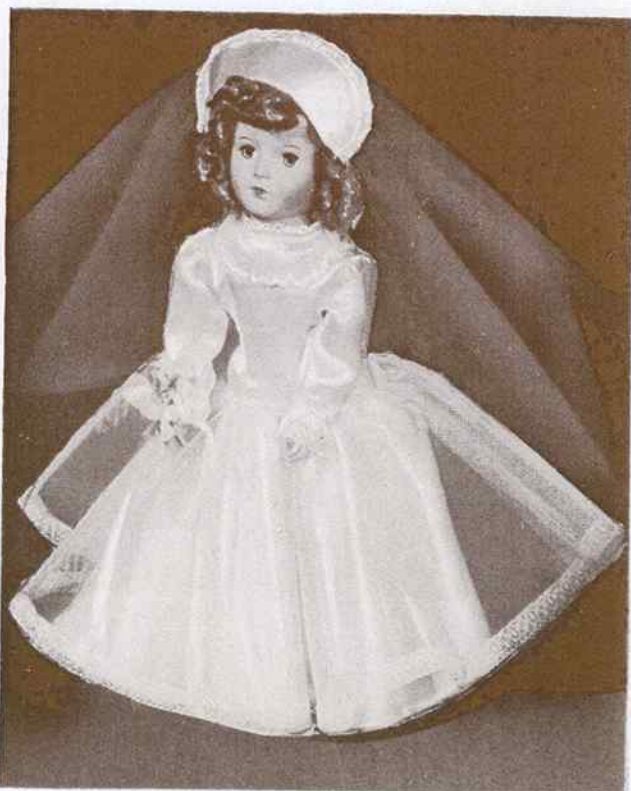
No. 10226 ROSALYN BRIDE

Approx. 22" high. A breathtaking beauty. Here is a dream come true for every little girl. Her bridal gown is white satin trimmed with lace, and has a graceful train. A juliet cap with full net veil and tiara, full length, lace trimmed, silk slip, panties, shoes and socks complete her outfit. She holds a nosegay of flowers in one hand. All composition movable head, with lovely features, all plastic moving eyes with eyelashes, teeth and tongue; movable arms and legs. Packed individually. Approx. weight — 4½ lbs.



No. 11166 BRIDE

Approx. size 16". All set for a pretty "doll town" wedding. Her white satin bridal gown is trimmed with lace, veil is of netted lace, trimmed angel skin slip, dainty shoes and socks, complete the picture. All composition, movable arms, legs, body and head with all plastic moving eyes with eyelashes. Lovely curly mohair wig. Packed each in a box, 1 dozen per carton. Approx. weight — 21½ lbs.



No. 58156 JUDY BRIDE

Approx. 14½" high. Demure and dainty on her wedding day. A truly gorgeous bridal gown of satin with lace trim and net overskirt. Satin tiara with long net veil, underwear, shoes and socks. She also holds a nosegay in one hand. Lifelike mohair wig. All plastic with movable head, arms and legs. Moving all plastic eyes with eyelashes. Packed each in a box, 1 dozen per carton. Approx weight — 17 lbs.



13184

Reliable
MADE IN CANADA
Pigtails

No. 11184 PIGTAILS

Approx. size 18". Quaint and lovable as can be — all composition — movable head, arms and legs. Her sweet smile shows teeth and tongue. Her all plastic eyes move and have long silky lashes. Wig is braided and tied with bows. Charmingly dressed in print, wears panties, socks and shoes. Packed each in a box, 1 dozen per carton. Approx. weight — 24 lbs.



11184

No. 13184 SALLY — PIGTAILS

Approx. size 18". She's fresh and bright as a buttercup. Sprightly dressed in airy print, panties, shoes and socks. Lovely wig, has long braids tied with ribbon. All composition movable head, arms and legs. All plastic moving eyes with eyelashes. Packed each in a box, 1 dozen per carton. Approx. weight — 22 lbs.

No. 13164 SALLY — PIGTAILS

Approx. size 16". The same sprightly sweetheart as 13184. Certainly a beauty. Packed each in a box, 1 dozen per carton. Approx. weight — 18 lbs.



13164

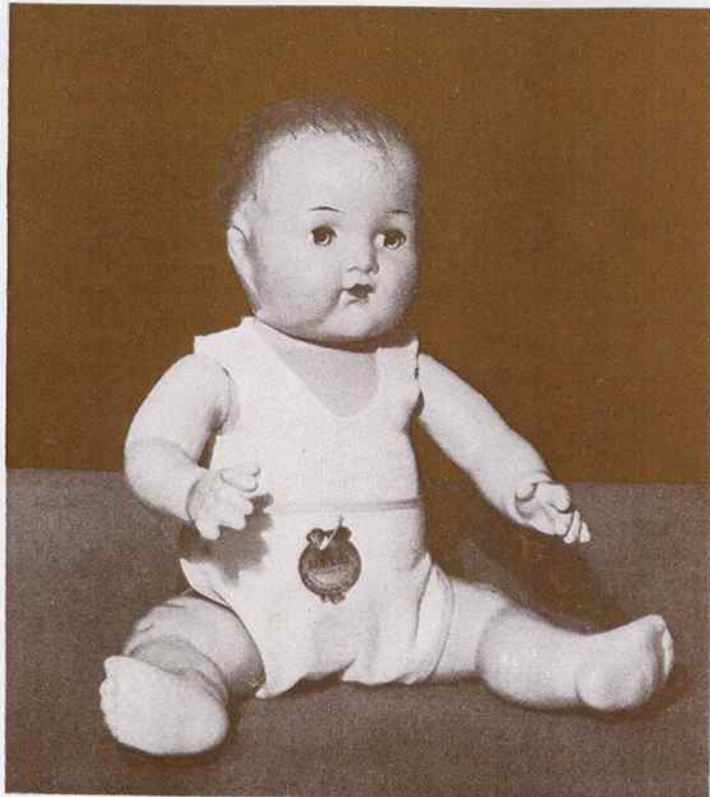
No. 13181 SALLY

Approx. size 18". A beautiful doll of high quality at a popular price. Pretty as a picture in her print dress, matching hat, panties, shoes and socks. An all composition doll with movable head, arms and legs, all plastic moving eyes with eyelashes and lustrous mohair wig. Packed each in a box, 1 dozen per carton. Approx. weight — 22 lbs.

No. 13161 SALLY

Size 16" high. A reproduction of all the wonderful qualities found in No. 13181. Packed each in a box, 1 dozen per carton. Approx. weight — 18 lbs.





Reliable *Babykins*

MADE IN CANADA

No. 1217 Approx. size 17". A delightful chubby baby doll. All composition with moving head, arms and legs. All plastic moving eyes, with eyelashes. Dressed in shirt and diaper. Packed each in a box, 1 dozen per carton. Approx. weight — 25 lbs.

15121



1510

No. 1510 TOOTS

Approx. 10" high. Just a sweet little doll. All composition with moving baby arms and legs. Dressed in diaper. Packed bulk 3 dozen per carton. Approx. weight — 22 lbs.

No. 15121 TOOTS

Approx. 12" high. A cute little baby. All composition with moving baby arms and legs. Outfitted in rompers. Packed bulk 3 dozen per carton. Approx. weight — 29½ lbs.

1410



14102



No. 1410 Approx. size 10". A lovable pickaninny with an impish personality. All composition with movable arms and legs. Dressed in a diaper. Packed bulk 3 dozen per carton. Approx. weight — 21 lbs.

No. 14102 Approx. size 10". This little pickaninny is all decked out in a bright print dress, bandana, panties and socks. All composition with movable arms and legs. Packed bulk 3 dozen per carton. Approx. weight — 21 lbs.

No. 14113**TOPSY**

Approx. 11" high. A little chocolate coloured cutie. All plastic with movable arms and legs. Moving eyes. Three braided wool tufts on her head add to her appeal. Clothed in bright print dress, panties and socks with ribbon ties. Packed each in a box, 3 dozen per carton. Approx. weight — 23 lbs.

No. 14133 Approx. 13" high. A brown bundle of fun. All composition movable head, arms and legs. Braided wool tufts on head. Gaily clad in print dress, panties and socks with ribbon tie. Packed each in a box, 2 dozen per carton. Approx. weight — 32 lbs.





01610

Reliable
MADE IN CANADA

WETUMS



01612



"O" WETUMS BOTTLE

3 $\frac{3}{4}$ " glass bottle complete with rubber nipple, packed each on a card, 6 dozen per carton. Approx. weight — 7 lbs.

No. 01610 Approx. 10" high. All composition with movable arms and legs. Complete with diaper and feeding bottle. Packed bulk 3 dozen per carton. Approx. weight — 22 $\frac{1}{2}$ lbs.

No. 01612 Approx. 12" high — a little bigger and more detail than 01610 otherwise the same. Packed each in a box, 2 dozen per carton. Approx. weight — 26 $\frac{1}{2}$ lbs.

WETUMS SUITCASE

No. 16119 Approx. 11". Every little girl's dream comes true. This is an all plastic Wetums, with moving eyes, arms and legs. Packed in an attractive hinged lid box. She's dressed in a shirt and diaper, and box contains feeding bottle and a layette of dress, panties, bonnet, socks, shoes, diapers and safety pins. Individually boxed. Packed 1 dozen per carton. Approx. weight — 19 $\frac{1}{2}$ lbs.



DOLL STAND

No. 1 Approx. 7 $\frac{3}{4}$ " high. Is adjustable so that it will hold dolls from 12" up to 18" high. Packed 1 dozen per carton. Approx. weight — 6 lbs.

No. 2 Approx. 9 $\frac{1}{4}$ " high. Is adjustable so that it will hold dolls from 14" up to 24" high. Packed 1 dozen per carton. Approx. weight — 7 $\frac{1}{2}$ lbs.

Reliable
MADE IN CANADA

Trudy

No. 18111

TRUDY

Approx. 11" high — a rosy cheeked little all plastic doll. Head, eyes, arms and legs are movable. Brightly dressed in print bonnet, dress, panties, shoes and socks. Packed each in a box, 3 dozen per carton. Approx. weight — 23 $\frac{1}{2}$ lbs.



Reliable NOVELTY MADE IN CANADA SOUVENIR DOLLS



18139

No. 18139

LADDIE

Approx. 13" high. A real Doll from head to toe. Sales appeal plus. Fresh from the Highlands in his velvet and tartan forage cap, velvet jacket, tartan kilt and muffler, sporrans, shorts, shoes and socks. All composition, moving arms and legs. Packed each in a box, 2 dozen per carton. Approx. weight — 29 lbs.



1916

No. 1916 HIGHLAND LASSIE

Approx. size 16". A breath of heather, as fresh as the highlands. She'll captivate your heart. In all composition with movable head, arms and legs, all plastic moving eyes with eyelashes and mohair wig. Jaunty as can be in Scottish costume of plaid skirt, velvet coat and tam, sporrans, panties, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 19 lbs.



18119

No. 18119

LADDIE

Approx. 11" high. This "kiltie" is dressed in Scottish costume with tartan forage cap, tartan kilt, sporrans and trimmings, shorts, shoes and socks. All composition with movable arms and legs. Packed each in a box, 3 dozen per carton. Approx. weight — 29½ lbs.



18118

No. 18118

HIAWATHA

Approx. 11" high. Here's a novelty doll that's as cute as can be. All composition with movable arms and legs. Dressed in a bright Indian costume, complete with matching head-dress, moccasins and a special Indian wig. Packed each in a box, 3 dozen per carton. Approx. weight — 29½ lbs.



18138

No. 18138

HIAWATHA

Approx. 13" high. This little Brave will capture your affections. All composition with moving arms and legs. Clothed in jaunty Indian costume of vest, pants, moccasins and head-dress with bright feather. Special black Indian wig. Packed each in a box, 2 dozen per carton. Approx. weight — 29 lbs.



Reliable **BABY MARILYN**
MADE IN CANADA



No. 21143 BABY MARILYN — MOHAIR WIG

Approx. 14" high. The cutest thing you ever saw. Irresistible sales appeal and value. She's all composition with movable head, arms and legs, moving all plastic eyes with eyelashes, curly mohair wig. Outfitted in assorted broadcloth and print dresses and bonnets, underwear, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 20½ lbs.

No. 21144 BABY MARILYN (PIGTAILS)

Approx. 14" high. A lovable little miss with long lustrous pigtails. All composition with moving head, with all plastic moving eyes with eyelashes, movable arms and legs. Dainty assorted broadcloth and print dresses, bonnet, panties, shoes and socks. Lovely mohair wig. Packed each in a box, 1 dozen per carton. Approx. weight — 20½ lbs.

No. 21173 Approx. 17" high. Just as lovely as No. 21143 in every way. Packed each in a box, 1 dozen per carton. Approx. weight — 26 lbs.



2014



2314

Reliable
MADE IN CANADA

TODDLES

No. 2014 TODDLES (SUNSUIT)

Approx. size 14". A little sunshine cutie. Dressed in dainty little sunsuit with matching bonnet, shoes and socks. All composition with movable head, arms and legs, moving all plastic eyes with eyelashes. Packed each in a box, 1 dozen per carton. Approx. weight — 20 lbs.

No. 2117 TODDLES

Approx. size 17". A sure hit with the little ones and a beauty from head to toe. All composition with movable head, chubby baby arms and legs. Moving all plastic eyes with eyelashes. Lovely print dress and bonnet, panties, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 25 lbs.

No. 2314 Approx. 14" high. A smart little miss—all composition with movable head, arms and legs. Comes with print dress and poke bonnet to match, panties, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 19½ lbs.



2117

Reliable DOLLS

MADE IN CANADA

No. 2714 RELIABLE DOLL

Approx. 14" high. There's real value in this doll. Clothed in a sunny print dress and matching bonnet tied with ribbon; panties, shoes and socks. Composition head with curls of hair sewn to bonnet give appearance of full wig. Soft stuffed body, latex arms and legs. Packed each in a corrugated wrapper, 3 doz. per carton. Approx. weight—38 lbs.



2714

No. 2814 RELIABLE DOLL

Approx. 14" high. A real beauty at a price that can't be beat. Clothed in an organdy dress, trimmed with lace, and matching bonnet with ribbon tie. Has crying voice. Other details as No. 2714. Packed each in a sleeve, 3 doz. per carton. Approx. weight—38 lbs.



2814

No. 29141 BABY BUNTING

Approx. 14" high. Soft and cuddly, chock full of value. Baby Bunting has composition head and arms, extra soft stuffed body and legs. All plastic moving eyes with eyelashes. Prettily dressed in print and bonnet to match, underwear, shoes and socks. Packed each in a box, 2 dozen per carton. Approx. weight—31 lbs.



No. 3763 PIXIE

Approx. 20" high. A cuddly armful for any youngster. A bright, soft, stuffed toy with fully painted mask face. This beauty is dressed in attractive plaid material. Has cute poke bonnet with plush brim, removable jacket bib, fully rounded arms and legs with contrasting coloured plush tips. Packed bulk 1/2 doz. per carton. Approx. weight—32 lbs.

No. 3760 Approx. 15" high. Same as 3763, with exception of bonnet which has cloth brim. Has woolly tufts for hair. Packed bulk 1 doz. per carton. Approx. weight—15 1/2 lbs.



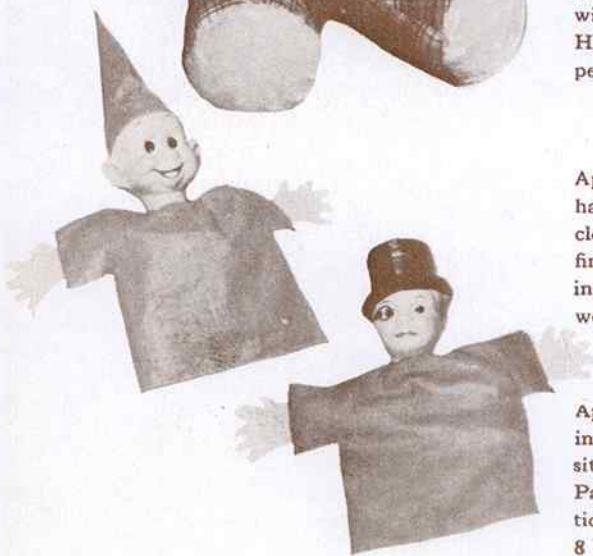
29141

No. 3601 CHARLIE

Approx. 9" high. Cute puppet, sporting top hat and monocle. Composition head, felt hands, cloth jacket. Puppet is manipulated with three fingers. Packed each in a cellophane bag with instructions. 3 dozen per carton. Approx. weight—8 lbs.

No. 3602 STOOPY

Approx. 9" high. A happy comical little fellow in a dunce cap and shirt, felt hands. Composition head. Manipulated with three fingers. Packed each in a cellophane bag with instructions. 3 dozen per carton. Approx. weight—8 lbs.



Reliable
MADE IN CANADA

GIBSON GIRL

No. 3530
GIBSON GIRL

Approx. 30" high. A beautiful doll, exquisitely gowned in satins, silks and lace. A lovely picture hat tops off her ensemble. Composition head, with mature face, arms and feet. Painted shoes, lovely mohair wig. Soft stuffed body and legs. Packed individually. Approx. weight — 4 lbs.



SPARKLE PLENTY

No. 041123 Approx. 12" high. This lovable character of comic strip fame comes dressed in a smart print dress. Has a smooth, soft latex body with latex arms and legs that can be washed; movable plastic head with all plastic moving eyes with eyelashes; special long blond Sparkle Plenty wig. When any part of arm, legs or body is pressed, coo voice is sounded. Packed each in a Sparkle Plenty lithographed box, with small guitar. 1 dozen per carton. Approx. weight — 17 lbs.



Reliable
MADE IN CANADA

STUFFED DOLLS



3702

No. 3702 SUNSHINE SUSIE

Approx. 13" high. An all soft stuffed doll for the tiny tot. Takes plenty of abuse. Dressed in assorted print with skirt and bonnet. Painted rubberized cloth face. Packed bulk 3 dozen per carton. Approx. weight — 18½ lbs.



3705

No. 3705 Approx. 12" high. Novelty pin cushion style of rag doll with balloon trousers, soft stuffing, rubberized cloth face with painted features. Packed bulk 3 dozen per carton. Approx. weight — 19 lbs.

No. 3711 SCOTTIE DOG

Approx. 9½" x 9". Assorted print Scottie Dog with felt nose and eyes, ribbon bow, soft stuffed body. Packed bulk 3 dozen per carton. Approx. weight — 26 lbs.

No. 3714 Approx. 12" x 12". As No. 3711. Packed bulk 2 dozen per carton. Approx. weight — 25 lbs.

No. 3801 RATTLE DOLL

Approx. 11½" high. Ideal for the tiny tot. Soft stuffed print body, hard to break composition head. Pebbles in head of doll gives added feature of a rattle. Packed bulk 3 dozen per carton. Approx. weight — 19 lbs.

No. 3706 PIN CUSHION ANNIE

Approx. 13". Lots of appeal in this doll. Assorted print balloon trousers, fully painted plastic masque face, soft stuffed body, ribbon bow and wool tufts. Packed bulk 2 dozen per carton. Approx. weight — 21½ lbs.

3706

No. 3914 SLEEPY HEAD

Approx. 15". A lovable little armful. Its soft stuffed body and impish fully painted masque face and gay assorted print designs make it an instant favourite with youngsters. Woolly hair tufts and ribbon bow add the finishing touch. Packed bulk 2 dozen per carton. Approx. weight — 20 lbs.



3711

3714

3801

3914

Reliable
MADE IN CANADA

Baby SKIN

COO VOICE

No. 04220

Appr. size 20". Delightful in every way. Dressed in shirt and diaper. Composition head with all plastic moving eyes and eyelashes. Body and movable arms and legs are soft pliable latex. Coo voice feature. Packed each in a box, 1/2 dozen per carton. Approx. weight — 20 1/2 lbs.



No. 04216 BABY SKIN (WITH COO VOICE)

Approx. 16" high. Every little girl's delight. This darling baby doll is a real sales winner. Dressed in shirt, and diaper. All composition head with all plastic moving eyes with eyelashes. Body is latex, also arms and legs which are soft, pliable and washable. Press the body and she will cry or sob with a coo voice. Packed each in a box, 1 dozen per carton. Approx. weight — 22 lbs.

No. 04312 Approx. 12" high. A truly amazing little doll. The latest idea in the doll field, press any part of the doll's body, arms or legs and it will cry or sob. An all plastic head with all plastic moving eyes and eyelashes, latex arms and legs. Washable. Dressed in shirt and diaper. Packed each in a box, 1 dozen per carton. Approx. weight — 11 1/2 lbs.



Reliable *Baby* SKIN

MADE IN CANADA



GIRL
and
BOY



No. 44161 A SWEET LITTLE MISS
No. 44164 HER DARLING TWIN BROTHER

Approx. 16" high. These twins will win your heart in no time at all. Dressed alike in sweater, panties, skirt, bonnet, shoes and socks on our little girl, and sweater, overalls, peaked cap, shoes and socks on our little fellow. Both have all composition head with moving plastic eyes with eyelashes. Soft latex body with coo voice. Soft, pliable arms and legs. Packed each in a box, 1/2 dozen per carton. Approx. weight — 13 lbs.

BABY SKIN (COO VOICE GIRL AND BOY)

No. 44121 THE LITTLE GIRL
No. 44124 THE LITTLE BOY

Approx. 12" high. The sweetest little twins you could hope to see. It would be almost impossible to buy one without the other. The girl is dressed in smart skirt, sweater, poke bonnet, panties, shoes and socks. The little fellow is identically outfitted in short pants, sweater, peaked cap, shoes and socks. Both have all plastic head with moving plastic eyes with eyelashes. Soft latex body, arms and legs. Body has coo voice feature. Packed each in a box, 1 dozen per carton. Approx. weight — 12 lbs.





Reliable *Baby* SKIN
MADE IN CANADA

(COO VOICE
ORGANDY DRESS
AND BONNET)

No. 45121 Approx. 12" high. Pretty as a picture, sparkling as a sunny day. Exquisitely dressed from head to toe in organdy dress and bonnet, petticoat, panties, shoes and socks. All plastic head, moving all plastic eyes with eyelashes. Soft pliable latex body, arms and legs. Coo voice feature. Packed each in a box, 1 dozen per carton. Approx. weight — 12 lbs.



No. 45161 Approx. 16" high. As dainty and pretty as No. 45121 in every way, only with an all composition head with all plastic moving eyes with eyelashes. Packed each in a box, 1 dozen per carton. Approx. weight — 23 lbs.

No. 45201 Approx. 20" high. Same description as 45161 except for arms and legs, which are movable. A doll with sales appeal plus. Packed each in a box, 1/2 dozen per carton. Approx. weight — 21 lbs.



BABY SKIN (SEWN WIG) COO VOICE

No. 45123 Approx. 12" high. Every little girl's dream come true in this pert, captivating doll. All plastic head with all plastic moving eyes with eyelashes, beautiful curly wig. Soft latex body, arms and legs, coo voice. In dainty lace trimmed organdy dress and bonnet, slip, panties, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 12½ lbs.

No. 45163 Approx. 16". A larger sister of No. 45123. Perfect to the last detail. All composition head with all plastic moving eyes with eyelashes. Packed each in a box, 1 dozen per carton. Approx. weight — 22½ lbs.





Reliable
MADE IN CANADA

Baby SKIN

(COO VOICE GIRL AND BOY)

No. 45271 Approx. 27" high. Seeing is believing. This "life size" doll has no equal in beauty or workmanship. A real armful with an all plastic head, all plastic moving eyes with eyelashes, soft stuffed latex body, movable latex arms and legs. Coos realistically when any part of body is pressed gently, cries when pressed sharply. Can be washed with damp cloth. Faultlessly dressed in a jersey, velvet corduroy skirt and bonnet, panties, socks and baby shoes. Packed individually. Approx. weight — 6½ lbs.

No. 45274 Approx. 27" high. A real boy. Same specification as No. 45271. All dressed up in a jersey, velvet corduroy overalls, matching cap, shoes and socks. Packed individually. Approx. weight — 6½ lbs.

Reliable
MADE IN CANADA

SNOOKIE

Pete and Repete



No. 46101 SNOOKIE

Approx. 9". An appealing little baby doll. Cute movable soft plastic head. Soft, cuddly latex body, arms and legs, with coo voice. Dressed in diaper and flannelette kimono. Packed each in a box, 2 dozen per carton.

Approx. weight — 15½ lbs.



No. 46102 PETE AND REPETE

Approx. 9". A pair of twins made for little girls to love and cherish. Cute as a bug in a rug in their little blanket tied with a large bow. Movable soft plastic head, soft latex arms, legs and body. Appealing coo voice. Dressed in diaper. Packed 1 pair to a display box, 1 dozen per carton. Approx. weight — 14 lbs.



Reliable CHUCKLES

MADE IN CANADA

No. 53121 CHUCKLES (ALL PLASTIC)

Approx. 12" high. Just as bright and pert as her name. All plastic with moving arms and legs, all plastic moving eyes with eyelashes. Sweetly outfitted in bonnet, dress, slip, panties, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 12 lbs.

No. 53123 SEWN WIG (ALL PLASTIC)

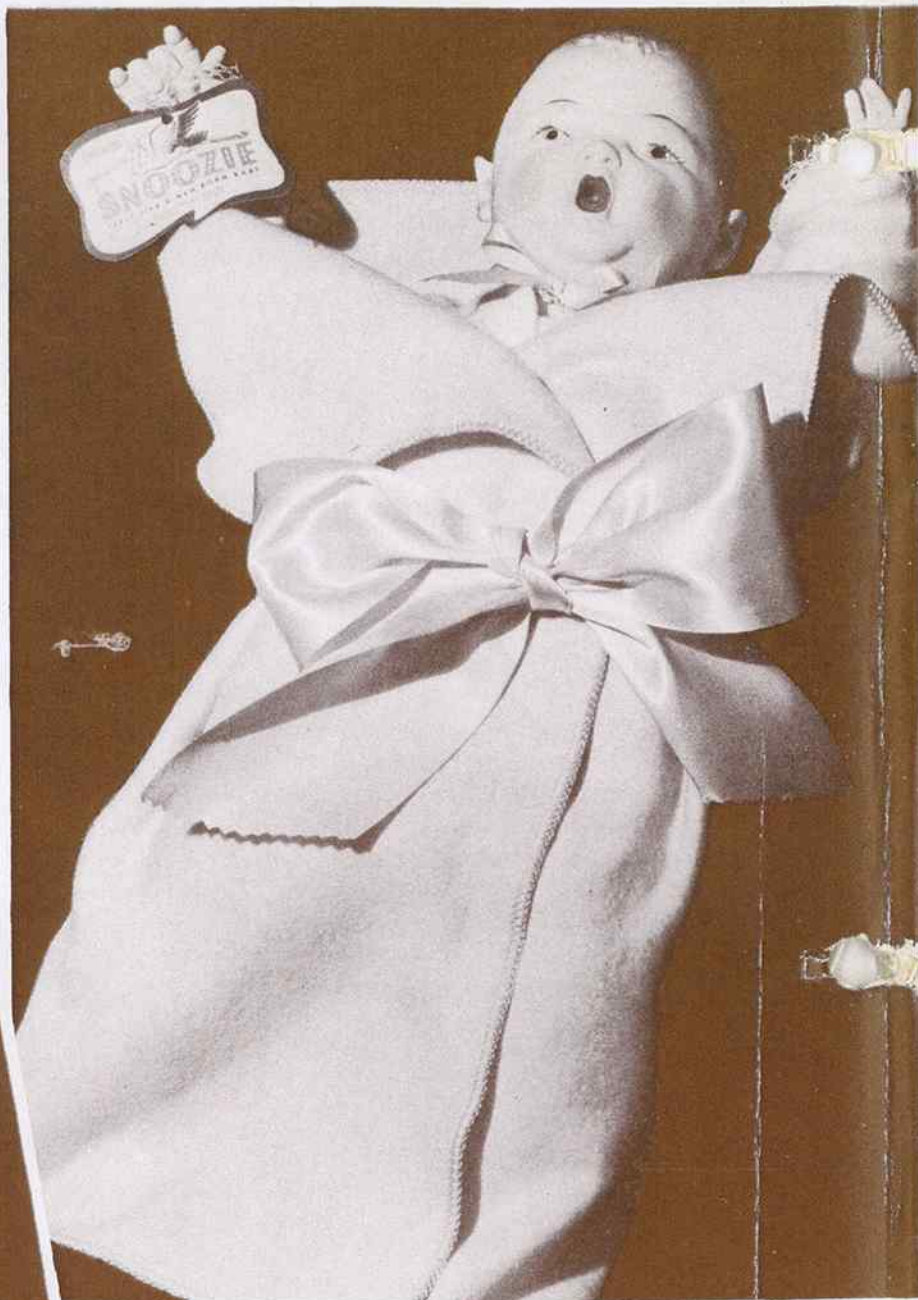
Approx. 12" high. A winner in every way, this darling baby doll is a real value. All plastic with movable arms, legs and moving all plastic eyes and eyelashes. Curly, lustrous wig. Freshly dressed in organdy dress, bonnet, slip, panties, shoes and socks. Packed each in a box, 1 dozen per carton. Approx. weight — 12½ lbs.



Reliable
MADE IN CANADA

Snoozie

Looks perfect in size and proportion to a newborn infant. You'll be amazed at the lifelike appearance of this perfect little doll. No little mother will be able to resist her "Snoozie".



No. 4712 Approx. 12" high. Has soft plastic head, latex arms, legs and body with coo voice. Dressed in diaper and nighty, and wrapped in lovely blanket tied with a ribbon bow. Packed each in a box, 1 dozen per carton. Approx. weight — 13½ lbs.

No. 4714 Approx. 14" high. With soft plastic head, latex arms and legs, soft stuffed body with crying voice. Dressed in diaper and nighty, wrapped in a blanket tied with a ribbon bow. Packed each in a box, 1 dozen per carton. Approx. weight — 20½ lbs.

No. 4717 Approx. 17" high. Soft plastic head, vinyl arms and legs, otherwise the same as 4714. Packed each in a box, 1 dozen per carton. Approx. weight — 26½ lbs.

No. 4721 Approx. 21" high. As No. 4717. Packed each in a box, ½ dozen per carton. Approx. weight — 20 lbs.

Reliable
MADE IN CANADA

Toni doll



No. 57153 Approx. 14½" high. At last after many years of research here is a doll every little girl has dreamed of. "The Toni Doll." An all plastic doll whose hair can be shampooed and waved in many different styles of hair do's. This amazing new doll with all plastic moving eyes makes her debut with the new ingenious wig made of nylon fibre. In fact there is enough nylon in Toni's wig to make 7 pairs of 15 denier nylon stockings. The surprisingly new feature about this wig is that it actually improves with frequent shampooing. With each doll comes the Toni Play Wave Kit—consisting of 12 midget spin curlers, 72 end tissues, creme shampoo and a bottle of Toni Play Wave solution. The Toni doll is moulded in the proportion of a subteen-age girl with movable arms and legs. Dressed in a pretty dress, shoes and socks. The doll affords endless hours of pleasure to every little girl. Packed in an attractive box, ½ dozen per carton. Approx. weight — 14 lbs.



Reliable
MADE IN CANADA

MINIATURE DOLLS

Sleeping eyes, movable head and arms



No. 56115

SOUTHERN BELLE

Approx. 11" high. This little lady is dressed in an exact replica of a southern belle in the gay nineties. Stunningly dressed in a gown designed as a long flowing redding-coat so that a beautiful taffeta slip shows in sharp contrast. The little lady's crowning glory is white hair with a blue plume. In her right hand she carries a dainty sun parasol. Appropriately clothed with satin underclothing, silk socks and white shoes. All plastic with moving head eyes and arms. Packed each in a box, 1 dozen per carton. Approx. weight — 7½ lbs.



No. 56112

NUN

Approx. 11" high. Authentic Nun's costume. White head-dress with long black shawl. White bib and collar, long black gown, underclothing, shoes and socks. White cord at waist and crucifix at neck. All plastic with moving head, eyes and arms. Packed each in a box, 1 dozen per carton. Approx. weight — 7½ lbs.



No. 55087

CARMELITA

Approx. 8" high. A flashing dark eyed senorita, with comb in hair and lace mantila, exquisite satin and lace costume.

No. 56089

HIGHLAND LASSIE

Approx. 8" high. As fresh as heather. Plaid trimmed velvet forage cap with feather, velvet lace trimmed jacket with bow at neck, plaid skirt.



No. 55086

BRIDE

Approx. 8" high. Beautifully dressed for that great day, in a lovely white satin wedding gown with net trimming and veil.



No. 55085

NANCY LEE

Approx. 8" high. Dressed in old fashioned southern gown, with ribbon hat.



All 8" miniatures are packed each in a window display box, 1 dozen per carton. Approx weight — 6 lbs.

No. 56080

ASSORTMENT

A dandy assortment consisting of 1 only No. 54086 Bridegroom, 2 only No. 55084 Bridesmaids, 4 only No. 55086 Bride, 2 only No. 55087 Carmelita, 1 only No. 55089 Skating Queen, 2 only No. 56089 Lassie.

ALL PLASTIC



No. 56114
BRIDESMAID

Approx. 11" high. A dainty bridesmaid, beautifully outfitted. Short veil, head-dress with bow, lovely satin gown, lace and net trimmed, underwear, shoes and socks. Pretty nosegay in one hand. All plastic moving head, eyes and arms. Mohair wig. Packed each in a box, 1 dozen per carton. Approx. weight — 7½ lbs.



No. 56116
BRIDE

Approx. 11" high. A pretty bride in shining white. Long graceful net veil, charming white satin gown, beautifully designed with matching underwear, shoes and socks. Fragile nosegay in one hand. All plastic with moving head, eyes and arms. Packed each in a box, 1 dozen per carton. Approx. weight — 7½ lbs.



No. 55082
BONNIE

Approx. 8" high. A lovely lass with lovely hair. Blouse, hair ribbon, beautiful flowing skirt, panties.



No. 55089
SKATING QUEEN

Approx. 8" high. Lovely maribou head-dress, dainty satin skating costume, panties to match, is standing on ice skates.



No. 55084
BRIDESMAID

Approx. 8" high. Full of charm. A fragile veil in her hair, beautifully gowned in full length dainty costume.



No. 54086
BRIDEGROOM

Approx. 8" high. Quite a dandy. Felt hat, swallow tail coat, striped trousers, shirt, tie and watch chain.



No. 56088
INDIAN GIRL

Approx. 8" high. A dusky beauty. Special black wig with long braids, head-dress with feather, very colourful fringed Indian costume.

No. 56087
COWGIRL

Approx. 8" high. A real gal of the west. Felt sombrero with cord under chin, colourful shirt, fringed vest and skirt, holster and metal gun.

No. 9817 DRUM MAJOR

Approx. 17" high. This little drum major will march at the head of your sales parade. Composition head with painted eyes. Soft stuffed body, arms and balloon legs. Plush hat with brushed rayon crown and peak, trimmed with braid and a jaunty feather. Plush hands and vest front. Balloon trousers, arms and back are brushed rayon. Front of vest and

sides of trousers are braid trimmed.

Tinkling bells on vest, ribbon around neck and baton in hand add finishing touch. Packed 1 doz. per carton, bulk. Approx. weight — 18 lbs.

No. 9822 DRUM MAJOR

Approx. 22" high. Description as No. 9817. Packed bulk ½ doz. per carton. Approx. weight — 17½ lbs.



A *Reliable*
MADE IN CANADA

TOY FOR EVERY GIRL AND BOY

RELIABLE TOY CO. LIMITED

258 CARLAW AVE. TORONTO 8, CANADA

**MONTREAL SHOWROOM:
ROOM 41 MEZZANINE FLOOR
MOUNT ROYAL HOTEL**