



ESTABLISHED 1920

RELIABLE TOY CO. LIMITED

Dear Customer:

June 28, 1972.

This special mailing introduces you to a series of exciting new items. Please insert the enclosed information sheets with your '72 catalogues.

- New "HANG-ITS" - Colourful attention-getters in four designs to liven pad or playroom. For tots, teens and the young-at-heart. Approximate length 18" - 22".

SPECIAL INTRODUCTORY OFFER on all "Hang-Its" orders shipped before August 31/72. Order minimum 72 in std/ctn. quantity combinations and pay for only 64. You get 8 free -- save over 11%. Offer expires August 18, 1972. Book your confirmed orders today.

List price \$54.00 for 72. Special Introductory Offer only \$48.00 net.

- New "NICOLE" Hair Styling Kits - Smart new eye-catching individual display packages for maximum Fall and X-mas sales.

Item #232696	Regular Kit with 30" head	List price \$4.75 ea.
Item #232697	Deluxe Kit with 36" head	List price \$6.00 ea.

- New FUTURA TRUCK ASSORTMENTS AND KIDDY RIDE-EMS - available in varied and attractive modern colours:

Item #242875 & 6	Futura Truck Assortment	List price \$.95 ea.
Item #303703	Kiddy Ride-Em	List price \$1.50 ea.
Item #303704	Ride-Em Flower Car	List price \$1.90 ea.
Item #303711	Ride-Em Dune Buggy	List price \$4.50 ea.

Let Reliable show you your profit makers early this Fall when your representative presents the exciting new Spring and Summer line for '73.

We appreciate and look forward to your continued business.

Cordially yours,

F. Ross Dowd
Sales Manager

FRD/el
encls.

NOTE: Due to rising costs in handling very small orders, we wish to advise our valued customers in advance that, effective August 1, 1972, there will be a minimum order requirement of \$25.00 net cost in std/ctn quantities for direct factory shipment.

NOUVEAU

DECORATE YOUR PAD OR PLAYROOM WITH

NEW

HANG -IT-

LÉGER
S'APPOSE À TOUTE SURFACE

ENJOLIVEZ VOTRE SALLE DE JEU AVEC

LIGHT WEIGHT
HANGS ANYWHERE

ENTÊTE DE CARTE ATTRAYANTE POUR
VENTES MAXIMUM

QUATRE MODÈLES DE COULEUR VIVANTES

Téléphone Payant (Noir) Lumières De Traffic

EYE-CATCHING HEADER CARD FOR
MAXIMUM IMPULSE SALES.

FOUR EXCITING DESIGNS IN
COLOURFUL PLASTIC.

Parcometre (Vert)

Boite D'Alarme (Rouge)

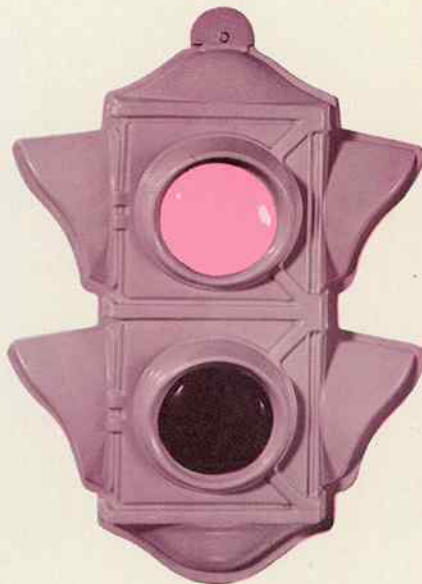


121225

Black Pay Phone

LIST PRICE **75¢** EACH
PRIX COUTANT **75¢** CHACUN

F.S.T. INCL. — F.O.B. TORONTO PLANT



121226

Traffic Lights



121227

Green Parking Meter



121228

Red Fire Alarm Box

Packed 24 per Carton, all one design. Weight 7 Lbs.
Emballé 24 au Carton Par Modèle. Pesanteur 7 Lbs.

- Also available assortment #121230 containing 12 each of items #121226, #121227 and #121228. Weight 9½ Lbs.
- Modèles Assortis Disponible #121230 12 Chacun Des Modèles Soivants #121226, #121227 et #121228. Pesanteur 9½ Lbs.

Reliable

ESTABLISHED 1900

RELIABLE TOY CO. LIMITED

TORONTO

258 Carlaw Ave. Phone (416) 465-7551

MONTREAL

Place Bonaventure, 14 Crerar. Phone (514) 866-1951



**232696—
NICOLE HAIR STYLING KIT**

Approximately 10½" high. Comes with rooted nylon hair, moving eyes, 12 curlers and a hair brush. Mounted on a plastic base with swivel neck.

Packed each in a shrink box, 6 per carton.

Approximate weight 12.0 lbs.

NEW

**232697—
NICOLE HAIR
STYLING KIT—
DE-LUXE**

Approximately 11" high. Complete with rooted nylon hair, moving eyes, 12 curlers, 12 hair clips and a brush. Mounted on a plastic base with swivel neck.

Packed each in a shrink display box, 6 per carton.

Approximate weight 13.0 lbs.



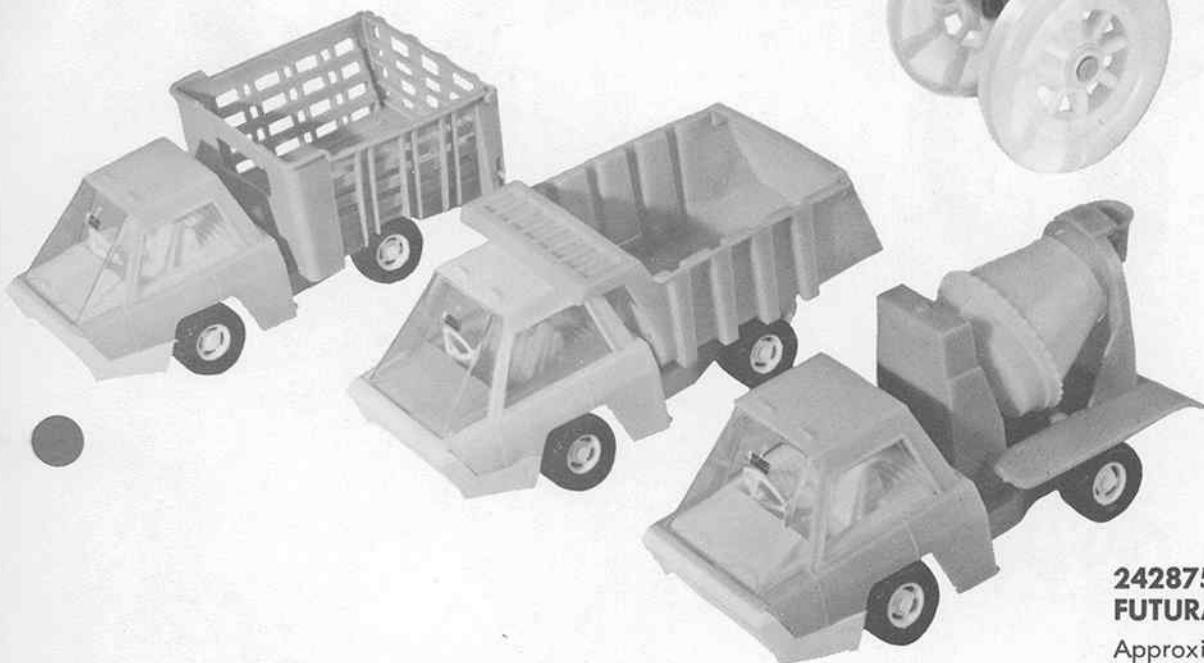
NEW

NEW

**303703—
KIDDY RIDE-EM**

Approximately 16½" x 7½" x 15½".
Completely assembled. Steers freely
with built-in horn. Sturdily built four-
wheel Ride-Em Toy.

Packed bulk, 6 per carton.
Approximate weight 12.0 lbs.



**242875—
FUTURA TRUCK ASSORTMENT**

Approximately 11" long x 4½" wide.
Consisting of Dump Truck, Stake Truck
and Cement Mixer. Operating tail gates
on Dump Truck and Stake Truck. Rear
section of Cement Mixer revolves as
Truck moves forward. Each has clear
plastic windows and white hub caps on
free rolling wheels.

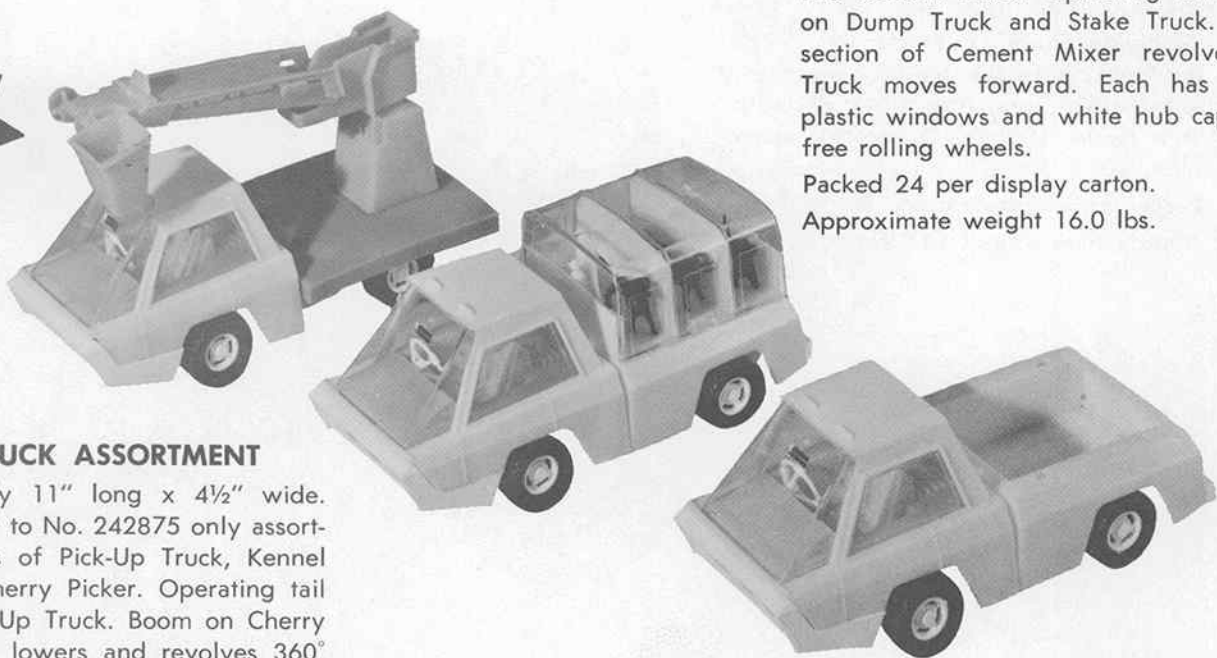
Packed 24 per display carton.
Approximate weight 16.0 lbs.

NEW

**242876—
FUTURA TRUCK ASSORTMENT**

Approximately 11" long x 4½" wide.
Trucks similar to No. 242875 only assort-
ment consists of Pick-Up Truck, Kennel
Truck and Cherry Picker. Operating tail
gate on Pick-Up Truck. Boom on Cherry
Picker raises, lowers and revolves 360°

Packed 24 per display carton.
Approximate weight 16.0 lbs.





**303711—
RIDE-EM DUNE BUGGY**

Approximately 24" long x 10½" wide.
Completely assembled. Steers freely with
built-in horn.

Packed each in a box, 4 per carton.

Approximate weight 25.0 lbs.

NEW

**303704—
RIDE-EM FLOWER CAR**

Approximately 18" long, 14½" high,
7¾" wide. Sturdily built four wheel Ride-
Em Toy. Unbreakable plastic. Steers freely
with built-in horn. Attractively decorated
with flower stickers. Completely assem-
bled.

Packed bulk, 6 per carton.

Approximate weight 14.0 lbs.

