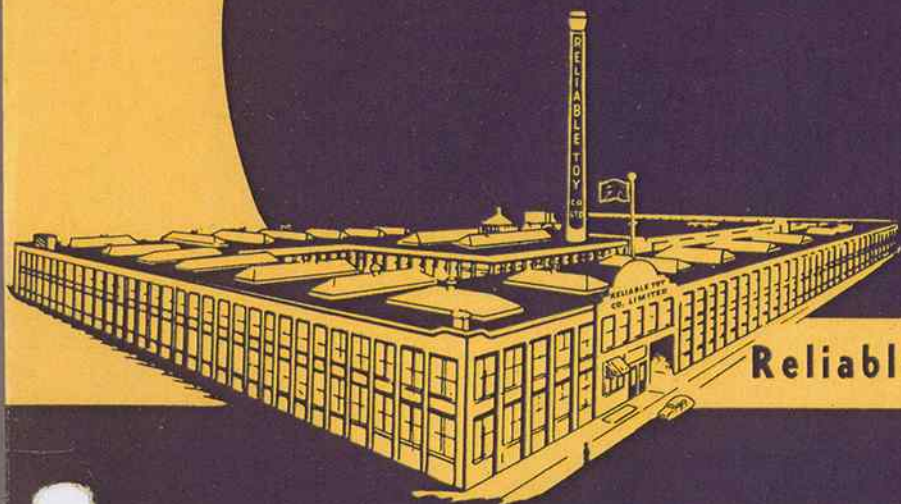


Reliable
MADE IN CANADA

Trade Mark



35 YEARS CONTINUOUS SERVICE



Reliable Toy Co. Limited-Toronto, Canada

EASTER PLUSH 1955

35 YEARS

CONTINUOUS SERVICE

After thirty five wonderful and exciting years in the Toy business, it is interesting to pause for a moment and ponder over the skill of hand and mind, the loyalty, devotion and effort that go into the creation of toys which are enjoyed and admired by children all over the world.

Behind these Reliable products are years of devoted effort on the part of hundreds of employees, many of whom have been with the Company practically all their working years.

From a tiny workshop in Toronto back in 1920 Reliable moved many times to larger quarters. Now the Company occupies over 150,000 square feet to manufacture Reliable toys.

Through these years it has always been our creed to give the most in value and quality for the lowest possible price. This is the principle which has inspired ceaseless research, development and expansion.

Reliable dolls unsurpassed for beauty are completely designed and produced from head to toe under the roof of Reliable Toy Co. and no matter how small an item to improve a doll is necessary our skilled craftsmen set to work to create that part to make the finished article the best which can be bought.

To-day, little mothers are thrilled with dolls that walk, cry, wet, sleep, do not break, and have lovely saran hair actually rooted in soft vinyl heads to be combed, curled and waved.

In 1941 plastics inevitably came into the business; these were war years and plastics vital to the success of our armed forces poured from our plant by the hundreds of thousands. As war demands decreased we gradually stepped up our output for civilian lines and through this experience we gained much know-how in plastics for playthings.

Another important step was made by Reliable in 1952, Vinyl became an important factor for beach toys and wading pools. Since this time Reliable inflatable toys have become increasingly popular and now colourful and strong inflatable toys and pools made by Reliable bring summer enjoyment on beaches and in gardens everywhere.

Our progress did not stop and in 1953 Polythene was added to the list of Reliable's proud achievements. This resulted in a line of feather weight, unbreakable toys which combine many outstanding features of proven high resistance to all kinds of abuse. Much to the delight of parents, children can now play quietly with polythene toys of detailed design which will not scratch furniture, are non-toxic, colourfast and safe.

Last year our research took us further; to the development of plastisol. With soft pliable plastisol Reliable has been able to manufacture thousands of character animals and novelties for little tots to play with safely. This new material is colourfast, washable and unbreakable.

Reliable's achievements are many, but it has only been through the loyalty and devotion of our customers and employees.

It is our sincere wish in the future, as in the past, to continue to serve to customers' satisfaction and carry on a policy proven trustworthy by time.



RELIABLE TOY CO. LIMITED - TORONTO, CANADA



79225 Dolly Bunny with Vinyl Face — Approximately 18". A beautiful Easter bunny softly stuffed. Colourful two tone plush with soft vinyl face with painted details. Satin bow and squeak in tail. Packed 1 per box—½ dozen per carton. Approx. weight—6 lbs.



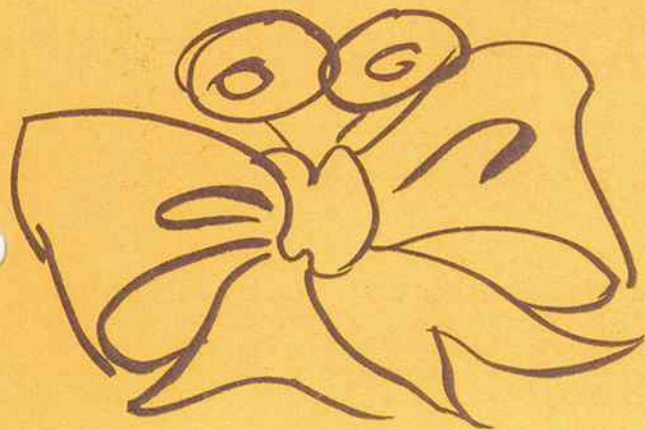
79245 Standing Bunny — Approximately 26½"—Similar to 79225 but much larger, in beautiful soft plush, vinyl face, ribbon bow and squeak in tail. Packed Bulk—½ dozen per carton. Approx. weight—13 lbs.



79285 Lamb—Approximately 13" x 6½"—As cute as a button. Soft plush body, detailed soft vinyl face, painted features, ribbon bow. Packed 1 per box, ½ dozen per carton. Approximate weight 4½ lbs.



79295 Rooster — Approximately 11" — Cock of the Eastern Parade. This plush rooster has soft vinyl face, brightly painted face detail, stiff felt feet and comb. Comes in lovely coloured plush—plastic buttons and bow. 1 dozen per carton. Approx. weight — 13½ lbs.

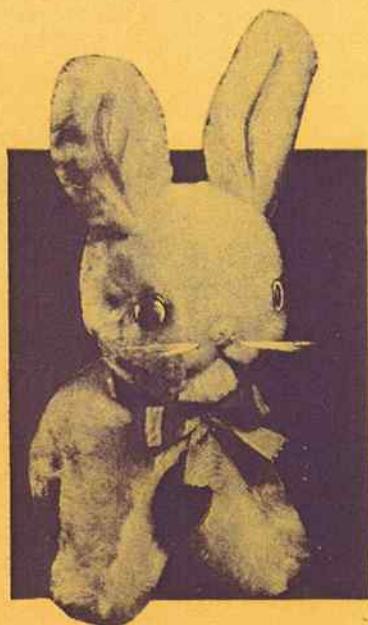


Reliable

MADE IN CANADA

Trade Mark

SOFT - CUDDLE



79405 Sitting Bunny — Approx. 10" — A "Best seller for Easter Sales". An all plush sitting bunny with soft stuffing. Has rolling eyes, plastic nose, whiskers, yarn mouth, ribbon bow. Comes in delightful colour variety. Packed bulk, 1 dozen per carton. Approx. weight—6 lbs.

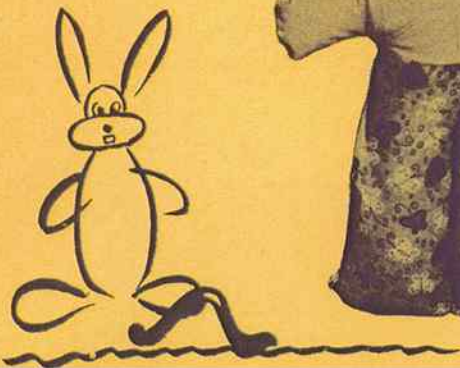
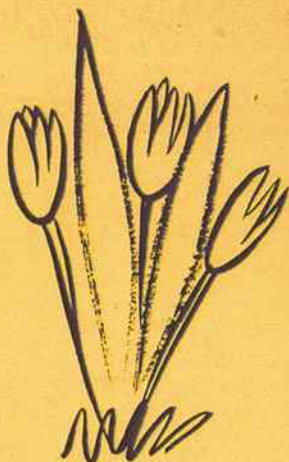
79515 — Standing Rabbit Plush Head—Approximately 15" — A perky little fellow for lots of Easter Sales. Has soft plush head, yarn nose, felt tongue and plastic eyes. Outfit includes print trousers and ears with vinyl material inside ears and on body. Ribbon bow. Packed bulk—1 dozen per carton. Approximate weight 13½ lbs.



79525 Easter Rag doll — Approximately 18" — A sweet Easter Rag Doll. Has plastic masque face with painted detail, wool hair tufts. Outfit includes print and vinyl material. Has Easter bunny ears. Cotton stuffed body and ribbon bow. Packed bulk, 2 dozen per carton. Approximate weight—17 lbs.



79535 Easter Rag Doll—Approximately 24"—Big Easter sales with this big size doll. Has plastic Masque face, soft cotton stuffed body, wool hair tufts, bunny ears and ribbon bow. Wears a colourful print and vinyl outfit. Packed bulk—1 dozen per carton. Approx. weight —9 lbs.



LOVABLE PLUSH
TOYS SOFTLY STUFFED



79675 Rabbit with vinyl head and carrot—Approximately 11". A real Easter charmer. His all plush body combines with his soft vinyl character head for sales appeal. Softly stuffed with ribbon bow and vinyl collar. Features a soft squeaking carrot held with fore paws. Ribbon bow on one ear. Comes in gay Easter colours. Packed 1 per box — 1 dozen per carton. Approx. weight 11½ lbs.



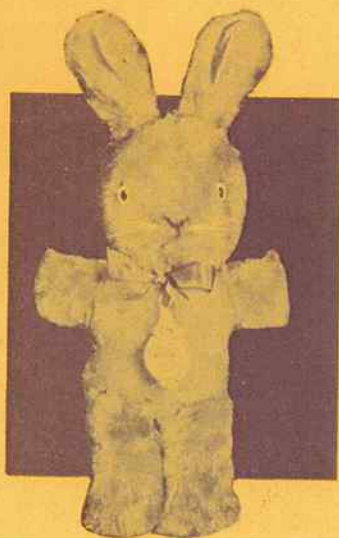
79665 Duck with Vinyl Face — approximately 9½" — A real Easter parader. Has soft vinyl face, painted features and stiff felt webbed feet, cute little plush wings, bell in one wing, gay hat on the side of his head. Packed 1 per box, 1 dozen per carton. Approx. weight — 11½ lbs.



79695 Pajama Doll — Approximately 20"—A darling baby doll with a soft unbreakable plastisal head, sculptured hair, plastic insert eyes, and lovely face detail. Soft stuffed latex body, arms and legs. Wearing a printed flannel sleeper outfit pinned at back, with matching hood, bow and rabbit ears. Coo voice. Packed each in a pliofilm bag, 1 dozen per carton. Approx. weight 19 lbs.



79725 — Cuddly Bunny — Approximately 14½" — Another happy Easter chappy to win sales. Comes in softly stuffed colourful curly two tone plush with soft vinyl nose, rolling eyes and ribbon bow. Squeak in body. Packed bulk 1 dozen per carton. Approx. weight 8 lbs.



79715 — Cuddly Bunny — Approx. 12½"—A delightful soft stuffed bunny in gay Easter shades. Glass eyes, yarn nose and mouth. Ribbon bow. Packed bulk 2 dozen per carton. Approx. weight—10 lbs.



79685 Rabbit Doll with Vinyl Head — Approximately 9½" — The cutest little rabbit doll ever dressed for an Easter parade. Has soft vinyl head, latex body arms and legs. Cotton overalls and cotton shirt. Coos when squeezed. Packed each in a polythene bag, 2 dozen per carton. Approx. weight 10½ lbs.



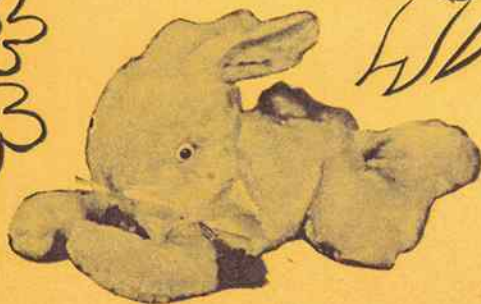
Y. - EASTER PLUSH TOYS



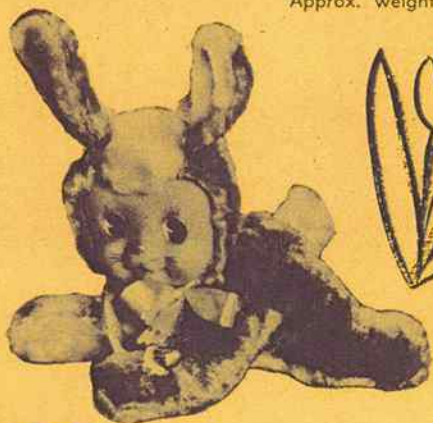
79545 - Tubby Rabbit - Approximately 15" - Children will love this appealing Easter Bunny. Soft plush head, ears, hands and feet, wearing colourful print outfit and print inside ears. Plastic eyes, soft vinyl nose and ribbon bow. Packed bulk, 1 dozen per carton. Approx. weight-12 lbs.



79615 Standing Rabbit with Chick - Assorted, Plastisol heads. Approximately 13 1/2". Two Easter favourites with soft unbreakable plastisol heads, painted face detail and colourfully painted simulated bonnets with fancy trim. Softly stuffed, wearing bright print trousers-cotton pique tops with soft plush on hands and feet, ribbon bow. Packed bulk, 1 dozen per carton. Approx. weight 12 lbs.



79655 Softy Bunny-Approximately 14"-A sure seller in colourful Easter Plush - in laying down position; is very soft and cuddly. Has nylon whiskers, yarn nose, ribbon bow and button eyes with felt lashes and tongue. Packed 1 per box - 1 dozen per carton. Approx. weight 14 lbs.



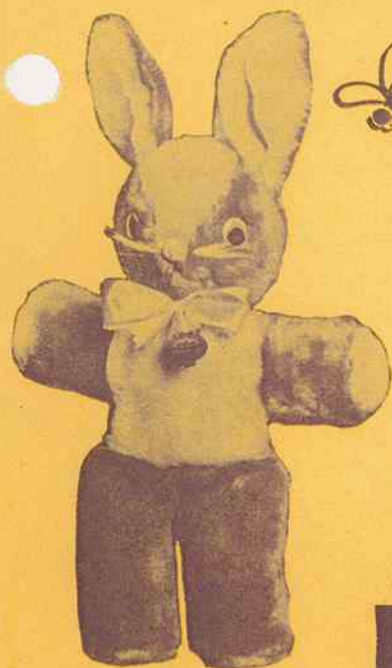
79635 Rabbit Ball-Approximately 10" - A delightful Easter Rabbit Ball. Has softly stuffed, colourful body with soft vinyl head and ears. Ribbon bow and bell on ear. Ribbon bow on neck. Packed 1 per box-1 dozen per carton. Approx. weight 10 lbs.



79595-Bunny with Bells-Approximately 7 1/2"-Easter sales will hop right along with this colourful soft stuffed all plush bunny. Two tone ears, face and tail, plastic eyes, nose and whiskers. Has bells on forepaws with ribbon bow on neck. Packed bulk, 1 dozen per carton. Approx. weight-7 3/4 lbs.

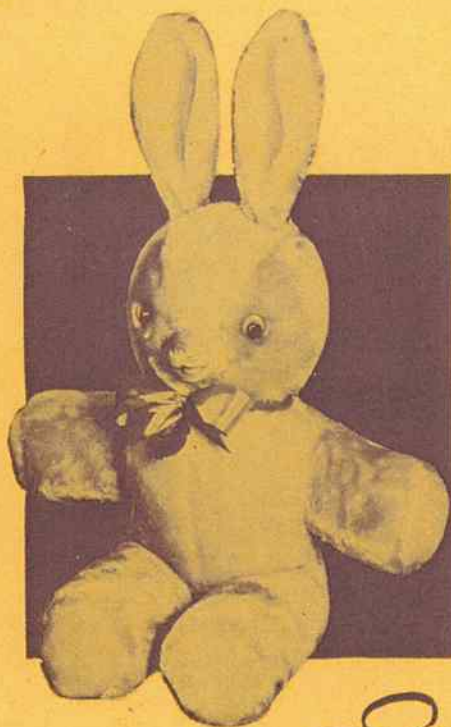
79645 Playful Bunny - Approx. 12 1/2"-This happy easter gift is a cuddly favourite. Has vinyl face with painted detail. Is in cute prone position, softly stuffed, colourful two tone plush. Ribbon bow. Packed 1 per box, 1/2 dozen per carton. Approx. weight 7 lbs.





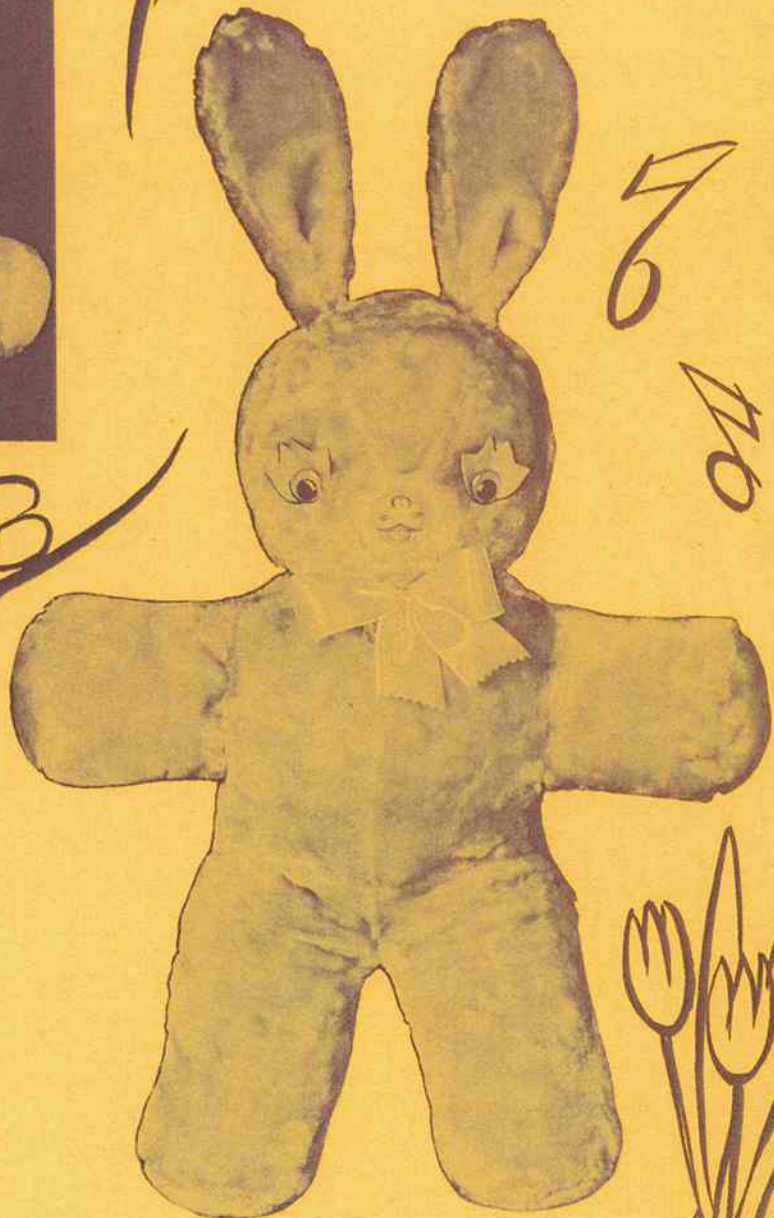
79735 — Cuddly Bunny — Approximately 18½" — A friendly Easter bunny for all kiddies. Has rolling eyes, plastic nose, nylon whiskers and yarn mouth. All soft stuffed two tone plush with ribbon bow. Squeak in body. Packed bulk ½ dozen per carton. Approx. weight 9 lbs.

THERE'S A RELIABLE
TOY FOR EVERY
GIRL AND BOY

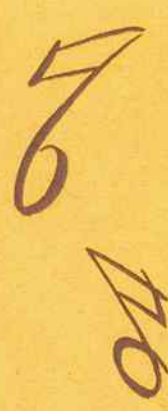
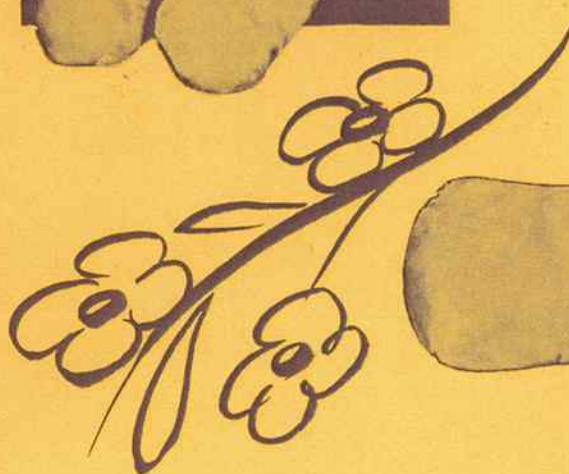


79795 Cuddly Bunny — Approximately 36" — Similar to 79755 but much larger— has soft stuffed plush body in assorted colours, rolling eyes, felt eye lashes, vinyl nose, ribbon bow and squeak in tail. Packed 1 per carton. Approximate weight 8 lbs.

79755 — Cuddly Bunny — Approximately 26" — For bigger Easter sales this fellow leads the parade. Softly stuffed, 2 tone plush with big ears, rolling eyes and soft vinyl nose, ribbon bow and squeak in tail. Packed bulk — ½ dozen per carton. Approx. weight — 12 lbs.



79845 Begging Bunny—Approximately 17" — A sure seller in colourful Easter Plush. Soft stuffed. Has vinyl face with painted detail. Ribbon bow. Holding soft vinyl carrot with squeaker in front paws. Packed 1 per box. — ½ dozen per carton. Approx. weight — 8½ lbs.





79855—**Begging Bunny** — Approximately 18" — The happiest bunny in the Easter Parade. In sitting position, softly stuffed, colourful two tone plush. Has soft vinyl face with painted detail. Ribbon bow. Squeak in tail. Packed 1 per box, ½ dozen per carton. Approx. weight — 10 lbs.

79955—**Sitting Rabbit with Vinyl Carrot** — Approximately 22" — A favourite Easter gift for all. Soft stuffed. Features soft vinyl squeaking carrot held by forepaws. Has rolling eyes, plastic nose, felt tongue, large fancy ribbon bow. Gay coloured plush. Packed 1 per carton. Approximate weight—3½ lbs.

79875 **Sitting Bunny** — Approximately 27" — Sales will multiply too with this big, colourful softly stuffed Easter rabbit. Lovely two tone plush with big ears, rolling eyes, plastic nose, nylon whiskers and yawn mouth. Satin ribbon bow around neck. Packed 1 per carton. Approximate weight 4 lbs.