

*Hard-hitting TV coverage sells
these exclusive RELIABLE Toys for you!*

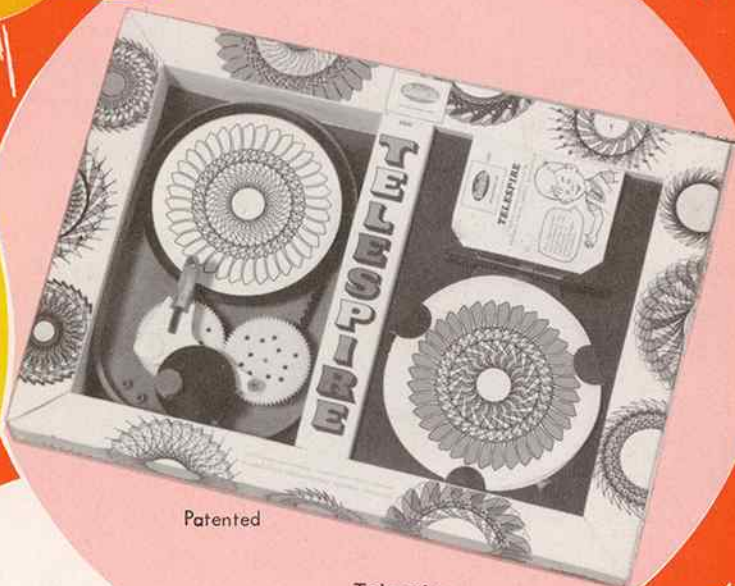
*Une promotion intensive à la TV vend ces
jouets exclusifs RELIABLE pour vous!*



Cuddles and Her
Convertible
Rocker

Cuddles et sa
berceuse
tout usage

Pat. Pend.



Patented

Telespire



The Rhythm Rocker Guitar
La guitare Rythme Rocker

110 spots on 21 stations,
coast-to-coast!

110 annonces-éclair diffusées
par 21 stations d'un océan
à l'autre!

Over 10½ million households!
Plus de 10½ millions de foyers

13½ million children will see
these commercials!

13½ millions d'enfants verront
ces annonces publicitaires!

November and December!

Durant novembre et décembre!

*Stock up now and profit
with **Reliable** Toys*



(Turn over for details of your local coverage)

*Approvisionnez-vous dès maintenant—
et réalisez des profits
grâce aux jouets **Reliable***



(Voir au verso les détails de la promotion locale)

Here's how RELIABLE TV reaches your customers
Voici comment la promotion RELIABLE à la TV atteindra vos clients

MARKETS/MARCHÉS (HOUSEHOLDS/CHILDREN) (FOYERS/ENFANTS)	STATIONS & CHANNELS STATIONS ET CANAUX	NO. SPOTS NO D'ANNONCES	PROGRAMS ÉMISSIONS	DAYS JOURS
VANCOUVER-VICTORIA (1,078,000/1,545,000)	KVOS 12 CHAN 8 CHEK 6	15 20 35	Fun-O-Rama, Cartoons Flintstones, Bewitched Pete's Place	Mon/Tues/Sat-lun/mar/sam Mon/Tues/Wed/Thurs lun/mar/mer/jeu
EDMONTON (618,000/649,500)	CFRN 3 CBXT 5	5 10 15	Cartoons Huck Finn, Skippy	Sat-sam Wed/Thurs-mer/jeu
CALGARY (337,000/403,500)	CFCN 4 CHCT 6	10 5 15	Buckshot Superman	Tues/Thurs-mar/jeu Tues-mar
SASKATOON (271,500/381,500)	CFQC 8	15	Kelly's Clubhouse, Cartoons	Mon/Wed/Fri-lun/mer/ven
REGINA-MOOSE JAW (207,500/290,000)	CHRE 9 CHAB 4 CKCK 2	15	Cartoons	Tues/Wed/Sat-jeu/mer/sam
WINNIPEG (667,000/1,009,500)	CJAY 7	15	Popeye, Bugs Bunny	Mon/Wed/Thurs-lun/mer/jeu
OTTAWA (787,000/1,220,000)	CJOH 13 CBOT 4	5 15 20	Uncle Wally & Floyd Kids Program, Frankenstein Jr.	Tues-mar Sat/Sun/Tues-sam/dim/mar
LONDON (est) (750,000/1,200,000)	CFPL 10	20	available in September	
TORONTO-HAMILTON OSHAWA-NIAGARA (2,469,000/3,230,000)	WKBW 7 WBEN 4 CFTO 9	10 5 10 25	Lucy Popeye Flintstones, Uncle Bobby	Mon/Thurs-lun/jeu Sun-dim Tues (2)-mar (2)
MONTREAL (2,585,000/2,618,000)	CFCF CFTM 10 WCAX 3	10 10 10 30	Littlest Hobo, Romper Room Super Heros, Capt. Bonhomme Cartoons	Thurs/Wed-jeu/mer Mon/Wed-lun/mer Sat/Wed-sam/mer
QUÉBEC (566,000/775,500)	CFCM 4	10	Cartoons, Rin-Tin Tin	Sat/Mon-sam/lun
HALIFAX (259,500/363,000)	CJCH 5	10	Bat Fink, Firehouse Frolics	Sat/Mon-sam/lun