



DOLLS

*50th*  
*Anniversary*  
FIFTY YEARS OF LEADERSHIP IN THE TOY INDUSTRY

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1970

RELIABLE TOY CO. LIMITED • TORONTO • MONTREAL • VANCOUVER



## Growing up with Reliable Toy

If you were born several years before 1920, you would have been in the First Generation.

That is, the first generation to be delighted from playing with the creations of Reliable Toy Co. It has been 50 years since Reliable was born in humble lodgings in Toronto.

Reliable grew with each succeeding Canadian generation to become the oldest and largest toymaker in Canada, a pioneer in every respect including quality and safety.

Reliable toys are found in more than 30 countries around the globe. We're big. But more important, we're totally Canadian owned. And 90 per cent of our toys are Canadian-designed.

As Reliable grew in its early years, headed by Alex Samuels, history was made. You're not likely to find it in cold history texts, but there's warm nostalgia in the hearts of many Canadians who remember . . . — 1922, Reliable's original "Mamma" doll that cried when turned on its back; followed in the Thirties by Shirley Temple, Snow White, and in 1949 Canada's own sweetheart on skates, Barbara Ann Scott and the CBC's Maggie Muggins.

A variety of Walt Disney characters followed in the 1950s, followed by Tammy and her wardrobe. In the past couple of years, however, one doll holds the title as the Most Popular in Canada — Reliable's original Doll'n Toter.

The grand champion Canadian toy that is recognized internationally is the world's first plastic pedal toy — the Reely Ride-em Tractor introduced in 1961, this Reliable original is popular to this day in advanced design.

There were many others of course, Reliable makes about 1,300 varieties of toys a year including an increasing number of educational models.

Reliable's pioneering in plastics after World War II brought a new safety feature into toys. Sharp edges and splinters were avoided and the toys didn't rust. In 1966, Alex Samuels died and an era ended. But his perseverance for quality and safety was carried on.

Reliable's safety consciousness has increased in the last few years under new president Mannie Grossman and the sons of Alex Samuels, Laurie and Herb, vice-presidents.

Important safety standards in manufacturing were urged by Grossman in 1969. The Canadian Government and the toy industry are working now to bring these about.

For Reliable's 50th Anniversary in 1970 we pledge continued and strengthened leadership in the design and manufacture of toys for Canadian children and those around the world.

## Grandit avec Reliable Toy

Si vous étiez nés plusieurs années avant 1920, vous auriez appartenu à la Première Génération.

C'est la Première Génération qui eut le plaisir de jouer des créations de Reliable Toy Co. Cela faisait 50 ans que Reliable Toy était né dans un humble atelier de Toronto.

Reliable a grandi avec chaque Génération Canadienne pour devenir le plus ancien et le plus large fabricant de jouets au Canada; un pionnier en tout sens, incluant qualité et sécurité.

Les jouets Reliable sont trouvés dans plus de 30 pays autour du globe. Nous sommes grand. Mais plus important, nous sommes entièrement propriétaire Canadien. Et 90% des plans de nos jouets sont canadiens.

Comme Reliable a grandi dans ces années avec Alex Samuels en tête, l'histoire fut faite. Probablement, vous ne le trouverez pas dans les textes de l'histoire, mais il y a une chaude nostalgie dans les coeurs de plusieurs Canadiens qui se rappellent . . .

1922, l'original poupée "Mamman" qui criait quand on la tournait sur le dos; suivit dans les années 30, de Shirley Temple, Blanche Neige, et en 1949, la délicieuse Canadienne Barbara Ann Scott et Maggie Muggins à l'écran de votre télévision.

1950, une variété de personnages de Walt Disney, poursuivit par Tammy et sa garde-robe. Dans les quelques dernières années, cependant, une poupée tint le titre de la Plus Populaire au Canada — Porte-Poupée (Doll'n Toter).

Le premier jouet à pédale en plastic, reconnu internationalement dans le monde comme le grand Champion des jouets Canadiens — le tracteur "Reely Ride-em", introduit en 1961, ce jouet Reliable est populaire en ce jour dans la modernisation de son dessin.

Il y en avait plusieurs autres naturellement, Reliable fait environ 1,300 variétés de jouets annuellement, incluant un nombre augmentant de modèles éducatifs.

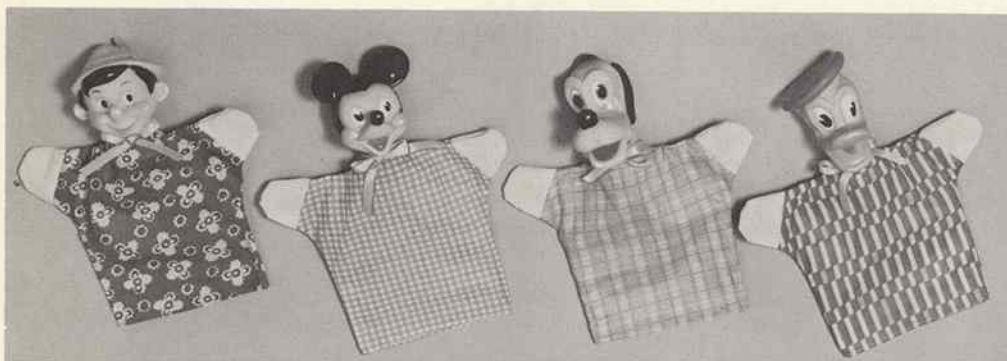
Après la 2ème guerre mondiale, les pionniers De Reliable ont apporté une nouvelle caractéristique dans les jouets de plastic. Les bords tranchants et les parties de bois furent enlever et les jouets ne rouillèrent pas. En 1966, Alex Samuels mourut et une époque se termina. Mais sa persévérance pour la qualité et la sécurité fut continuée.

Dans les quelques dernières années, la connaissance de sécurité de Reliable a augmenté, sous le nouveau Président Mannie Grossman et les fils d'Alex Samuels, Laurie et Herb, vice-présidents.

D'importants programmes de sécurité dans la fabrication furent apportés par Grossman en 1969. Le Gouvernement Canadien et l'industrie des jouets travaillent maintenant pour apporter ces choses.

Pour le 50ième anniversaire de Reliable en 1970, nous nous engageons à continuer et à élargir notre commandement dans le projet et l'industrie des jouets, pour les enfants du Canada et ceux autour du monde.





**00120 — DISNEY PUPPET ASSORTMENT**  
10" Tall. Four Walt Disney favourites. Donald Duck, Mickey Mouse, Pinocchio and Pluto. All with realistically decorated soft vinyl faces and bright cotton bodies. Each in a poly bag with header. 36 per carton. Approximate weight — 7.5 lbs. 1.00 cu. ft.



**00130 — SUSIE RAG DOLL**  
16" Tall. Soft and Cuddly cotton print body with decorated mask face and ribbon neck bow. Packed bulk. 36 per carton. Approximate weight — 27.0 lbs. 5.95 cu. ft.



**00260 — SUNSHINE SUSIE RAG DOLL**  
22" Tall. Novelty Rag Doll has decorated face and wool fringe hair. Soft and Cuddly cotton print body has detachable skirt and matching hat and ribbon neck bow. Packed bulk. 12 per carton. Approximate weight — 11.5 lbs. 2.64 cu. ft.



**02830 — MONKEY BOY AND GIRL ASSORTMENT**  
16" Tall. Comical characters right from the zoo. Soft and Cuddly with vinyl faces and button eyes. Bodies are cotton print in assorted patterns with contrasting overalls or pleated skirts. Packed bulk. 24 per carton. Approximate weight — 22.5 lbs. 3.91 cu. ft.





**09120 — BLANKET BABY**  
14" Tall. Rooted hair in soft curl style. Wearing a nightie, training pants, wrapped in a Blanket with ribbon tie around waist and ribbon hair bow. Five piece fully jointed body with drink and wet features and feeding bottle. Packed each in a Poly Bag, 24 per carton. Approximate weight 14.0 lbs. 2.17 cu. ft.



**09110 — BLANKET BABY**  
11" Tall. Rooted hair in soft curl style. Dressed in nightie, training pants, wrapped in a Blanket with ribbon tie around waist and ribbon hair bow. Five piece fully jointed body with drink and wet features and feeding bottle. Packed each in a Poly Bag, 24 per carton. Approximate weight — 6.0 lbs. 1.05 cu. ft.

*Reliable  
Blanket  
Babies*



**11120 — BABY LOVUMS**  
14" Tall. Wearing attractive pleated dress complete with panties, shoes, socks and ribbon hair bow. Has five piece fully jointed body, moving eyes, rooted hair in soft baby curls. Drink and wet features and carries her own nursing bottle. Packed each in a Poly Bag, 24 per carton. Approximate weight — 15.5 lbs. 2.40 cu. ft.



**09330 — THREE FACED DOLL**  
17" Tall. Turn her head and change her mood. Has a smiling face, crying face and then off to sleep. Hair and eyes are attractively decorated. She has a five piece fully jointed body and wears a printed flannel sleeper and hood with lace trim. Packed each in a Poly Bag with descriptive header. 12 per carton. Approximate weight — 11.5 lbs. 2.04 cu. ft.





**12010 — SWEETHEART BABY ASSORTMENT**  
13" Tall. Three assorted dress styles. Has bouffant style rooted hair, moving eyes, a five piece fully jointed body with drink and wet features. Comes complete with her own feeding bottle. Packed each in a brightly coloured and decorated moulded box with carry handle. 12 per carton. Approximate weight — 15.0 lbs. 2.75 cu. ft.

## Sweetheart



**12110 — CRY BABY ASSORTMENT**  
11" Tall. Two assorted dress styles. One with Dutch hair style and the other with twin braids, with moving eyes, a five piece fully jointed body with drink and wet features, it's own feeding bottle and a crier voice. Packed each in a brightly coloured and decorated moulded box with carry handle. 12 per carton. Approximate weight — 10.0 lbs. 2.75 cu. ft.



**14000 — DARLING LORRIE**  
9" Tall. Small and Mighty appealing in her lace ruffled dress with matching panties in assorted colours. Wears knitted booties and ribbon hair bow. Five piece fully jointed body, moving eyes, soft rooted curls, drinks and wets with nursing bottle. Seated in Shrink Display box. Packed 12 per carton. Approximate weight — 9.5 lbs. 2.72 cu. ft.

## Darling Lorie



**14010 — DARLING LORRIE ASSORTMENT**  
11" Tall. Three assorted crisp dress styles, wearing panties, shoes, socks and ribbon hair bow. Has five piece fully jointed body, moving eyes, rooted hair in soft baby curls. Drinks and wets. Each style comes with different playtoy. Seated in Shrink Display box. Packed 12 per carton. Approximate weight — 10.5 lbs. 2.72 cu. ft.





**15010 — LORRIE TODDLER ASSORTMENT**  
12" Tall. Rarin' to go in three individually styled dresses with panties, shoes, socks, and ribbon hair bow. Each carrying bulky hand bag. Has five piece fully jointed body, moving eyes, rooted soft curled hair. Packed each in a Shrink Display box. 12 per carton. Approximate weight — 11.5 lbs. 3.60 cu. ft.



**15210 — SWEETHEART TODDLER ASSORTMENT**  
12" Tall. Three assorted dress styles, wearing pants, shoes, socks and ribbon hair bow. Has five piece fully jointed body, moving eyes and rooted hair in Twin Braid, Pony Tail and Short Dutch styles. Packed each in a brightly coloured and decorated moulded box with carry handle. 12 per carton. Approximate weight — 12.0 lbs. 2.75 cu. ft.



**15110 — LORRIE TODDLER**  
12" Tall. Dressed for the Rainy Day in her bright hooded Vinyl Raincoat and boots. Comes complete with her own umbrella. Has five piece fully jointed body, moving eyes, rooted soft curled hair. Packed each in a Shrink Display Box. 12 per carton. Approximate weight — 11.5 lbs. 3.60 cu. ft.



**16020 — CRY BABY ASSORTMENT**  
14" Tall. Three assorted dress styles with ribbon hair bows. Has five piece fully jointed body, moving eyes, softly curled rooted hair, drink and wet features and crier voice. Complete with bottle, pants, shoes and socks. Packed in a see thru Shrink Box. 12 per carton. Approximate weight — 21.0 lbs. 8.20 cu. ft.

**Finest Quality Dolls at Popular Prices**





## Baby Lovums

### 19020 — LOVUMS BABY ASSORTMENT

14" Tall. Three assorted dress styles, wearing pants, shoes, socks and ribbon hair bow. Has five piece fully jointed body, moving eyes and rooted hair in Short Dutch and Twin Braid styles. Comes complete with her own feeding bottle. Packed each in a see thru shrink box. 12 per carton. Approximate weight — 21.0 lbs. 8.20 cu. ft.

## Baby Cuddles



### 19220 — BABY CUDDLES ASSORTMENT

14" Tall. Two assorted dress and hat styles; one in allover lace and one in nylon batiste, both styles lace trimmed. They have softly curled rooted hair, moving eyes, five piece fully jointed bodies with drink and wet features, wearing pants, shoes and socks. Packed in new shrink display box. 12 per carton. Approximate weight — 21.0 lbs. 6.25 cu. ft.

### 19320 — BABY CUDDLES ASSORTMENT

14" Tall. Two assorted dress and hat styles in luxurious brushed lace with lining, wearing pants, shoes and socks. Has five piece fully jointed body; moving eyes and rooted hair. Comes with her own feeding bottle. Packed in new shrink display box. 12 per carton. Approximate weight — 21.0 lbs. 6.25 cu. ft.



## Baby Lovums

### 19330 — BABY LOVUMS

17" Tall. Dressed in embroidered nylon dress, pants and knit booties. Five piece fully jointed body with drink and wet features, moving eyes, rooted Shag hair style with side curls. Packed in a see thru Shrink Display Box. 12 per carton. Approximate weight — 28.5 lbs. 10.2 cu. ft.





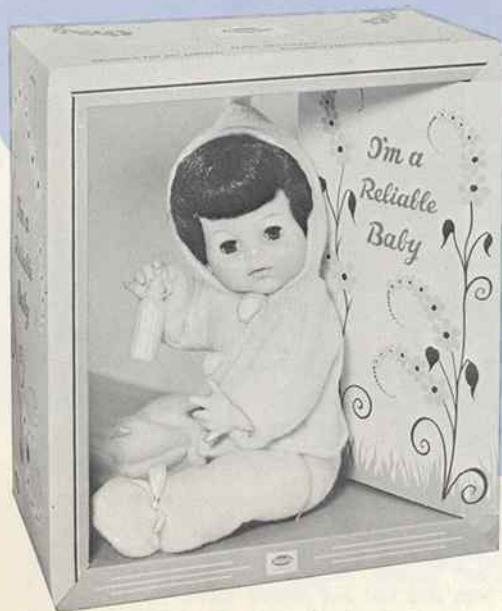
## Baby Lovums



**21430 — BABY LOVUMS ASSORTMENT**  
17" Tall. Two assorted dress and hat styles; one in Allover Lace and one in Flocked Print Nylon. They have softly curled rooted hair, moving eyes, five piece fully jointed bodies with drink and wet features, wearing panties, shoes and socks. Packed in see thru Shrink Display Box. 12 per carton. Approximate weight — 28.5 lbs. 10.20 cu. ft.

## Baby Cuddles

**25010 — SWEETHEART BABY ASSORTMENT**  
11" Tall. Two assorted styles; one in three piece Snow Suit and one in a Bunting Bag with Hat. Has soft curled rooted hair, moving eyes, a five piece fully jointed body with drink and wet features. Comes complete with her own feeding bottle. Packed each in a brightly coloured and decorated moulded box with carry handle. 12 per carton. Approximate weight — 12.0 lbs. 2.75 cu. ft.



**25330 — BABY LOVUMS**  
17" Tall. Wearing Hat, Jacket and Leggings for the cold weather days. Has soft curled rooted hair, moving eyes, five piece fully jointed body with Drink and Wet features and feeding bottle. Packed in see thru Shrink Display box. 12 per carton. Approximate weight — 28.5 lbs. 10.20 cu. ft.





**26030 — BABY LOVUMS**  
17" Tall. Dressed in shirt and diaper and tucked in a brushed lace Bunting Bag lavishly trimmed with lace and ribbon bow. She has softly curled rooted hair with hair bow, moving eyes, five piece fully jointed body with drink and wet features and feeding bottle. Packed each in a new colourful display box with decorated vinyl lid. 6 per carton. Approximate weight — 13.5 lbs. 3.65 cu. ft.



**26120 — BABY CUDDLES**  
14" Tall. Wearing pants, knit booties and a white lace trimmed dress on a contrasting pillow. Five piece fully jointed body with drink and wet features, moving eyes, soft curled rooted hair with hair bow and feeding bottle. Packed each in a new colourful display box with decorated vinyl lid. 12 per carton. Approximate weight — 21.0 lbs. 5.60 cu. ft.



**26140 — BABY BRENDA**  
18" Tall. Long Christening Dress with Bonnet in Snow-White filmy organza and lace trimmed in typical Christening fashion. Underskirt of white taffeta. Wears white latex pants and ribbon tied knitted booties. Moving eyes and sculptured hair for added attraction. Packed each in a Window Box. 6 per carton. Approximate weight — 15.0 lbs. 3.18 cu. ft.



**26230 — BABY LOVUMS**  
17" Tall. Wearing eyelet dress, pants, ribbon tied knitted booties and hair bow on an eyelet trimmed contrasting pillow. Five piece fully jointed body with drink and wet features, moving eyes, rooted Shag hair style with side curl and feeding bottle. Packed each in a new colourful display box with decorated vinyl lid. 6 per carton. Approximate weight — 13.5 lbs. 3.65 cu. ft.



# Lovums Darling



**27040 — LOVUMS DARLING**  
18" Tall. Dainty baby soft cotton body wearing Capri Print Dress, latex pants and ribbon tied knitted booties. Comes with moving eyes, rooted Shag hair style with side curl with hair bow and her own rattle. Packed each in a new colourful Display Box with decorated vinyl lid. 6 per carton. Approximate Weight — 13.0 lbs. 3.65 cu. ft.



**27140 — LOVUMS DARLING**  
18" Tall. Wearing Brushed Lace dress with lining, latex pants and ribbon tied knitted booties. Baby soft cotton body, moving eyes, rooted Shag hair style with side curls and hair bow with her own rattle. Packed each in a new colourful display box with decorated vinyl lid. 6 per carton. Approximate weight — 13.0 lbs. 3.65 cu. ft.



**27240 — LOVUMS DARLING**  
18" Tall. Dressed in Nylon Fleece coat and hat with pom-pom trim, latex pants and ribbon tied knitted booties. Baby soft cotton body, moving eyes, rooted Shag hair style. Comes with her own rattle. Packed each in a new colourful Display Box with decorated vinyl lid. 6 per carton. Approximate weight — 13.0 lbs. 3.65 cu. ft.



**27340 — LOVUMS DARLING**  
18" Tall. Wearing a Brushed Lace Sleeper with printed Pinafore. Baby soft cotton body, moving eyes, rooted soft curl hair style with her own set of cutlery consisting of knife, fork and spoon. Packed each in a new colourful Display Box with decorated vinyl lid. 6 per carton. Approximate weight — 13.0 lbs. 3.65 cu. ft.



**27440 — LOVUMS DARLING**  
18" Tall. Wearing a lined Allover Lace dress and bonnet, latex pants and ribbon tied knitted booties. Baby soft cotton body, moving eyes, rooted soft curl hair style and her own rattle. Packed each in a new colourful Display Box with decorated vinyl lid. 6 per carton. Approximate weight — 13.0 lbs. 3.65 cu. ft.



**27540 — LOVUMS DARLING**  
18" Tall. Long net Allover Lace Christening dress with Bonnet, latex pants and ribbon tied knitted booties. Baby soft cotton body, moving eyes, rooted Baby Shag hair style and rattle. Packed each in a new colourful display box with decorated vinyl lid. 6 per carton. Approximate weight — 13.0 lbs. 3.65 cu. ft.

Finest Quality Dolls at Popular Prices





**27840 — SLEEPYHEAD**

18" Tall. Wouldn't you know, Sleepyhead just won't open her eyes. with long sweeping decorated lashes, she looks blissfully unaware of anyone or anything. Wears print blouse with batiste leggings and ribbon hair bow, rooted Shag hair style with side curl and baby soft cotton body. Packed each in a Window Display Box. 6 per carton. Approximate weight — 15.0 lbs. 3.18 cu. ft.



**27640 — LOVUMS DARLING**

18" Tall. Long Christening Dress in white organza and taffeta richly trimmed with lace and with lace trimmed pillow. Wearing latex pants, ribbon tied knitted booties and her own rattle. Baby soft cotton body, moving eyes, rooted Shag hair style with side curl. Packed each in a new colourful display box with decorated vinyl lid. 6 per carton. Approximate weight — 13.0 lbs. 3.65 cu. ft.



**27740 — BABY BRENDA ASSORTMENT**

18" Tall. One dressed in a Bunting Bag with Hat and one in Leggings, Coat and Hat. Decorated with pom-poms and appliques. Baby soft cotton body, moving eyes, sculptured hair and both styles come with rattles. Packed each in Window Display Box. 6 per carton. Approximate weight — 15.0 lbs. 3.18 cu. ft.





**28300 — THE BIRDS N' THE BEES \***  
6" Tall. A tiny bright eyed pair for Tiny Tots and Big Tots too. A pair of lifelike Boy and Girl Twins with five piece fully jointed bodies of all soft vinyl and rooted baby Shag hair. Both wearing two piece pyjama with night cap, the Girl in Short, the Boy in long. Each cradled in Transparent Egg, the pair nestled on Display Card. Packed 12 per carton. Approximate weight — 8.0 lbs. 2.50 cu. ft.



**28700 — IT'S A BOY N' TOTER**  
9" Tall. This lifelike baby has five piece fully jointed all vinyl body, bright painted eyes and naturally styled hair, wearing lace trimmed batiste dress, panties and knitted socks. Toter is moulded of durable plastic with simulated nursery print mattress and comes with detachable harness and stand. Packed each in a Poly Bag. 24 per carton. Approximate weight — 13.5 lbs. 1.52 cu. ft.



**28800 — IT'S A GIRL N' TOTER**  
9" Tall. As 28700 only in Pink outfit and with Little Girl Shag Hair. Packed each in a Poly Bag. 24 per carton. Approximate weight — 13.5 lbs. 1.52 cu. ft.



**28530 — "IT'S A BOY N' TOTER"**  
16" Tall. Wearing lace trimmed batiste blouse with animal applique and white flannel diaper. Five piece fully jointed body of all soft vinyl, moving eyes and Boy-Shag rooted hair. Packed in a Blue colour Toter, complete with adjustable vinyl harness, multiple position stand and simulated mattress in Poly Bag. 12 per Carton. Approximate weight — 24.5 lbs. 4.55 cu. ft.



**28630 — "IT'S A GIRL N' TOTER"**  
16" Tall. Wearing lace trimmed batiste blouse with animal applique and white flannel diaper. Five-piece fully jointed body of all soft vinyl, moving eyes and rooted Shag hair style with back curl. Packed in a Pink colour toter, complete with adjustable vinyl harness, multiple position stand and simulated mattress in a Poly Bag. 12 per carton. Approximate weight — 24.5 lbs. 4.55 cu. ft.





**29320 — GINNY LOU**  
14" Tall. Dressed in embroidered nylon dress, pants and ribbon tied knitted booties. Five piece fully jointed body with Drink and Wet features, moving eyes, soft curled rooted hair with hair bow and feeding bottle. Packed each in a see thru Shrink Display. 12 per carton. Approximate weight — 21.0 lbs. 8.20 cu. ft.



**30010 — BABY CUDDLES IN SHOOFLY**  
11" Tall. Wearing assorted cotton dresses, pants, shoes and socks. Has five piece fully jointed body with Drink and Wet features, moving eyes, rooted soft curl hair with hair bow. Shoofly can rock and is colourfully decorated. Packed each in Poly Bag. 24 per carton. Approximate weight — 21.0 lbs. 5.80 cu. ft.



**30020 — BABY CUDDLES IN ELEPHANT SHOOFLY**  
14" Tall. Wearing a two piece sleeper with ribbon hair bow. Has five piece fully jointed body with Drink and Wet features, moving eyes, rooted soft curl hair. Carries her own feeding bottle. Elephant shaped Shoofly rocks and is colourfully decorated. Packed each in a Shrink Display. 6 per carton. Approximate weight — 15.0 lbs. 9.50 cu. ft.



**30510 — LORRIE — SUITCASE TODDLER**  
12" Tall. Wearing dainty lace trimmed dress, pants, shoes, socks and ribbon hair bow. Has five piece fully jointed body, soft curled rooted hair and moving eyes. Packed each in a Suitcase with an extra outfit, pearl necklace, brush, comb and hand bag. Shrink Wrapped. 12 per carton. Approximate weight — 21.0 lbs. 5.50 cu. ft.





**30800 — BABY SWEETHEART IN PLAYPEN WITH CRADLE AND BATHTUB**

7½" Tall. Dressed in a bathrobe and comes complete with two hooded towels, three powder puffs and a bar of soap. Five piece fully jointed body with drink and wet features. Doll comes complete with her own playpen, cradle and bathtub with taps, brush and rack. Has soft curled rooted hair. Each set shrink wrapped. 12 per carton. Approximate weight — 24.0 lbs. 5.50 cu. ft.



**30900 — DARLING LORRIE IN HER PLAYPEN**

11" Baby. Wearing one piece cotton outfit and ribbon hair bow. Has five piece fully jointed body, moving eyes and soft curl rooted hair. Comes in it's own colourful playpen with simulated printed mattress. For added play value she has her own two blocks and one clown. Shrink wrapped. 12 per carton. Approximate weight — 21.0 lbs. 6.50 cu. ft.



**31320 — TIKE ON A TRIKE**

15" Tall. Pull her along and watch her pedal her colourful trike. She has bright eyes, softly curled hair and baby soft body. She is dressed in a colourful cotton play suit and has vinyl boots. Trike is approximately 11" x 10" x 8". Packed each in a box with full colour lithographed label. 6 per carton. Approximate weight — 17.0 lbs. 6.74 cu. ft.

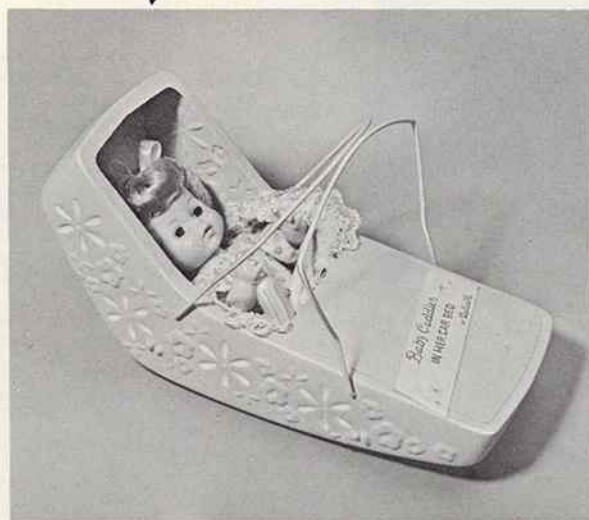


**32130 — BABY JINGLES WITH HER JOLLY JUMPER®**

17" Tall. New — with lots of action and play value. Wearing one piece sleeper lace trimmed and ribbon hair bow. Five piece fully jointed body, moving eyes and softly curled hair. Comes complete with her own Jolly Jumper® just like the real one and bell attached to her feet. Packed each in a box with full colour lithographed label. 6 per carton. Approximate weight — 17.0 lbs. 4.00 cu. ft.



## Baby Luuums



### 32520 — BABY CUDDLES WITH CAR BED

14" Tall. New — This baby comes complete with a Bunting Bag and her own Car Bed. Has five piece fully jointed body with drink and wet features, feeding bottle, moving eyes, softly curled hair and ribbon hair bow. Handles on Car Bed can be raised for carrying or lowered for sleeping or rocking positions. Shrink Wrapped, 12 per carton. Approximate weight — 24.0 lbs. 6.50 cu. ft.



### 33010 — BABY WITH BATHTUB

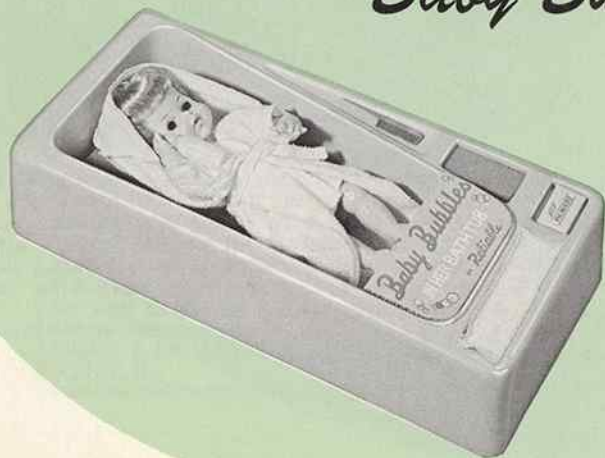
11" Tall. Wearing a Nighty and Blanket wrapped. Comes in her own Bathtub with Taps, soap rack, brushes, bar of soap, bubble bath, powder puffs and feeding bottle. Has five piece fully jointed body with drink and wet features, moving eyes, softly curled hair and ribbon hair bow. Shrink Wrapped. 12 per carton. Approximate weight — 14.0 lbs. 2.80 cu. ft.



### 33100 — BABY BUBBLES IN BATHTUB WITH LAYETTE

8" Tall. Wearing two piece play suit and ribbon hair bow. Has five piece fully jointed body with drink and wet features, moving eyes and softly curled rooted hair. Vacuum formed tub with layette and accessories inserted in their own individual pockets. Set consists of — sponge, towel, soap, brush, comb, bottle, rattle and two diapers with safety pins. Packed in a printed base, shrink wrapped. 12 per carton. Approximate weight — 18.0 lbs. 5.10 cu. ft.

## Baby Bubbles



### 33020 — BABY BUBBLES WITH BATHTUB

14" Tall. Wearing a Hooded Bathrobe. Has five piece fully jointed body with drink and wet features, feeding bottle, moving eyes, softly curled hair and ribbon hair bow. For added play value she has her own soap, sponge, comb and towel. Shrink Wrapped. 6 per carton. Approximate weight — 20.0 lbs. 4.50 cu. ft.

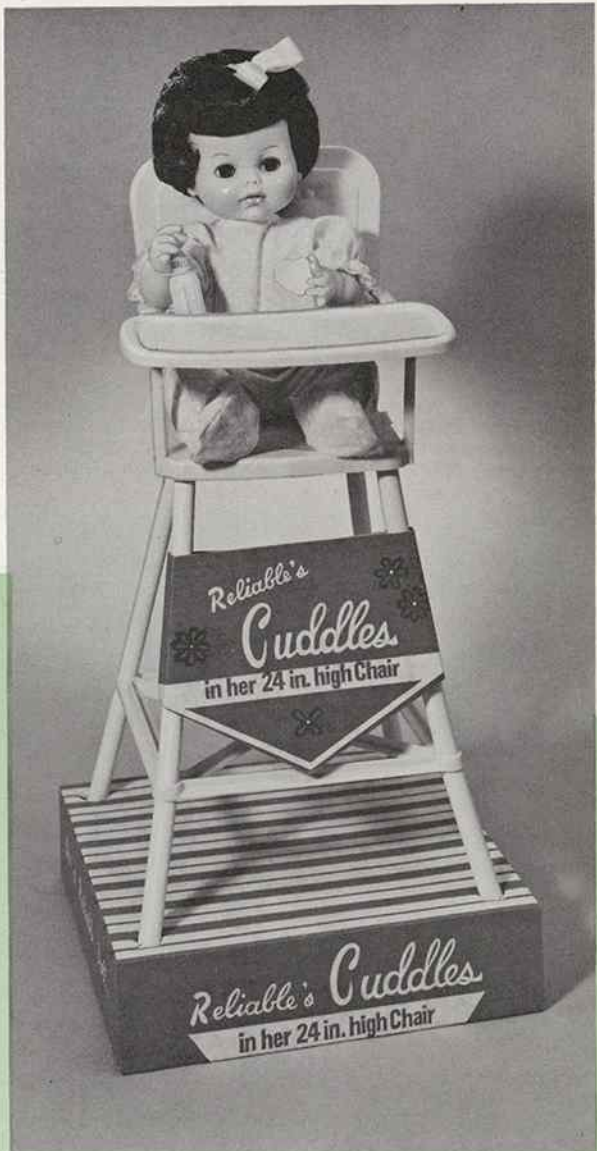




**33110 — BABY BUBBLES IN BATHTUB WITH LAYETTE**  
11" Tall. Dressed in a Nighty with Blanket wrap and a ribbon hair bow. Has five piece fully jointed body with drink and wet features, moving eyes and softly curled rooted hair. Vacuum formed tub with layette and accessories inserted in their own individual pockets. Set consists of — card with playthings, towel, soap, feeding bottle, bubble bath, hot water bottle, two diapers with safety pins and three powder puffs. Packed in a printed base, shrink wrapped. 12 per carton. Approximate weight — 21.0 lbs. 8.10 cu. ft.



**34010 — BABY CUDDLES IN HIGH CHAIR**  
11" Tall. Dressed in assorted lace ruffled cotton dresses with pants, shoes, socks and ribbon hair bow. Five piece fully jointed body with drink and wet features, moving eyes, softly curled rooted hair with ribbon hair bow. High Chair is full 11" in height and has detachable feeding tray for easy cleaning. A happy Bunny is moulded into the seat back and a nursery decal decorates the feeding tray. Packed on simulated tile platform and into Poly Bag. 12 per carton. Approximate weight — 12.5 lbs. 4.42 cu. ft.



**34530 — BABY LOVUMS IN HIGH CHAIR**  
17" Tall. Sits up for breakfast in cotton print sleeper, has ribbon hair bow. Five piece fully jointed body, moving eyes, softly curled rooted hair. Carries her own feeding bottle. Her high chair is a full 24" in height and wobble-free with built in cross support and floor protectors. Has detachable feeding tray. Packed each on a Platform and in Poly Bag. 6 per carton. Approximate weight — 25.5 lbs. 13.40 cu. ft.



**34110 — BABY CUDDLES IN HIGH CHAIR**  
11" Tall. Same as 34010. Looking most impressive in colour contrasting Shrink Display Box. 12 per carton. Approximate weight 19.0 lbs. 6.70 cu. ft.





**Reliable**  
MADE IN CANADA  
Trade Mark

## Baby Lovums



### 35010 — BLANKET BABY N' CRADLE

11" Tall. Cozy and warm in flannel shirt and flannel blanket with ribbon bow around the waist and one to match in her hair. Five piece fully jointed body with drink and wet features, moving eyes, soft curled hair and her own feeding bottle. Packed in a 12 $\frac{1}{4}$ " Cradle, Poly Bag. 12 per carton. Approximate weight — 13.0 lbs. 6.10 cu. ft.



### 35020 — BLANKET BABY N' CRADLE

13" Tall. Dressed similarly as 35010 in a 15 $\frac{1}{2}$ " Cradle with simulated mattress. Five piece fully jointed body with drink and wet features, moving eyes, softly curled rooted hair. Carries her own feeding bottle. Shrink wrapped. 6 per carton. Approximate weight — 11.0 lbs. 5.17 cu. ft.

## Cradle Babies



### 35220 — BABY LOVUMS N' CRADLE

14" Tall. Dressed in a print flannel shirt in a lace trimmed flannel sleeping bag. Comes in a new style 15 $\frac{1}{2}$ " cradle. Five piece fully jointed body with drink and wet features, moving eyes, softly curled rooted hair and feeding bottle. Shrink wrapped. 6 per carton. Approximate weight — 14.0 lbs. 5.17 cu. ft.



### 35320 — BABY CUDDLES N' CRADLE

14" Tall. Dressed in a flannel shirt in a lace trimmed print sleeping bag. Comes in a new style 15 $\frac{1}{2}$ " Cradle with simulated mattress. Has five piece fully jointed body with drink and wet features, moving eyes, softly curled rooted hair and ribbon hair bow. Shrink wrapped. 6 per carton. Approximate weight — 14.0 lbs. 5.17 cu. ft.

Fifty Years of Leadership in the Toy Industry





**35420 — BABY CUDDLES N' CRADLE**

14" Tall. Dressed in a flannel shirt and lace with flannel sleeping bag and bonnet. Comes in a new style 15½" Cradle with simulated mattress. Has five piece fully jointed body with drink and wet features, moving eyes, softly curled rooted hair. Shrink wrapped. 6 per carton. Approximate weight — 15.0 lbs. 5.17 cu. ft.



**36720 — CUDDLES AND HER CONVERTIBLE ROCKER**

This diversified 15" Rocker converts into five toys — snow sled, rocker, feeding table, stroller and four wheel pull cart. Moulded in polystyrene with removable wheels and snap on handle. Cuddles baby 14" tall wears a warm two piece flannel suit. Has five piece fully jointed body, moving eyes, softly curled hair with flower applique. Packed each in a printed box 6 per carton. Approximate weight — 14.0 lbs. 3.80 cu. ft.



*Toter Babies*

**37000 — TOTER BABY**

8" Tall. Wearing pleated print dress with leggings and ribbon hair bow. Five piece fully jointed body with drink and wet features, softly rooted baby curls and moving eyes. Carries her own nursing bottle. Toter of durable plastic with detachable harness and stand. Packed each in a Poly Bag. 24 per carton. Approximate weight — 12.0 lbs. 1.52 cu. ft.



**37100 — TOTER BABY**

8" Tall. Similar to 37000 only dressed for play in Hat, Jacket, Slacks and shoes. Carrying her nursing bottle. Toter comes complete with simulated print mattress. Packed each in Poly Bag. 24 per carton. Approximate weight — 12.5 lbs. 1.52 cu. ft.



**37200 — BABY N' TOTER DISPLAY**

8" Tall. This little baby wears a print dress and hat, panties, shoes and also carries her own feeding bottle. For added play value, she has numerous playtime accessories. Has a five piece fully jointed body with drink and wet features, moving eyes and a baby soft rooted hair style. Toter of durable plastic with detachable harness and stand. Packed each in a Shrink Display Box. 12 per carton. Approximate weight — 15.0 lbs. 4.50 cu. ft.





## Toter Babies



**37310 — BLANKET BABY N' TOTER**  
11" Tall. Dressed in a flannel shirt and flannel blanket with ribbon tie around waist. Five piece fully jointed body with drink and wet features, moving eyes, softly curled rooted hair and ribbon hair bow. Carries her own nursing bottle. Comes in her own Toter of durable polyethylene with simulated mattress, vinyl harness and adjustable stand. Packed each in a poly bag. 24 per carton. Approximate weight — 23.0 lbs. 4.39 cu. ft.



**37420 — BABY N' TOTER**  
13" Tall. This baby in her Toter is dressed in Hat, Jacket and Leggings for the cold weather. Has five piece fully jointed body with drink and wet features, moving eyes, and rooted hair. Toter moulded of durable Polyethylene has simulated printed mattress, adjustable vinyl harness and wire stand. Packed each in a Poly Bag. 24 per carton. Approximate weight — 26.0 lbs. 4.39 cu. ft.



**37520 — BABY N' TOTER DISPLAY**  
13" Tall. Dressed in a nightie, pants, shoes and socks with ribbon hair bow. Five piece fully jointed body with drink and wet features, softly rooted baby curls and moving eyes. Carries her own feeding bottle and for added play value, she has an extra dress and numerous playtime accessories. Realistic plastic Toter is complete with simulated mattress, three colourful spin balls and adjustable harness and stand. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 15.0 lbs. 3.90 cu. ft.



**37730 — LOVUMS N' TOTER**  
17" Tall. A real cutie, dressed in a two piece sleeper of fine batiste cotton. Has five piece fully jointed body, moving eyes and bouffant curls. Realistic plastic Toter is complete with simulated mattress and four colourful spin balls. Packed each in a Poly Bag. 12 per carton. Approximate weight — 21.5 lbs. 4.72 cu. ft.



## Crib Babies



### 38000 — BLANKET BABY N' CRIB

11" Tall. Dressed in flannel shirt and wrapped in a flannel blanket with ribbon tie around waist. Has five piece fully jointed body with drink and wet features, moving eyes and softly curled rooted hair with ribbon hair bow. Comes in a new dainty moulded crib with simulated mattress. Packed each on a shrink platform. 6 per carton. Approximate weight — 14.0 lbs. 3.50 cu. ft.



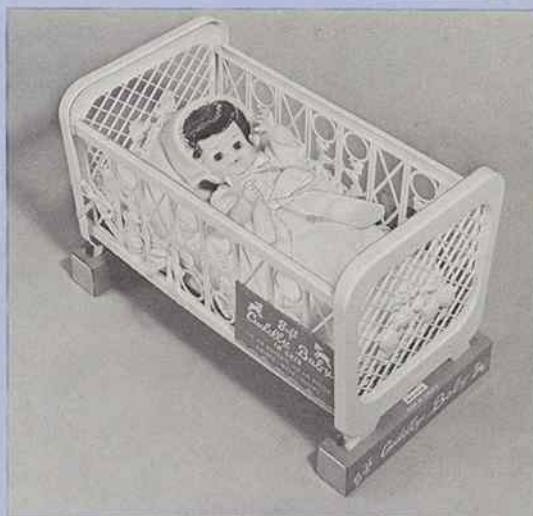
### 38010 — BLANKET BABY N' CRIB

11" Tall. Wearing a flannel shirt and a lace trimmed flannel blanket. Has five piece fully jointed body with drink and wet features and her own nursing bottle, moving eyes, softly curled rooted hair with ribbon hair bow. Comes in a new dainty moulded crib with simulated mattress and pillow. Packed each on a shrink platform. 6 per carton. Approximate weight — 14.0 lbs. 3.50 cu. ft.



### 38020 — CUDDLES N' CRIB

14" Tall. Warmly wrapped in flannel blanket and wearing shirt with pants. Wears large ribbon bow tied around her waist and one to match in her hair. Has five piece fully jointed body with drink and wet features, moving eyes and softly curled rooted hair. Comes with a 19" Crib of moulded styrene with vinyl air filled mattress and pillow. Packed each on a Shrink Display. 6 per carton. Approximate weight — 23.0 lbs. 10.5 cu. ft.



### 38120 — CUDDLES N' CRIB

14" Tall. Dressed in flannel shirt and in a sleeping bag with hat. Has five piece fully jointed body with drink and wet features, moving eyes, softly curled rooted hair. Carries her own nursing bottle and comes in a 19" Crib of moulded styrene with vinyl air filled mattress and pillow. Packed each on a Shrink Display. 6 per carton. Approximate weight 23.0 lbs. 10.5 cu. ft.



### 38930 — LOVUMS N' CRIB WITH CANOPY

17" Tall. Sleeps like a Royal Princess in this elegant setting. Lace trimmed canopy and shirred crib skirt are made of flocked dacron marquisette and are completely removable for fine laundering. Lovums is dressed in flannel nightie and diaper and her brushed lace crib cover is tied to crib with ribbon bows. Has five piece fully jointed body with drink and wet features, moving eyes, soft curl rooted hair with ribbon hair bow. Packed each in a printed box. 2 per carton. Approximate weight — 6.0 lbs. 3.70 cu. ft.





*Rosalyn*

**40240 — ROSALYN TODDLER**  
18" Tall. Dressed in three assorted cotton outfits, pants, shoes, socks and ribbon hair bow. Has five piece fully jointed body, moving eyes and bouffant mini-cut rooted hair. Packed each in a Shrink Display Box. 12 per carton. Approximate weight — 19.0 lbs. 7.88 cu. ft.



**ESTABLISHED 1920** *Giselle*

**41840 — GISELLE TODDLER**  
18" Tall. Features long rooted hair you can style. Soft curls frame her face and a full 9" Postiche is swept from the back to form a graceful side ringlet; can be styled in many different ways to give full play value. Wearing a nylon batiste dress, leotards, shoes and ribbon hair bow. Has five piece fully jointed body and moving eyes. Packed each in a Shrink Display Box. 6 per carton. Approximate Weight — 11.0 lbs. 3.94 cu. ft.







*Nicole*

**42440 — NICOLE TODDLER**  
18" Tall. Dressed in two assorted leatherette outfit styles, pants, shoes and socks. Has five piece fully jointed body, moving eyes and long casual curls with ribbon hair bow. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 13.5 lbs. 3.94 cu. ft.



**42640 — NICOLE TODDLER**  
18" Tall. Wearing a Black Jersey Jump Suit with gold lamé trim and a gold chain belt with vinyl boots. Has five piece fully jointed body, moving eyes and long casual curls with head band. Packed each in a Shrink Box. 6 per carton. Approximate weight — 11.5 lbs. 3.94 cu. ft.



**42540 — NICOLE TODDLER**  
18" Tall. Wearing a Velvon and Jersey dress, leotards and vinyl boots. Has five piece fully jointed body, moving eyes, and long casual curls with ribbon hair bow. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 11.5 lbs. 3.94 cu. ft.



Finest Quality Dolls at Popular Prices





43440 — JACQUELINE TODDLER  
19" Tall. Dressed in Jacket and Pants with Scarf and matching head band, socks and shoes. Has five piece fully jointed body, moving eyes and long casual curls. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 13.5 lbs. 3.94 cu. ft.

## Jacqueline



43540 — JACQUELINE TODDLER  
19" Tall. Dressed in two assorted style Snow Suits with Hats and Vinyl Boots. Has five piece fully jointed bodies, moving eyes and mini-cut hair. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 13.5 lbs. 3.94 cu. ft.



45540 — NICOLE TODDLER  
18" Tall. Dressed in Slacks with Pancho, shoes and socks. This is the latest in Mod style. Has five piece fully jointed body with moving eyes and a strong accent on the eye make-up with long casual curls. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 13.5 lbs. 3.94 cu. ft.







**45640 — NICOLE TODDLER**

18" Tall. Dressed in two assorted Maxi Coat Styles. One style in Black with White trim and the other in Black with White Stripes. Both wearing pants and vinyl boots. Has five piece fully jointed body, moving eyes and strong accent on the eye make-up. Both styles come with long Dutch hair. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 13.5 lbs. 3.94 cu. ft.

*Nicole*

**45740 — NICOLE TODDLER**

18" Tall. Wearing a Gold Lamé Pant Suit and Shoes. Gold buckle on belt. Has five piece fully jointed body, moving eyes with strong accent on the eye make-up. Comes with long Dutch hair style. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 12.0 lbs. 3.94 cu. ft.



**45840 — NICOLE TODDLER**

19" Tall. Two assorted Print and Leatherette dress styles with pants, shoes, socks and ribbon hair bow. Has five piece fully jointed body, moving eyes and long casual curls. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 13.5 lbs. 3.94 cu. ft.



**45940 — NICOLE TODDLER**

19" Tall. Dressed for the outdoors in her Leatherette Coat, Hat and Boots with Pants. Coat trimmed with contrasting colours. Has five piece fully jointed body, moving eyes with a strong accent on the eye make-up. Comes with long casual curls. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 13.5 lbs. 3.94 cu. ft.



Finest Quality Dolls at Popular Prices





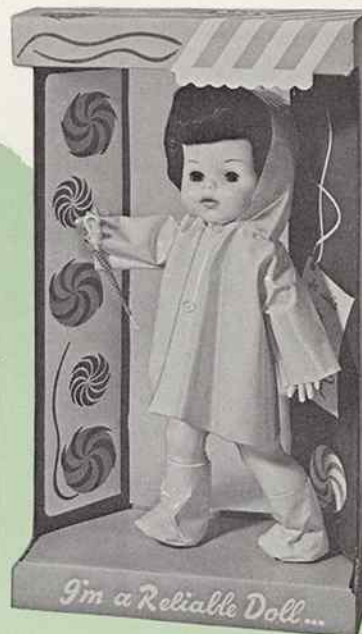
## Peggy

### 47030 — PEGGY TODDLER

15" Tall. Dressed in her lace trimmed two piece pyjamas, shoes, socks and ribbon hair bow. Five piece fully jointed body, moving eyes and bouffant mini-cut. Packed each in a Poly Bag. 24 per carton. Approximate weight — 15.5 lbs. 2.40 cu. ft.

### 47130 — PEGGY TODDLER

15" Tall. All set for a Rainy Day in her hooded vinyl coat, vinyl boots and an umbrella in her hand. Has five piece fully jointed body, moving eyes and bouffant mini-cut hair style. Packed each in a Shrink Display Box. 12 per carton. Approximate weight — 18.0 lbs. 6.90 cu. ft.



### 47230 — PEGGY TODDLER

15" Tall. Three assorted dress styles with bouffant mini-cut hair styles and ribbon hair bows. Comes with pants, long mesh stockings and shoes. Has five piece fully jointed body and moving eyes. Packed each in a Shrink Display Box. 12 per carton. Approximate weight — 18.0 lbs. 6.90 cu. ft.



### 47330 — PEGGY TODDLER

15" Tall. Three assorted dress styles and hair styles. One in a short Dutch, one in a Pony Tail and the third in Twin Braids. Comes with pants, shoes and socks. Has five piece fully jointed body and moving eyes. Packed each in Shrink Display Box. 12 per carton. Approximate weight — 18.0 lbs. 6.90 cu. ft.



### 47430 — PEGGY TODDLER

15" Tall. Two assorted outdoor pant, jacket and hat outfits. Comes with shoes and socks. Has five piece fully jointed body and moving eyes. Bouffant mini-cut hair style. Packed each in Shrink Display Box. 12 per carton. Approximate weight — 18.0 lbs. 6.90 cu. ft.





**74170 — COLLEEN TODDLER**  
24" Tall. Wearing Lace trimmed Cotton Dress, Pants, Shoes and Socks. Has five piece fully jointed body, moving eyes, long casual curl hair style. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 16.0 lbs. 8.42 cu. ft.



**75140 — RUTHIE WALKER**  
18" Tall. Dressed in bright well styled cotton dresses. Has slender five piece fully jointed body which can be taken by the hand and walked. Softly curled rooted hair, moving eyes and wears pants, shoes and socks with ribbon hair bow. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 11.0 lbs. 3.94 cu. ft.



**75170 — COLLEEN WALKER**  
24" Tall. Dressed in an attractive print outfit with ribbon bow in front. Has five piece fully jointed walking body, moving eyes and mini-cut hair style. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 16.0 lbs. 8.42 cu. ft.



Finest Quality Dolls at Popular Prices





**75270 — COLLEEN WALKER**  
24" Tall. Wearing a lace trimmed flocked lined dress with ribbon bow. Comes with pants, shoes, socks and ribbon hair bow. Has five piece fully jointed walking body, moving eyes and mini-cut hair style. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 16.0 lbs. 8.42 cu. ft.



**75470 — COLLEEN WALKER**  
24" Tall. Wearing a cotton dress with leatherette trim, pants shoes and socks. Has five piece fully jointed walking body, moving eyes and mini-cut hair style with a ribbon hair bow. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 16.0 lbs. 8.42 cu. ft.

## Colleen Walkers



**75570 — COLLEEN WALKER**  
24" Tall. Dressed in assorted colours and prints with pants, shoes and socks. Dress decorated with ribbon bow. Has five piece fully jointed walking body, moving eyes, mini-cut hair style with ribbon hair bow. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 16.0 lbs. 8.42 cu. ft.



**75670 — COLLEEN WALKER**  
24" Tall. Dressed in a skillfully designed coat and matching hat. Comes with pants, shoes and socks. Has five piece fully jointed walking body, moving eyes and mini-cut hair style. Packed each in a Shrink Display Box. 6 per carton. Approximate weight — 16.0 lbs. 8.42 cu. ft.



## Lorrie Walkers



**75880 — LORRIE WALKER**  
30" Tall. Lorrie is tall and slender with true to life features and makes a great walking companion for any little girl. Has five piece fully jointed walking body, moving eyes and mini-cut hair style. Dressed in assorted colours and print outfits with ribbon hair bow, pants, shoes and socks. Packed each in a Shrink Display Box. 4 per carton. Approximate weight — 17.0 lbs. 9.65 cu. ft.



**75980 — LORRIE WALKER**  
30" Tall. As 75880 only wearing an elegant velvon and nylon dress with lace collar and bow attached to front of dress. Comes with pants, shoes, socks and ribbon hair bow. Packed each in a Shrink Display Box. 4 per carton. Approximate weight — 17.0 lbs. 9.65 cu. ft.



**76250 — NICOLE HAIR STYLING KIT**  
8½" Tall. A new concept for the young hair stylist. Comes complete, mounted on a stand with six curlers, brush and comb. Packed each in a clear carry case. 12 per carton. Approximate weight — 11.0 lbs. 2.25 cu. ft.



*Notes*

*Carole Washburn*

*Dear Mother,*  
*I am so glad to hear from you and*  
*hope you are all well. I am well*  
*at present and hope to see you*  
*soon. Love,*  
*Carole*

*Dear Mother,*  
*I am so glad to hear from you and*  
*hope you are all well. I am well*  
*at present and hope to see you*  
*soon. Love,*  
*Carole*

*Dear Mother,*  
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*soon. Love,*  
*Carole*





**ESTABLISHED 1920**

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