



*50th
Anniversary*

FIFTY YEARS OF LEADERSHIP IN THE TOY INDUSTRY

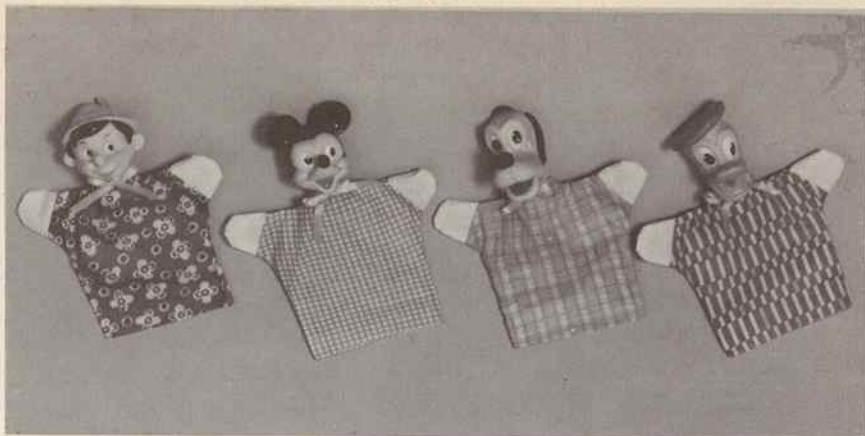
DOLLS - SPRING & SUMMER

RELIABLE TOY CO. LIMITED • TORONTO • MONTREAL • VANCOUVER

1970

Reliable
MADE IN CANADA
Toys Made

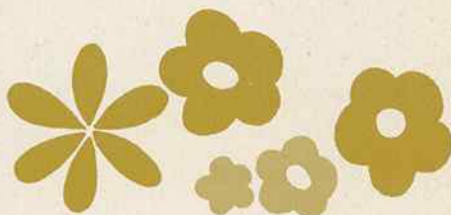
ESTABLISHED 1920



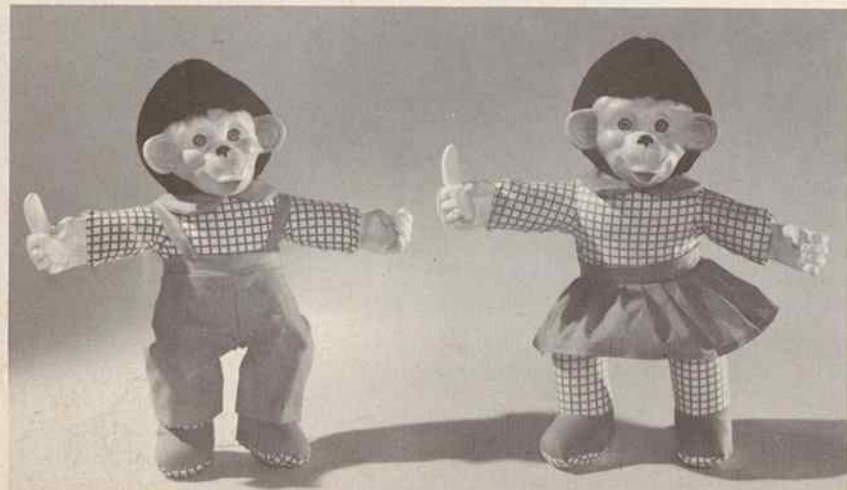
00120 - DISNEY PUPPET ASSORTMENT: 10" Tall. Four Walt Disney Favourites. Donald Duck, Mickey Mouse, Pinocchio and Pluto, all with realistically decorated soft vinyl faces and bright cotton bodies. Each in a poly bag with header. 36/Ctn. Weight 7.5 lbs. 1.00 Cu. Ft.



00130 - SUSIE RAG DOLL: 16" Tall. Soft & Cuddly cotton print body with decorated mask face and ribbon neck bow. Packed bulk, 36/Ctn. 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/Ctn. 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/Ctn. Weight - 22.5 lbs. 3.91 Cu. Ft.

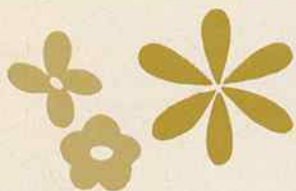


09110 - BLANKET BABY: 11" Tall. Rooted hair in soft curl style, ribbon hair bow and training pants. Packed each in poly bag. 24/Ctn. Weight 6.0 lbs. 1.05 Cu. Ft.

09120 - BLANKET BABY: 14" Tall. Rooted hair in soft curl style, ribbon bow and training pants. Packed each in a poly bag. 24/Ctn. Weight 14.0 lbs. 2.17 Cu. Ft.

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11120 - BABY LOVUMS: 14" Tall. Wearing attractive pleated dress complete with pantie, shoes, socks & ribbon hair bow. Has five piece 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/Ctn. Weight 15.5 lbs. 2.40 Cu. Ft.

14000 - BABY CUDDLES: 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 jointed body, moving eyes, soft rooted curls, drinks and wets with nursing bottle. Seated in Shrink Display Box. Packed 12/Ctn. Weight 9.5 lbs. 2.72 Cu. Ft.



14010 - BABY CUDDLES ASSORTMENT: 11" Tall. Three assorted crisp dress styles, wearing panties, shoes, socks and ribbon hair bow. Has five piece jointed body, moving eyes, rooted hair in soft baby curls. Drinks and wets. Each style comes with different playtoy. Seated in Shrink Display box. 12/Ctn. Weight 10.5 lbs. 2.72 Cu. Ft.



15010 - LORRIE TODDLER ASSORTMENT: 11" 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 jointed body, moving eyes, rooted soft curled hair. Stands proudly in shrink display box. 12/Ctn. Weight 11.5 lbs. 3.60 Cu. Ft.



28300 - THE BIRDS N' THE BEES: A tiny bright eyed pair for Tiny Tots and Big Tots too. A pair of lifelike Boy and Girl Twins with five piece 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/Ctn. Weight 8.0 lbs. 2.50 Cu. Ft.

DEAR PARENTS:

The dolls you and I used to play with were modest to the point of being utterly neuter.

Today, with the differences between little boys and little girls being treated far more openly and honestly, we think it's time our dolls caught up.

It's our hope that these little dolls, as complete in every detail as real baby brothers and sisters, (even to arriving in their own egg-shaped containers) will aid and assist natural and healthy discussion of boy-girl differences between parent and child.

Come to think of it, those old-fashioned dolls did look rather odd, didn't they?

Sincerely,
Reliable Toy Company Limited.

IT'S A BOY N' TOTER! IT'S A GIRL N' TOTER!

And this year we introduce our 9" Size. These lifelike babies have jointed bodies of all soft vinyl, bright eyes and naturally styled hair, wearing lace trimmed batiste dress, pantie and knitted socks. Toter is moulded of durable plastic with simulated nursery print mattress and comes with detachable harness and stand.



*The
complete
little
Dolls*



28700 - IT'S A BOY: With shag hair and blue dress. Packed each in a Poly Bag - 24/Ctn. Weight - 13.5 lbs. 1.52 Cu. Ft.

28800 - IT'S A GIRL: With Little Girl Shag Hair and Pink Dress. Each in a Poly Bag. 24/Ctn. Weight 13.5 lbs. 1.52 Cu. Ft.

AND OUR TINY TOTER RANGE IS GROWING!

Lovable Babies 8" Tall with five piece jointed bodies, drink and wet feature. Softly rooted baby curls and moving eyes. Toter of durable plastic with detachable harness and stand.



37000 - TOTER BABY: Wearing pleated print dress with leggings and hair bow. Carries her own nursing bottle. Packed each in a Poly Bag. 24/Ctn. Weight 12.0 lbs. 1.52 Cu. Ft.



37100 - TOTER BABY: Well dressed for play in Hat, Jacket, Slacks and Shoes. Carrying her nursing bottle. Comes with simulated nursery print mattress. Packed each in a Poly Bag. 24/Ctn. Weight - 12.5 lbs. 1.52 Cu. Ft.



Reliable
DOLL MANUFACTURERS

ESTABLISHED 1960

37200 - BABY N' TOTER DISPLAY: This little babe wears a print dress and hat, pantie and shoes, and also carries her own nursing bottle. For added value, she has numerous playtime accessories. Packed each in Shrink Display Box. 12/Ctn. Weight 15.0 lbs. 4.50 Cu. Ft.



37730 - LOVUMS N' TOTER: 17" Tall. A real cutie dressed in a two-piece sleeper of fine batliste cotton. Has five piece jointed body, moving eyes and nylon bouffant curls. Realistic plastic toter is complete with simulated mattress and four colourful spin-balls. Packed each in a Poly Bag. Approximate weight 21.5 lbs. 4.72 Cu. Ft.





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