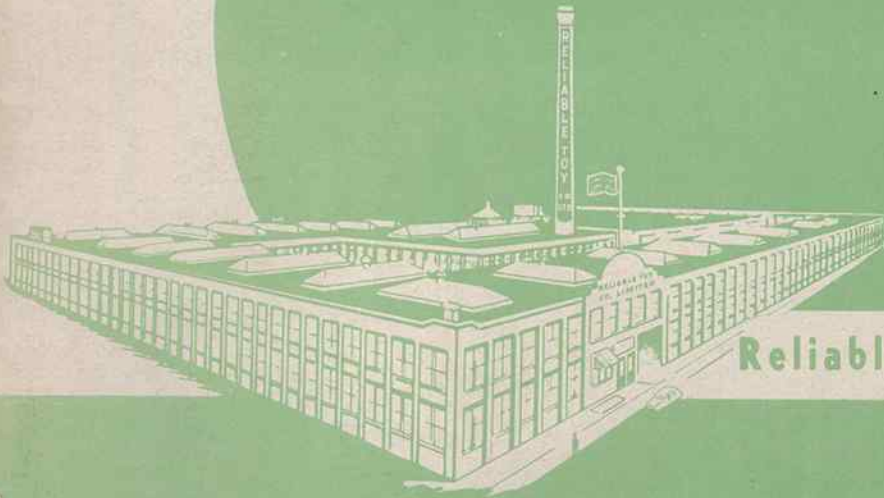


*Reliable*  
MADE IN CANADA

Trade Mark



36 YEARS CONTINUOUS SERVICE



Reliable Toy Co. Limited-Toronto, Canada

**DOLLS 1956**



it's ★  
**Reliable**  
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# VINYLYL FLEX

*Reliable dolls bearing the "VINYLYL FLEX" string tag are all vinyl and completely unbreakable. "VINYLYL FLEX" dolls can be washed with a damp cloth.*

**ALL SOFT, SKIN-LIKE VINYL  
 FLEXIBLE-UNBREAKABLE  
 SIT, SLEEP, KNEEL and HOLD  
 ALMOST ANY POSITION**



Made entirely of soft resilient vinyl plastic. Note perfection of detail in fingers, knuckles, dimples, etc.

Washable, practically unbreakable. Won't crack, chip or peel.

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## VINYLYL FLEX DOLLS!

**Have added play value! VINYL FLEX Dolls have a price advantage for your customers and a profit advantage for you!**



**12103 RELIABLE**

Approx. 10"—A lovely doll in brightly coloured cotton print dress and panties with fancy trim, booties and bows. Washable and unbreakable, all vinyl with rooted saran hair, plastic eyes and lovely face detail. Coo voice. Packed each in a polythene bag, 2 dozen per carton. Approx. weight—11 lbs.



**13121 TOPSY**

Approx. 12"—A cute darkie doll to sell year-round. Softly stuffed vinyl arms, legs and body with soft unbreakable, sculptured head with simulated pig-tails with bows. Big eyes, and lovely face detail. She's wearing a cute cotton print check dress, plain blouse with matching collar and sleeves with fancy trim. Panties, knitted socks and tie bow shoes. Has coo voice. Packed each in a polythene bag, 2 dozen per carton. Approx. weight—15½ lbs.



**13124 SAMBO**

Approx. 12"—A happy coloured lad with softly stuffed vinyl body, arms and legs, and soft unbreakable vinyl head with sculptured hair, painted face detail and large rings on ears. Is dressed in colourful print cotton outfit with waist sash and fancy trim on collar and sleeves. Has coo voice. Packed each in a polythene bag, 2 dozen per carton. Approx. weight—15½ lbs.



**1415 TRUDY**

Approx. 15"—A beautiful little lady with softly stuffed vinyl skin-like body, arms and legs and featuring Vinyl Flex flexibility—will sit, kneel, cross her legs and hold almost any position, unbreakable and can be washed with a damp cloth. Has soft plastisol head, sculptured hair, insert eyes and cute little shoes, socks, and coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—15 lbs.

**13143 TOPSY**

Approx. 14"—Packed each in a box, 1 dozen per carton. Approx. weight—13½ lbs. She's a Vinyl Flex Doll.

**13173 TOPSY**

Approx. 17"—The Belle of the South—A lovely darkie doll—all softly stuffed vinyl body, vinyl arms and legs and soft vinyl head with sleeping eyes and delicate face detail. Has rooted saran hair with ribbon bow. Is wearing beautiful organdy dress with fancy lace and rick-rack trim-flared skirt, taffeta under-skirt, knitted pants, socks and cute button-up vinyl shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—19½ lbs. She's a Vinyl Flex Doll.



**DOLLS**

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#### 2109 WASHABLE DOLL

Approx. 10"—An all vinyl flex, washable, unbreakable, sanitary doll for little tots. She's ready for bed in a lovely print flannelette kimono, tie bow. Sculptured hair, fine face detail and coo voice. Packed each in a polythene bag, 2 dozen per carton. Approx. weight—11 lbs.



#### 2114 SLEEPYHEAD

Approx. 14"—Packed each in a polythene bag, 1 dozen per carton. Approx. weight—12 lbs.

#### 2117 SLEEPYHEAD

Approx. 17"—A big profit maker and bedtime playmate with softly stuffed vinyl body, arms and legs, and soft vinyl head with sculptured hair, plastic eyes and delicate face colouring. Dressed in pastel flannelette sleepers, colourfully printed. Coo voice. Packed each in a polythene bag, 1 dozen per carton. Approx. weight—20 lbs.



#### 21173 SLEEPYHEAD

Approx. 17"—A sweet baby to delight the hearts of little mothers, all softly stuffed vinyl body, will not break, can be washed, soft vinyl head, lovely rooted saran hair which can be combed, brushed or waved, delicate face detail, plastic insert eyes and coo voice. Is wearing colourfully patterned flannelette sleepers. Packed each in a polythene bag, 1 dozen per carton. Approx. weight—20 lbs.



#### 2217 BABYKINS

Approx. 17"—For hours of play and loads of sales, an all soft, unbreakable, washable, vinyl boy doll, softly stuffed. Has sculptured hair, detailed ears and face, sleeping eyes, and coo voice. Dressed in diaper with safety pin. Packed each in a polythene bag, 1 dozen per carton. Approx. weight—22 lbs.

#### 2221 BABYKINS

Approx. 21"—Same as 2217, but much larger size—completely unbreakable and washable. Packed each in a gift box, ½ dozen per carton. Approx. weight—20½ lbs.

#### 2225 BABYKINS

Approx. 25"—Large, for real play and big sales. Boy and girl assortment, dressed in flannelette diaper with safety pin. All vinyl body, arms and legs, and soft vinyl head—sculptured hair, sleeping eyes and colourful face detail. Completely unbreakable—can be washed. Packed each in a gift box, 4 per carton. Approx. weight—18 lbs.

Canada's  
most  
lovable  
dolls are  
created by  
**RELIABLE**

**Reliable dolls are the finest that can be bought. Little girls love them, and they are made to be loved for a long, long, time.**



**2312 SNOOZIE**

Approx. 12"—A year 'round item for profits and play—all softly stuffed vinyl body, arms and legs, with soft vinyl head—sculptured hair, plastic eyes and fine face detail—completely unbreakable. Has flannelette diaper and is wrapped in soft, pastel blanket with fancy trim and tied with satin ribbon bow, coo voice. Packed each in a polythene bag, 2 dozen per carton. Approx. weight—16 lbs.

**2317 SNOOZIE**

Approx. 17"—Packed each in a box, 1 dozen per carton. Approx. weight—20 lbs.

**2321 SNOOZIE**

Approx. 21"—Packed each in a gift box, ½ dozen per carton. Approx. weight—17½ lbs.



**23174 BABY BUNTING**

Approx. 17"—Cute as a button—This all vinyl little lady is out for big profits—softly stuffed with detail sculptured head and sleeping eyes with delicate face detail. Will sit, stand, kneel and hold almost any position, unbreakable and washable. Features vinyl flex. Dressed in cotton ribbed snow suit with matching hood and pom-pom. Fancy trim and zipper front. Ribbon bow and coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—22 lbs.



**24153 ANGELA (CHRISTENING DOLL)**

Approx. 14"—Vinyl Flex Doll, dressed in full length, lace trimmed ninon dress with matching bonnet and ribbon bows. Lovely taffeta underskirt, knitted panties, socks and bows. Has all vinyl body, vinyl arms and legs and sculptured vinyl head. Will stand, sit and kneel. Lovely face detail and soft rooted saran hair. Sleeping eyes and coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—15 lbs.



**23175 DROWZY**

Approx. 17"—A bedtime cutie sure to please. All softly stuffed vinyl body, vinyl legs, and arms, and soft sculptured vinyl head with sleeping eyes and rooted saran hair. She sits, kneels, and holds almost any position. Completely unbreakable, can be washed. Is wearing colourful striped flannelette sleepers with zipper front, tie bow ribbons and matching stocking bed cap with tassel. Coo voice. Packed each in box, 1 dozen per carton. Approx. weight—20½ lbs. A Vinyl Flex Doll.

**DOLLS**

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### 26152 GOLDEN LOCKS

Approx. 15"—Packed each in a box, 1 dozen per carton. Approx. weight—15 lbs. A Vinyl Flex Doll.

### 26172 GOLDEN LOCKS

Approx. 17"—A lovely doll—all softly stuffed vinyl body, vinyl arms and legs, and soft vinyl head, sculptured hair with simulated bow, sleeping eyes and delicate face detail. Sleeps, sits, kneels, and holds almost any position. A Vinyl Flex Doll, can be washed. Wearing a pretty dress with organdy apron. Fancy trim, panties, knitted socks and button-up vinyl shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—21 lbs.



### 28174 CUDDLES

Approx. 17"—A Vinyl Flex Doll. Has softly stuffed vinyl body, arms and legs and head, sculptured hair, delicate face detail, sleeping eyes, and coo voice. Unbreakable and washable. She kneels, sits, sleeps and will stay in almost any position. Is wearing lovely organdy dress, taffeta slip and blanket cloth coat in pastel shades, lace trim and matching bonnet with maribou trim on bonnet. Has muff on ribbon around neck, knitted pants, socks and button-up vinyl shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—23 lbs.

### 28214 CUDDLES

Approx. 21"—A much larger doll than 28174. Packed each in a gift box, ½ dozen per carton. Approx. weight—20 lbs. A Vinyl Flex Doll.



### 28153 SWEATER DOLL

Approx. 15"—A Vinyl Flex Doll. Softly stuffed vinyl body, arms and legs with soft vinyl sculptured head, sleeping eyes, and fine face detail. Is wearing knitted multi-colour wool sweater coat with buttons, fancy dress and matching bonnet and rick-rack trim. Has knitted pants, socks and button-up vinyl shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—16 lbs.



### 3015 BABY FONDA

Approx. 15"—This gal has real sales appeal—all softly stuffed vinyl body, arms and legs, and soft sculptured vinyl head with plastic insert eyes and colourful face detail. Featuring Vinyl Flex. Dressed in pastel blanket cloth, two button snow-suit, fancy trim with matching bonnet, ear flaps and pom-pom. Ribbon bow on feet and neck. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight 15 lbs.

### 3017 BABY FONDA

Approx. 17"—An all vinyl flex baby to win hearts and profits. Sculptured hair, sleeping eyes and detailed face. Will sit, kneel, sleep or stay in almost any position. Unbreakable, washable, dressed in blanket cloth snow-suit and matching bonnet with ear flaps and pompoms—fancy trim. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—22½ lbs.

### 3019 BABY FONDA

Approx. 19"—Similar to 3017 but large doll. Featuring a soft washable, unbreakable, vinyl body, arms and legs. Packed each in a box, ½ dozen per carton. Approx. weight—16½ lbs.

### 30212 BABY FONDA

Approx. 21"—Soft vinyl head, with sculptured hair. Is wearing soft pastel blanket cloth snow-suit, fancy trim, with matching snow-hat, and ear flaps with pom-pom and tie-bow. She's carrying her own softly stuffed plush bear. Packed each in a gift box, ½ dozen per carton. Approx. weight—20 lbs. A Vinyl Flex Doll.

### 30173 BABY FONDA (ROOTED HAIR)

Approx. 17"—Basically the same as 3017, but has lovely rooted saran hair, which can be combed, curled or waved, and has all vinyl body—soft vinyl head, sleeping eyes. She's a vinyl flex doll—is wearing beautiful pastel blanket cloth snow-suit as 3017. Packed each in a box, 1 dozen per carton. Approx. weight—23 lbs.

### 30216 BABY FONDA WITH BEAR

Approx. 21"—Vinyl flex and Queen of the toy counter—Baby Fonda has an all softly stuffed, unbreakable, vinyl body, and arms and legs, soft vinyl head, with sleeping eyes and beautiful rooted saran hair which can be brushed, combed, curled and waved. She's wearing a lovely pastel blanket cloth snow-suit with lace trim and buttons, and matching snow-hat with ear flaps, pom-pom and ribbon bow. Has knitted socks and soft fancy vinyl shoes. Coo voice. Packed each in a box, ½ dozen per carton. Approx. weight—23 lbs.

# tickle toes

She's  
the  
perfect  
doll!



## 35213 TICKLE TOES

Approx. 21"—Beautiful in every detail. A vinyl flex doll with softly stuffed vinyl body, arms and legs, with soft unbreakable vinyl head, sleeping eyes and carefully painted face detail. Has lovely rooted saran hair which can be combed, curled, brushed and waved. She's wearing a colourful, fancy dress with collar and skirt, trimmed in lace, sash ribbon, matching poke bonnet, lace trim and tie bow. Knitted pants, socks and button-up vinyl shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—16½ lbs.

## 35153 TICKLE TOES

Approx. 15"—Packed each in a box, 1 dozen per carton. Approx. weight—14½ lbs.

## 35173 TICKLE TOES

Approx. 17"—Packed each in a box, 1 dozen per carton. Approx. weight—22 lbs.

## 35263 TICKLE TOES

Approx. 26"—Packed each in a box, 4 per carton. Approx. weight—16½ lbs.

DOLLS

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**3414 JOAN**

Approx. 14"—Packed each in a box, 1 dozen per carton. Approx. weight—12 lbs.

**3417 JOAN**

Approx. 17"—Vinyl flex little lady for big sales. Packed each in a box, 1 dozen per carton. Approx. weight—22½ lbs.

**3421 JOAN**

Approx. 21"—A vinyl flex Joan doll with softly stuffed vinyl body, arms and legs, and soft vinyl head, with sculptured hair, realistic sleeping eyes and carefully painted face detail. Is wearing a lovely flared dress with underskirt, sash ribbon, lace trim and bodice with matching poke bonnet with tie bow and lace trim. Knitted pants, socks and button-up vinyl shoes. Coo voice. Packed each in a gift box, ½ dozen per carton. Approx. weight—20 lbs.



**3721 BABY BUBBLES**

Approx. 21"—You will profit with this Reliable vinyl flex beauty—Baby Bubbles has all softly stuffed, vinyl body, arms and legs, and soft unbreakable vinyl head with sculptured hair, sleeping eyes, and painted face detail. Is wearing an exquisite dress with sash ribbon, lace front and lace trim on neck and sleeves—Flower accessories, knitted pants, socks, tie-bow shoes and coo voice. Packed each in a gift box, ½ dozen per carton. Approx. weight—18 lbs.

**3812 BILLIE (Left)**

Approx. 12"—A cute little playtime girl doll with all softly stuffed vinyl body, arms and legs and soft unbreakable vinyl head with simulated ponytail hair tied with ribbon bow, plastic insert eyes and lovely face colouring. Is wearing cute skirt, blouse and collar with fancy trim, panties, knitted socks and tie-bow shoes. Coo voice. Packed each in a polythene bag, 2 dozen per carton. Approx. weight—17 lbs.

**38124 BOBBIE (Right)**

Approx. 12"—Basically the same as 3812, but with boy's all vinyl head, plastic eyes and coo voice. Is wearing brightly coloured short sun-suit with shoulder straps and short sleeve jersey with fancy trim knitted socks and tie-bow shoes. Packed each in a polythene bag, 2 dozen per carton. Approx. weight—17 lbs.





# Mary Ann

Young mothers  
will love her



## 4023 MARY ANN

Approx. 23" — A lovely vinyl flex doll of all softly stuffed vinyl, moulded in dainty detail and can be washed, is unbreakable. Has soft "Magic Skin" vinyl head, will not break—sleeping eyes and beautiful rooted saran hair with ribbon bow. Dressed in fancy flare dress with rick-rack trim, puff sleeves and lace trim—2 buttons on front. Knitted pants, socks and soft vinyl button-up shoes. Coo voice. She will sit, sleep, kneel, and hold almost any position. Packed each in a gift box, 4 to a carton. Approx. weight—15 lbs

## 40266 MARY ANN

Approx. 26"—Packed each in a gift box, 4 to a carton. Approx. weight—20 lbs.

## 4014 MARY ANN

Approx. 14"—Packed each in a box, 1 dozen per carton. Approx. weight—15 lbs.

## 4021 MARY ANN

Approx. 21"—Packed each in a box, ½ dozen per carton. Approx. weight—16½ lbs.

DOLLS

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**4114 SALLY ANN**

Approx. 14"—It will be sales on sight with this dainty, all vinyl little lady—can be washed and is completely unbreakable. Her soft vinyl head has rooted saran hair in ponytail style and ribbon bow. She has sleeping eyes and lovely face detail. Is wearing cute dress with lace and rick-rack trim. Panties, knitted socks and button-up vinyl shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—15 lbs.

**4117 SALLY ANN**

Approx. 17"—It will be sales on sight with this dainty, all vinyl little lady—can be washed and is completely unbreakable. Her soft vinyl head has rooted saran hair in ponytail style and ribbon bow. She has sleeping eyes and lovely face detail. Is wearing cute dress with lace and rick-rack trim. Panties, knitted socks and button-up vinyl shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—24 lbs.

**41153 SALLY ANN**

Approx. 15"—Packed each in a box, 1 dozen per carton. Approx. weight—16 lbs.



**4212 RUTHIE**

Approx. 12"—Packed each in a box, 1 dozen per carton. Approx. weight—11 lbs.

**4214 RUTHIE**

Approx. 14"—Packed each in a box, 1 dozen per carton. Approx. weight—15 lbs.

**4217 RUTHIE**

Approx. 17"—Finely moulded in every detail—Ruthie's all vinyl body, arms, legs, and head can be washed and are unbreakable. She's vinyl flex. Has lovely rooted saran hair, sleeping eyes and delicate face colouring. Wearing a pretty jumper dress with flare skirt and shoulder straps. Also blouse with puff sleeves, lace collar and ribbon bow. Dainty panties, knitted socks and button-up vinyl shoes. Coo voice. Will sit, sleep kneel and hold almost any position. Packed each in a box, 1 dozen per carton. Approx. weight—22½ lbs.

**4219 RUTHIE**

Approx. 19"—Packed each in a box, ½ dozen per carton. Approx. weight—14½ lbs.

**4221 RUTHIE**

Approx. 21"—Packed each in a box, 6 to a carton. Approx. weight—20 lbs.

**4223 RUTHIE**

Approx. 23"—Packed each in a box, 4 to a carton. Approx. weight—16½ lbs.





### 4321 MARGARET ANN

Approx. 21" — A vinyl flex Reliable doll of exceptional beauty and selling appeal. Has an all vinyl body, arms and legs and soft vinyl head. Margaret Ann will sit, kneel, sleep, or hold almost any position and is completely unbreakable and washable. She has lovely rooted saran hair which can be combed, curled, waved or brushed, ribbon bows and frills — beautiful nylon — dress buttons up at back. Dainty Nylon slip, panties, knitted socks and button-up vinyl shoes. Coo voice. Packed each in a gift box, ½ dozen per carton. Approx. weight—20 lbs.

# Margaret Ann



### 4323 MARGARET ANN

Approx. 23" — Packed each in a gift box, 4 to a carton. Approx. weight—16 lbs.



### 4326 MARGARET ANN

Approx. 26" — Packed each in a gift box, 4 to a carton. Approx. weight— 20 lbs.



**DOLLS**

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# Nancy Lee

**A lovable doll, soft,  
washable, unbreakable**



## **4417 NANCY LEE**

Approx. 17"—Packed each in a box, 1 dozen per carton. Approx. weight—23½ lbs.

## **4419 NANCY LEE**

Approx. 19"—Packed each in a box, 1 dozen per carton. Approx. weight—27 lbs.

## **4421 NANCY LEE**

Approx. 21"—Packed each in a gift box, ½ dozen per carton. Approx. weight—20½ lbs.

## **4423 NANCY LEE**

Approx. 23"—Packed in a gift box, 4 to a carton. Approx. weight—16½ lbs.

## **4426 NANCY LEE**

Approx. 26"—Packed each in a gift box, 4 per carton. Approx. weight—20 lbs.



## **4415 NANCY LEE**

Approx. 15" - Reliable's own famous Nancy Lee to delight little mothers - all softly stuffed vinyl body, arms and legs - will not break and can be washed and will sit, kneel, sleep or hold almost any position. She's a vinyl flex doll. Has "Magic skin-like" soft vinyl head with lovely rooted saran hair in pony-tail style tied with a ribbon bow - sleeping eyes and coo voice. She's dressed in a delightful, beautifully designed dress with fancy trim, panties, knitted socks and button-up vinyl shoes. Packed each in a box, 1 dozen per carton. Approx. weight - 16 lbs.

# Baby Marilyn

...has soft flexible  
almost life-like skin,  
can be washed  
with a damp cloth,  
will not break



## 4517 BABY MARILYN

Approx. 17"—Absolutely adorable! Baby Marilyn is an all softly stuffed "vinyl flex" beauty—completely unbreakable and washable—she kneels, sits, sleeps or stays in almost any position. Her all vinyl head, beautifully coloured, has lovely rooted saran hair, sleeping eyes and coo voice. She's wearing a pretty pastel dress with under-skirt and trim in delicate lace. Has sash ribbon at waist with flower accessories. Knitted pants, socks and button-up vinyl shoes, also wearing cute straw hat with neat bow. Packed each in a box, 1 dozen per carton, Approx. weight—23 lbs.

## 4519 BABY MARILYN

Approx. 19"—Packed each in a box, ½ dozen per carton. Approx. weight—14 lbs.

## 4521 BABY MARILYN

Approx. 21"—Packed each in a box, ½ dozen per carton. Approx. weight—14½ lbs.

## 4523 BABY MARILYN

Approx. 23"—Packed each in a gift box, 4 to a carton. Approx. weight—16½ lbs.

DOLLS

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**47306 BRIDE**

Approx. 30"—The most beautiful of all brides—carefully designed and created by fine Reliable craftsmanship. Has all softly stuffed latex body, arms and legs and soft "Magic Skin" vinyl head with lovely rooted saran hair which can be brushed, combed and curled. She's unbreakable and washable—has coo voice and sleeping eyes—will stay in almost any position. Dressed in an elaborate wedding ensemble trimmed in lace and frail net veil, flower accessories, panties, knitted socks and button-up soft vinyl shoes. Packed each in a carton. Approx. weight—26 lbs.



**53206 BRIDE**

Approx. 20"—A walking doll Bride to enhance every toy counter and bring rich returns of profits. All plastic body and legs with soft vinyl arms and dainty realistic fingers. Soft "Magic Skin" vinyl head with rooted saran hair, sleeping eyes and delicate face detail. Is wearing exquisite lace and net wedding ensemble with under-skirt and veil. Holds bouquet in hand with ribbons, and ribbon and flower at waist. Little string of pearls around neck. Panties, socks and non-slip, button-up vinyl shoes. Cry voice. Packed each in a gift box, ½ dozen per carton. Approx. weight—16 lbs.



**47156 BRIDE**

Approx. 15" — Wedding and Cash Register bells will ring with this charming vinyl flex Bride doll. All softly stuffed vinyl body, arms and legs—completely unbreakable and washable—rooted saran hair and sleeping eyes. She is dressed in an exquisite wedding ensemble—net head veil, has panties, knitted socks and button-up vinyl shoes. Coo voice. Packed each in a gift box, 1 dozen per carton. Approx. weight—16½ lbs.

# Bride Dolls





48152



48155



48195

# Glamour Girl

she's a **VINYL FLEX** doll

## 48152 GLAMOUR GIRL

Approx. 15"—The very latest in doll design to win big sales. This lovely little vinyl flex lady has an all softly stuffed vinyl body, arms and legs, with a soft vinyl head and rooted saran hair in an assortment of fascinating fashionable pastel shades which can be combed, brushed, curled and waved. Has matching outfits, consists of a colourful dress with dainty blouse, puffed sleeves and ribbon bows. Knitted pants, socks and button-up soft vinyl shoes. Completely unbreakable and washable—she will hold almost any position. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—16 lbs.

## 48155 GLAMOUR GIRL

Approx. 15"—Same description as 48152—but with ponytail style hair, featuring vinyl flex and all vinyl body, arms and legs, and soft vinyl head, sleeping eyes. Packed each in a box, 1 dozen per carton. Approx. weight—17 lbs.

## 48195 GLAMOUR GIRL

Approx. 19"—Basically the same as 48155—She is vinyl flex. All softly stuffed vinyl body, arms and legs, soft vinyl head, with lovely rooted saran hair, sleeping eyes and painted face detail. Hair comes in assorted pastel shades to match her pretty dress. She is unbreakable and washable and will stay in almost any position—has a coo voice. Knitted pants, socks and button-up vinyl shoes. Packed each in a box, ½ dozen per carton. Approx. weight—15 lbs.

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#### 4615 MAGGIE MUGGINS

Approx. 15" — Yes, here she is! The original Maggie Muggins Doll, freckles and all. Softly stuffed latex body, arms and legs and soft unbreakable vinyl head. She has rooted saran hair which can be combed, brushed, curled and waved. Hair is braided in pigtails with ribbon bows. Has sleeping eyes, and is wearing a colourful cotton dress with dainty Apron. Knitted pants, socks and tie-bow shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight—16 lbs.



#### 51155 SUSIE WALKER

Approx. 15" — Truly beautiful — has plastic body, arms and legs, moulded in detail and soft unbreakable vinyl head, with sleeping eyes and ponytail rooted saran hair with ribbon bow. Hair can be curled, waved, brushed and combed. Take her by the hand, she walks and turns her head. Is wearing pretty patterned dress, with lace trim and bow, panties, knitted socks and non-slip button-up vinyl shoes. Packed each in a box, 1 dozen per carton. Approx. weight—17½ lbs.



#### 53202 SUSIE STEPPS

Approx. 20" — An adorable walking doll with all plastic finely moulded body and legs and realistic soft vinyl arms and head, with lovely rooted saran hair which can be combed, curled, brushed or waved, and carries her own vinyl curlers. Has sleeping eyes, and colourful face detail. Turns her head as she walks and is wearing a pretty, flared dress with lace trim, lace trim blouse and fancy under-skirt. Has wide brimmed straw hat, panties, knitted socks and non-slip, button-up vinyl shoes. Mama voice. Packed each in a gift box, ½ dozen per carton. Approx. weight 16 lbs.

#### 53205 SUSIE STEPPS PARTY DRESS

Approx. 20" — For sheer beauty and sure profits this exquisite lovely walking doll cannot be beat—All finely moulded plastic body and legs, and life like detailed vinyl arms, hands and fingers with soft vinyl head and lovely rooted saran hair. She sleeps, has a crier voice and walks. Is wearing very fancy flared pastel dress with sheer net over-skirt trimmed in ribbon and lace, and lace trim on sleeves and collar. Has matching wide brim hat adorned with flowers and net bow and is holding flowers tied with long ribbon bow. Has panties, socks, and non-slip button-up vinyl shoes. Packed each in a box, 6 per carton.

Approx. weight— 18 lbs.



**Dolls with  
consumer  
preference**





# SAUCY WALKER

## 5523 SAUCY WALKER

Approx. 23"—Reliable's famous walking doll, still a big sales getter. All plastic body, arms and legs, moulded in fine detail with dimpled knees and dainty fingers. Has soft unbreakable, vinyl head with sleeping eyes and lovely rooted saran hair which can be combed, curled, waved and brushed, and with her very own vinyl curlers. Take her by the hand and she'll walk and turn her head. Is wearing pretty dress with lace trim and fancy apron, with lace trim and frilled shoulder straps. Also under-skirt, panties, knitted socks, and non-slip, button-up vinyl shoes. Mama voice. Packed each in a gift box, 4 per carton. Approx. weight—15 lbs.



latest  
fashions . . .  
your best doll  
buy!



# Posie

## 55245 POSIE

Approx. 24"—Truly a sweetheart. Posie can walk, kneel, sit, sleep or turn her head. Plastic body, arms and legs, (legs bend at knees and hips), soft vinyl head, sleeping eyes and delicate face detail. Has rooted saran hair and 4 vinyl curlers. Hair can be combed, brushed or waved. Dressed in a beautiful dress with fancy apron and dainty trim. Panties, knitted socks, and non-slip, button-up vinyl shoes. Packed each in a gift box, 4 per carton. Approx. weight—17½ lbs.

bends  
her  
knee

DOLLS

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**Reliable**  
Trade Mark

**VINYL FLEX**

HAS ADDED  
PLAY VALUE

Made entirely of soft resilient vinyl plastic. Note perfection of detail in fingers, knuckles, dimples, etc. Washable, practically unbreakable. Won't crack, chip or peel.

SITS  
CROSSES LEGS  
LIES NATURALLY



#### 6811 SWEETIE PIE

Approx. 11"—Also a cute little doll for hours of play value and loads of sales. Has completely unbreakable, washable, all vinyl flex body, arms and legs, dainty fingers and toes—sculptured head, sleeping eyes and is wearing a soft flannelette diaper, and knitted socks tied with bows. She drinks from her own bottle attached to her hand and wets like a real baby. Packed each in a box, 1 dozen per carton.

Approx. weight—12 lbs.

#### 68113 SWEETIE PIE

Approx. 11"—As cute as a button—sure to appeal—Has all vinyl body moulded in dainty detail with soft vinyl head and rooted hair with sleeping eyes. She drinks from her very own bottle, wets, sits, has moving arms and legs and will not break. She can be washed—is wearing a diaper with safety pin, knitted socks and ribbon bows. Packed each in a fancy box, 1 dozen per carton. Approx. weight—12½ lbs.



# Davy Crockett

#### 59136 DAVY CROCKETT

Approx. 13"—All softly stuffed latex body, arms and legs—vinyl head, plastic insert eyes and colourful face detail. Wearing simulated coon-skin hat and "buckskin" outfit with two metal six-shooters in simulated leather holsters, shoes. Coo voice. Has Davy Crockett pin tag. Packed each in a box with Davy Crockett photo, 1 dozen per carton. Approx. weight—11½ lbs.





## 7014 - BABY BRENDA

Approx. 14" - Hours of play value and a year round sales winner. Large all vinyl baby doll, completely washable and unbreakable with sleeping eyes in a big 14" polythene bath tub complete with diaper tied with bow, wash cloth, soap, sponge, pyjamas & bath salts. Packed each in a box - 1 doz. per carton.

# Baby Brenda

DOLLS

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Trade Mark

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#### 71143 BABY JOY

Approx. 14" — Basically the same as 7114 — featuring all vinyl body, with moving arms and legs—will sit, stand, bend and hold various positions. Completely unbreakable and washable—Has soft skin-like vinyl head and rooted saran hair which can be combed, curled, brushed and waved. Sleeping eyes and coo voice. She's wearing lovely dress with fancy trim and matching bonnet, panties, knitted socks and button-up vinyl shoes. Packed each in a box, 1 dozen per carton. Approx. weight—20 lbs.

#### 7114 BABY JOY

Approx. 14" — An unbreakable, washable cutie to bring big profits—All finely moulded vinyl body, arms, legs, and head, dimpled knees, sculptured hair, sleeping eyes and colourful face detail. Has moving arms and legs and coo voice. Dressed in dainty dress and slip with matching bonnet trimmed in lace and ribbon bow. Flower accessories, panties, knitted socks and non-slip button-up vinyl shoes. Packed each in a box, ½ dozen per carton. Approx. weight—12½ lbs.

# Baby Joy

*she's a  
real  
profit  
maker!*

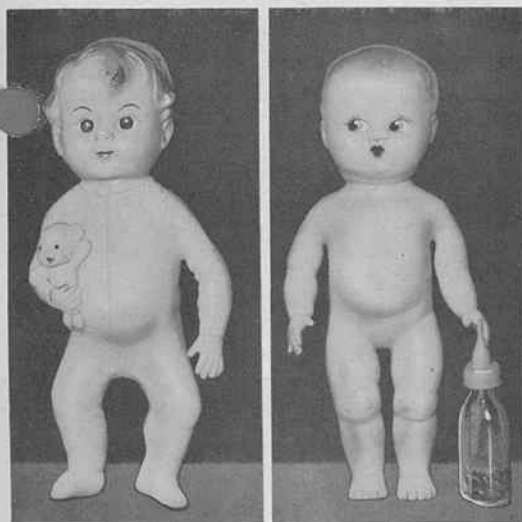
For 36 years Reliable have been the makers of Canada's finest dolls

## ★ Betsy Wetsy

#### 72144 BETSY WETSY

Approx. 14" — Yes, She's amazing—Reliable's fine craftsmanship has made this doll the biggest profit maker yet. She blows her nose, weeps real tears, sleeps, can be washed and she drinks. All vinyl body, arms and legs, and sculptured plastic head with sleeping eyes and painted face detail. Has dimpled knees, dainty fingers and toes, (almost life-like). Equipped for all baby emergencies, Betsy Wetsy comes with layette that includes drinking bottle, sponge, soap, diaper and safety pins, clothes pins, washcloth and powdering pad. She is wearing flannelette diaper and top, knitted booties in baby colours as part of her wardrobe. Packed each in a gift box, ½ dozen per carton. Approx. weight—20 lbs.





**73101 BEDTIME DOLL**

Approx. 10"—An all soft, unbreakable, vinyl doll wearing simulated sleepers and carrying a puppy. Completely washable and unbreakable. Plastic insert eyes, sculptured hair and built-in noise maker. Packed each in a polythene bag with tab, 2 dozen per carton. Approx. weight—11 lbs.

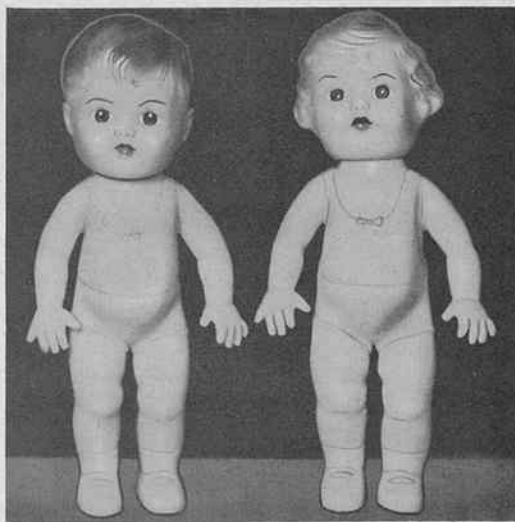
**73109 WETUMS**

Approx. 10"—An all vinyl cutie with soft magic life-like skin — completely washable and unbreakable. She drinks from her own bottle and wets like a real baby. Has turning head and painted face. Packed each in a polythene bag with a tab, 2 dozen per carton. Approx. weight—12 lbs.

**73108 VINYL DOLL**

Approx. 10"—Lots of play value, an all soft, washable, unbreakable, vinyl baby doll with sculptured head, and finely painted face detail. Head turns, packed each in a polythene bag, 2 dozen per carton. Approx. weight—11 lbs.

**VINYL  
DOLLS**



**7410 SQUEEZE ME DOLL**

Approx. 10"—Boy and girl assorted. Double profits with this pair of all vinyl dolls. Washable and unbreakable, plastic insert eyes, painted faces, simulated pants and whistle voice. Packed each in a polythene bag with tab, 2 dozen per carton. Approx. weight—13 lbs.



- ★ She drinks
- ★ She wets
- ★ She bathes
- ★ Cries real tears

**Betsy Wetsy**

**72163 BETSY WETSY**

Approx. 16"—A wonderful doll for playtime value and year-round good selling—all vinyl—unbreakable, washable body, moving arms and legs, dimpled knees and dainty fingers and toes. She drinks, and wets just like a real baby—has rooted saran hair which can be combed, curled, washed and brushed — also sleeping eyes. She has her very own layette, consisting of a pretty dress, matching bonnet, slip, powdering pads, extra diaper, knitted booties, bottle and nipple, clothes pins, sponge, and soap. She is wearing a soft flannelette diaper, jersey top and ribbon bow. Packed each in a gift box, ½ dozen per carton. Approx. weight—23 lbs.

#### 7610 JOLLY TWINS

Approx. 10"—Double sales with two unbreakable, washable soft vinyl dolls, adorably dressed in colourful girl and boy outfits. Delicate face detail, movable heads and plastic insert eyes. Packed each in a handy window display box with carrying handle. Packed 1 dozen per carton. Approx. weight—21½ lbs.



#### 76102 COLOURED TWINS

Approx. 10"—Good sales and good profits from this pair of darky dolls moulded of all vinyl with sculptured hair, painted face detail—completely unbreakable and washable. Dressed in gay polka dot print outfits, aprons, fancy trim and head kerchiefs. Complete with food packages. Packed in a colourful box, 1 dozen per carton. Approx. weight—21½ lbs.



#### 7764 PIXIE

Approx. 12"—Soft and sweet—Has gay print outfit and matching bonnet with plastic masque face. Mohair tufts, ribbon bow. Packed bulk, 2 dozen per carton. Approx. weight—18½ lbs.



#### 7765 RELIABLE RAG DOLL

Approx. 16"—A friendly little rag doll, attractive print outfit with plastic masque face, softly stuffed body, mohair tufts and ribbon bow. Packed each in a polythene bag, 2 dozen per carton. Approx. weight—21 lbs.

MICKEY MOUSE CLUB

# HAND PUPPETS



LOTS OF FUN  
FOR LITTLE ONES.



EASY TO  
ANIMATE!



## 7831 MICKEY MOUSE

Approx. 10"—Walt Disney's famous Mickey Mouse puppet with soft unbreakable vinyl head, moulded and painted to perfect detail. Puppet animates easily by inserting hand under checked cotton body sleeve, using thumb and forefinger to manipulate arm and felt hand, and index finger for head movement. Has ribbon bow. Packed each in a colourful window display box, 1 dozen to a carton. Approx. weight—5 lbs.

## 7832 DONALD DUCK

Approx. 10"—Another famous Walt Disney character, same description as 7831, but with Donald Duck character head. Packed each in a colourful window display box, 1 dozen to a carton. Approx. weight—5 lbs.

## 7833 DOPEY

Approx. 10"—The famous Walt Disney character from Snow White and the Seven Dwarfs, same description as 7831 but with character Dopey head. Packed each in a colourful window display box, 1 dozen to a carton. Approx. weight—5 lbs.

## 7834 PLUTO

The famous Walt Disney character dog, same as 7831, but with Pluto character head. Packed each in a colourful window display box, 1 dozen to a carton. Approx. weight—5 lbs.

DOLLS

Reliable  
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MICKEY MOUSE CLUB

EASY TO ANIMATE!

# HAND PUPPETS

LOTS OF FUN  
FOR LITTLE ONES.



## 7835 LADY

Approx. 10"—From Walt Disney's colourful cartoon "Lady and the Tramp". A hand puppet with soft unbreakable head, moulded and painted in detail. Puppet animates easily by inserting hand under colourful cotton sleeve body, using thumb and forefinger to manipulate arm and felt hand, using index finger for head movement. Has ribbon bow. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight—5 lbs.

## 7836 TRAMP

Approx. 10"—Another famous dog character by Disney, same description as 7835 but with Tramp dog head. Packed each in a colourful display box, 1 dozen per carton. Approx. weight—5 lbs.

## 7837 DACHIE

Approx. 10"—A Disney hound that's sure to appeal. Same character description as 7835 but with Dachshund character head. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight—5 lbs.

## 7838 PEDRO

Approx. 10"—Another happy character from the movie "Lady and the Tramp" by Disney. Same description as 7835 but with individual character head. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight—5 lbs.

