



Reliable

MADE IN CANADA

Trade Mark

1959

RELIABLE TOY CO. LIMITED, TORONTO, CANADA

DOLLS



101419 — RELIABLE

A charming, soft, all vinyl baby doll with moving arms, legs and head—has sculptured hair—plastic insert eyes—and is dressed in diaper

Each in a poly bag with a tab—2 dozen per carton. Approx. weight 9 lbs.

Suggested Eastern Retail \$1.98
Suggested Western Retail \$2.19



111219 — BILLIE

Approx. 12"—A small softly filled all vinyl doll—Sculptured pony tail hair, plastic insert eyes, painted shoes and socks. She is dressed in a print dress, apron with bow and has knitted pants. Coo voice. Each in a polythene bag, 2 dozen per carton. Approximate weight 20 lbs.

Suggested Eastern Retail \$1.98
Suggested Western Retail \$2.19



131139 — BABY JOY

Approx. 11"—A lovely doll, she sleeps, has movable arms and legs. Is all vinyl washable and completely unbreakable. Has poodle style rooted saran hair. She's dressed in a pretty cotton dress, has panties, socks and shoes. She's carrying her own bottle, nipple, soother and bubble pipe. Each in a dainty acetate transparent container with two-colour top and bottom. 1 dozen per carton. Has coo voice. Approx. weight 16 lbs.

Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.50

121039 — RELIABLE

Approx. 10"—Pretty doll in brightly coloured print dress—fancy trim, has panties and knitted socks. She's washable, all vinyl, with rooted saran hair, plastic insert eyes and also comes in knitted suit and knitted booties. Packed each in a polythene bag, 2 dozen per carton. Approx. weight 11 lbs.

Suggested Eastern Retail \$1.79
Suggested Western Retail \$1.89

121139 — RELIABLE

Approx. 11"—A cutie doll with rooted hair—plastic insert eyes and life-like all vinyl skin, will not break. Can be washed. Has simulated shoes and is wearing cotton dress, fancy trim. Packed each in a polythene bag, tied with ribbon, 2 dozen per carton. Approx. weight 12 lbs.

Suggested Eastern Retail \$1.98
Suggested Western Retail \$2.19





131159 — BABY JOY

Approx. 11" — Basically the same 5-piece doll as 131139 with pony tail rooted hair, she's wearing a fancy sun dress with lace trim, and matching lace trimmed panties. She's carrying her own bottle and nipple—pacifier and bubble pipe. Each in a transparent acetate container with two colour printed lid and bottom. Approx. weight 16 lbs. (1 dozen per carton).

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



142039 — WETUMS

Approx. 20" — Basically the same description for 5-piece 141619 Wetums doll but much larger and has rooted hair which can be brushed, combed and styled — has ribbon message tag outlining sleeping, wetting and 5-piece features. She's wearing a diaper with safety pins. Each in a polythene bag tied with a ribbon, 1 dozen per carton. Approx. weight 30 lbs.

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



Diaper Baby

141619 — WETUMS

Approx. 16"—Dolly in diaper! Has soft skin-like, unbreakable vinyl flesh and dainty, realistic fingers and toes. Features sleeping eyes, she drinks and wets and carries her own bottle. Has movable arms, legs and head. Completely washable. Diaper is fastened with safety pin. Each in a polythene bag tied with ribbon, 1 dozen per carton. Approx. weight 17 lbs.

Suggested Eastern Retail \$2.98
Suggested Western Retail \$3.29

142019 — WETUMS

20" — Basically the same 5-piece doll as 141619 but much larger, she's wearing a jersey skirt with buttons and diaper. Has ribbon message tag which reads — "My head, arms and legs are movable. I sleep and wet like a real baby". Each in a polythene bag, tied with a ribbon, 1 dozen per carton. Approx. weight 29 lbs.

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50

DOLLS

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WETUMS

- * HAS ROOTED SARAN HAIR
- * BLOWS BUBBLES
- * DRINKS
- * WETS

Canada's
most
lovable
dolls are
created by
RELIABLE



151419 — WETUMS

Approx. 14" — Adorable, all vinyl realistically sculptured hair, dainty ears, fingers and detailed toes. She's drinking, wets and blows bubbles. Carries her own baby's bottle bubble pipe and pacifier. Is wearing a diaper, socks and shoes, lace trimmed baby bonnet and fancy dress, decorated with ribbons and lace. Each in a colourful printed box, with display windows. 1 dozen per carton. Approx. weight — (with sleeping eyes).

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50

151619 — WETUMS

Approx. 16" — Same description as 151419 but larger doll. Packed each in a printed, window display box, 1 dozen per carton. Approx. weight —

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

152019 — WETUMS

Approx. 20" — Same description as 151419 but much larger doll. Packed each in a printed corrugated window display box. 4 per carton. Approx. weight —

Suggested Eastern Retail \$7.98
Suggested Western Retail \$8.50

152519 — WETUMS

Approx. 25". Same description as 151419 but of course this is an extremely large doll. Packed each in a printed corrugated window box. 4 per carton. Approx. weight —

Suggested Eastern Retail \$10.98
Suggested Western Retail \$11.98



Baby

LITTLE MOTHERS LOVE THEM!



151439 — WETUMS

Approx. 14" — A beautiful all vinyl doll with magic, soft, realistic skin, completely washable and unbreakable. Has sleeping eyes, dainty fingers and toes, coo voice and rooted hair which can be washed and styled. Movable head, arms and legs. She's dressed in a lovely, full skirted dress with frills and ribbons, puffed sleeves, edged with lace and matching frill covered bonnet tied with ribbon. She wets, drinks and blows bubbles, and is carrying her own bottle, with nipple — bubble pipe and pacifier. She has knitted socks, vinyl shoes and panties. Each in a printed, window display box, 1 dozen per carton. Approx. weight — Suggested Eastern Retail \$5.98 Suggested Western Retail \$6.50



**HAS
ROOTED
SARAN
HAIR**



wetting dolls for little mothers.

151639 — WETUMS

Approx. 16" — Same description as 151439 but a larger size 5-piece doll. Each in a printed, window display box, 1 dozen per carton. Approx. weight — Suggested Eastern Retail \$6.98 Suggested Western Retail \$7.50

151839 — WETUMS

Approx. 18" — Same description as 151439 but much larger 5-piece doll. Each in a printed window display box — ½ dozen per carton. Approx. weight — Suggested Eastern Retail \$8.98 Suggested Western Retail \$9.50

152039 — WETUMS

Approx. 20" — Same description as 151439 but a very much larger doll, 5-piece vinyl, each in a printed corrugated window box, 4 per carton. Approx. weight — Suggested Eastern Retail \$9.98 Suggested Western Retail \$10.98

DOLLS

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151459 — WETUMS

Approx. 14". A real cutie—she moves her head, arms and legs, has sleeping eyes, dainty fingers and toes and rooted hair tied with a ribbon bow. She's dressed in a beautiful sheer dress trimmed in lace and ribbons with puff sleeves. Has a slip, panties, knitted socks and vinyl shoes. Has coo voice. She's carrying her own polythene bottle and nipple, bubble pipe and pacifier. Each in a printed window display box, 1 dozen per carton. Approx. weight —

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50



151659 — WETUMS

Approx. 16" — Same description as 151459 but larger doll — 5-piece with rooted hair. Each in a printed window display box, 1 dozen per carton. Approx. weight —
Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

152059 — WETUMS

Approx. 20" — Same description as 151459 but very much larger doll. Each in a printed corrugated window display box, 4 per carton. Approx. weight —
Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98



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161439 — WETUMS — SUNSUIT

Approx. 14". A darling 5-piece all vinyl — all washable, soft doll with rooted hair, has movable arms, legs and head and sleeping eyes. Has coo voice. She's wearing a colourful print sunsuit, lace trimmed and tie bow on back of neck. She's carrying her own bottle and nipple, bubble pipe and pacifier. Each in a box, 1 dozen per carton. Approx. weight —

Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29

161639 — WETUMS

Approx. 16" — Same description as 161439 but larger doll. Each in a box, 1 dozen per carton. Approx. weight —

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50

171439 — WETUMS

Approx. 14"—A lovable doll for big sales — all soft vinyl, 5-piece doll, movable arms, legs and head and rooted hair. Has sleeping eyes and coo voice. She drinks, wets and blows bubbles and is carrying her own bottle and nipple, bubble pipe and pacifier. She's dressed in a dainty dress with lace and ribbon trim with bow and hat, panties. Each in a cylindrical transparent container with ribbon bow and colourful design. ½ dozen per carton. Approx. weight
Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



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DOLLS

baby wetting dolls for little mothers

181439 — WETUMS

Approx. 14"—Basically the same doll as 171439 but is wearing extravagant dress, trimmed in lace, tied with ribbon bow and has matching lace trimmed bonnet. She has a slip, panties, knitted socks and vinyl shoes. Coo voice. Each in a transparent acetate cylinder, designed in colour, and tied with a ribbon bow — ½ dozen per carton.

Approx. weight —

Suggested Eastern Retail \$5.98

Suggested Western Retail \$6.50



191439 — WETUMS

Approx. 14"—Same description basically as 171439—lovely dress with dainty trimmings. Each in an inflated transparent cube, colourfully decorated, ½ dozen per carton.

Approx. weight —

Suggested Eastern Retail \$4.98

Suggested Western Retail \$5.50

201439 — WETUMS

Approx. 14"—Basically the same, a vinyl 5-piece doll as 171439 but much fancier outfit — lovely dress with dainty trimmings and matching lace trimmed bonnet; Each in an inflated transparent cube, colourfully decorated, ½ dozen per carton.

Approx. weight —

Suggested Eastern Retail \$5.98

Suggested Western Retail \$6.50

**HAS
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SARAN
HAIR**

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- * **MAGIC SKIN**
- * **REALISTIC DETAIL**
- * **WASHABLE**
- * **UNBREAKABLE**



231599 — DROWZY

Approx. 15"—Ready for bed and ready for sales in his candy stripe, one piece sleepers—tied at the ankles and neck with bows and matched tassel type night cap. Zipper opening down the front allows removal of sleepers. An all soft unbreakable vinyl doll with movable head, plastic insert eyes and coo voice. Each in a box, 1 dozen per carton. Approx. weight 18 lbs.
 Suggested Eastern Retail \$2.98
 Suggested Western Retail \$3.29

211539 — SLEEPYHEAD

Approx. 15"—Basically the same all soft vinyl doll as 211519 but has movable head and rooted hair. She has sleeping eyes and is larger than 211519. Has Coo voice. Each in a polythene bag, 1 dozen per carton. Approx. weight 13 lbs.
 Suggested Eastern Retail \$2.98
 Suggested Western Retail \$3.29

211739 — SLEEPYHEAD

Approx. 17"—Same description as 211519 but is much larger—has rooted hair and plastic insert eyes. Her head moves and she has a coo voice. Each in a polythene bag—1 dozen per carton. Approx. weight 16 lbs.
 Suggested Eastern Retail \$2.98
 Suggested Western Retail \$3.29



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231219 — SNOOZIE

Approx. 12"—A baby doll—all vinyl unbreakable and soft with plastic insert eyes and coo voice. Has sculptured hair and is wrapped in a soft blanket, tied with a ribbon bow—movable head. Each in a polythene bag, 2 dozen per carton. Approx. weight 16 lbs.
 Suggested Eastern Retail \$1.98
 Suggested Western Retail \$2.19

211519 — SLEEPYHEAD

Approx. 15"—A darling all vinyl—soft washable doll with sculptured hair, plastic insert eyes and coo voice. Is dressed in one piece pyjamas with trim and tie bow. Each in a polythene bag, two dozen per carton. Approx. weight 23 lbs.
 Suggested Eastern Retail \$1.98
 Suggested Western Retail \$2.19



241219 — TOPSY

Approx. 12"—An all soft vinyl darky doll with sculptured, pigtail style hair, tied with ribbons and painted socks and shoes. She's wearing a polka dot dress with dainty trim, and knitted pants. Has a coo voice. Each in a polythene bag, 2 dozen per carton. Approx. weight 19 lbs.
Suggested Eastern Retail \$1.98
Suggested Western Retail \$2.19



241439 — — TOPSY

Approx. 14"—An all vinyl—dark skinned cutie — completely unbreakable, washable and has a movable head, sleeping eyes and rooted hair with ribbon. She's wearing a lovely dress with slip, flowers at the waist, tied with bow and lace trim. Knitted pants, socks and vinyl shoes. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight 16 lbs.
Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29

261439 — TOPSY WETUMS

Approx. 14"—Same description as 5-piece 251439 but is dressed in fancy dress with dainty trim and matching poke bonnet with ribbon tie bow. Has panties, knitted socks and vinyl shoes. Each in a box, 1 dozen per carton. Approx. weight 16 lbs.
Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29

251439 — TOPSY WETUMS

Approx. 14" — Basically the same all vinyl doll as 241439 but has movable arms, legs and head and rooted hair. She sleeps, wets, drinks and blows bubbles for which she carries her own bottle and nipple, bubble pipe and pacifier. Coo voice. Each in a polythene bag—tied with ribbon in a box, 1 dozen per carton. Approx. weight 16 lbs.
Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29

272039 — TOPSY WETUMS

A very large 20" darky doll sure to attract sales—she has rooted hair, tied with ribbon, sleeping eyes and movable head, arms and legs. She's all soft, washable, unbreakable vinyl, and is wearing a fresh polka dot dress, with lace trim and ribbon bow decoration. Has panties, socks and vinyl shoes. Each in a box, 1/2 dozen per carton. Approx. weight 21 lbs.
Suggested Eastern Retail \$7.98
Suggested Western Retail \$8.50



232219 — SNOOZIE

Approx. 22"—Same description as 231719 but much larger doll. Each in a box, 1/2 dozen per carton. Approx. weight 22 lbs.
Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

231719 — SNOOZIE

Approx. 17"—Basically the same all vinyl doll as 231219 but has sleeping eyes and is wrapped in blanket tied with ribbon bow and is wearing a diaper and hooded sleeping jacket with fancy trim and tie bow. Each in a box, 1 dozen per carton. Approx. weight 27 lbs.
Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.50

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222219 — BABYKINS

Approx. 22"—A very adorable and very large boy doll with sculptured hair, sleeping eyes and all vinyl, soft, unbreakable realistic skin. His head moves and his ears, fingers and toes are moulded to exact detail. Has a coo voice and is wearing a diaper fastened with safety pin. Each in a box, ½ dozen per carton. Approx. weight 21 lbs. Suggested Eastern Retail \$3.98 Suggested Western Retail \$4.50



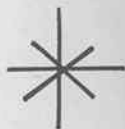
Dolls with consumer preference

312019 — BABY FONDA

Approx. 20"—Dressed in a snowsuit and matched hat with tassel, ear flaps and chin ribbon, this all vinyl doll has a movable head, arms, legs and sleeping eyes. Sculptured hair. Each in a box, ½ dozen per carton. Approx. weight 20 lbs. Suggested Eastern Retail \$6.98 Suggested Western Retail \$7.50

301519 — BABY FONDA

Approx. 15"—An all vinyl baby unbreakable, with sculptured hair and plastic insert eyes. He's wearing a full length, one piece snow suit, tied at the ankles with ribbon—ribbon bow decoration and matching snow bonnet with ear flaps and neck bow. Coo voice. Packed each in a box, 1 dozen per carton. Approx. weight 17 lbs. Suggested Eastern Retail \$2.98 Suggested Western Retail \$3.29



AS FEATURED ON TV

291459 — WETUMS

Approx. 14"—Same description as 281439 but hair style is different and is tied with a ribbon. She's wearing a dainty dress with lace trim and ribbon bows. Each in a box, 1 dozen per carton. Approx. weight 23 lbs. Suggested Eastern Retail \$4.98 Suggested Western Retail \$5.50

281439 — WETUMS

Approx. 14"—"Cute as a bug's ear" all vinyl, unbreakable, has movable head, arms and legs, rooted hair and sleeping eyes. She is carrying her own bottle and nipple—bubble pipe and pacifier because she can use them. She also wets. Is wearing diaper with safety pin, colourful dress and matching bonnet with lace trim and socks and vinyl shoes. Coo voice. Each in a box, 1 dozen per carton. Approx. weight 19 lbs. Suggested Eastern Retail \$3.98 Suggested Western Retail \$4.29





Rosalyn

**HAS
ROOTED
SARAN
HAIR**



341889 — ROSALYN

18" (Pig Tail)—Same description as 321839 but she is wearing a straw hat, her hair is in pig tails, (rooted) tied with bows and she has on a fresh checked dress and lovely metallic trimmed apron. She has an under-skirt, knitted pants, sockees and vinyl shoes. Packed each in a box, 1 dozen per carton. Approx. weight 23 lbs.
Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

321839 — ROSALYN

Approx. 18"—A five piece rigidsoil doll to delight little mothers. Finely detailed and beautifully tinted, will not break, can be washed. She has rooted hair, sleeping eyes—teeth and hair bow. She turns her head and moves her arms and legs. She has a teen age figure over which is a colourful dress, lace ribbon and floral trimmed, panties, sockees and vinyl shoes. Each in a box, 1 dozen per carton. Approx. weight 23 lbs.
Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50

331839 — ROSALYN

18" (Poodle)— Same description as 321839 but wearing a much more elaborate dress with frills and fancy trimmings, waist bow and lace. Has slip and panties—sockees and vinyl shoes. Poodle style hair with bow. Each in a box, 1 dozen per carton. Approx. weight 24 lbs.
Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

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



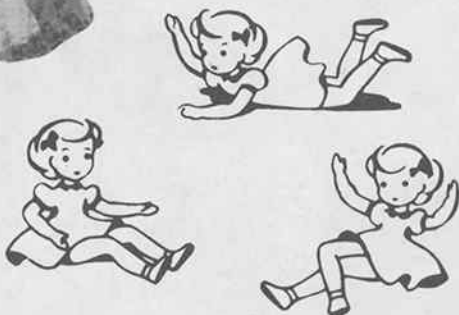
DOLLS

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11



tickle toes



another of Reliable's famous stars!

352239 — TICKLETOES

Approx. 22"—Same description as 351739 but much larger doll. Each in a box, ½ dozen per carton. Approx. weight 22 lbs. Suggested Eastern Retail \$6.98 Suggested Western Retail \$7.50

351539 — TICKLETOES

Approx. 15" — Featuring "vinylflex". This lovely all vinyl doll can kneel, sit, or be placed in almost any position. She's adorable, unbreakable, lovely and washable. She has rooted hair, sleeping eyes and a coo voice. She is wearing an exquisite dress with puff sleeves, bow and flower decoration. She has a slip, panties, socks and vinyl shoes. Each in a box, 1 dozen per carton. Approx. weight 21 lbs. Suggested Eastern Retail \$3.98 Suggested Western Retail \$4.50

352739 — TICKLETOES

27"—Same description as 351739 but a very much larger 5-piece doll. Each in a box, 4 per carton. Approx. weight — Suggested Eastern Retail \$8.98 Suggested Western Retail \$9.50

351739 — TICKLETOES

Approx. 17"—Same description as 351539 but much larger doll and wearing fancier dress with matching bonnet with chin ribbon. Each in a box, 1 dozen per carton. Approx. weight 26 lbs. Suggested Eastern Retail \$4.98 Suggested Western Retail \$5.50

Can be placed in almost any position



HAS ROOTED SARAN HAIR



381649 — KAREN

Approx. 16" (Marcel) — Same description as 361639 but dressed with a dutch flavour, has typical dutch hat, fresh checked dress and apron, with pants, socks and vinyl shoes. Each in a box, 1 dozen per carton. Approx. weight —

Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

361639 — KAREN

Approx. 16" (Poodle) — Especially designed to sell, Karen is a beauty. All soft vinyl unbreakable and washable. She has rooted poodle style hair with ribbon, sleeping eyes and dainty, shapely detail. Dainty dress with collar and lace, pants, socks and vinyl shoes. She moves her head, arms and legs. Each has a special Karen string bag, packed each in a box, 1 dozen per carton. Approx. weight —

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

391649 — KAREN

Approx. 16" (Marcel) — Same description as 361639 but dressed in a one button coat with flared skirt, fancy dress, slip, panties, socks and vinyl shoes. She is wearing a straw hat with wide brim and ribbon. Each in a box, 1 dozen per carton. Approx. weight —

Suggested Eastern Retail \$7.98
Suggested Western Retail \$8.50

371649 — KAREN

Approx. 16" — Same description as 361639 but has marcel style hair with lace and ribbon trimmed hat, matching dress with flowers and bows and slip. Has pants, socks and vinyl shoes. Each in a box, one dozen per carton. Approx. weight

Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

MARY ANN DOLLS

Reliable is noted for beautiful dolls and these Mary Anns are no exception.



401539 — MARY ANN

Approx. 15" — All soft, washable, unbreakable vinyl. Has rooted hair, sleeping eyes and a movable head. She's wearing a colourful dress, lace trimmed with ribbon bows and collar; Knitted pants, socks, and vinyl shoes. Coo voice. Each in a box, 2 dozen per carton. Approx. weight 30 lbs. Suggested Eastern Retail \$2.98 Suggested Western Retail \$3.29

401559 — MARY ANN

(Pony Tail) — Approx. 15" — Basically the same as 401539 but has pony tail tied with ribbon and plaid design dress with bow and lace trim. Each in a box, two dozen per carton. Approx. weight 30 lbs. Suggested Eastern Retail \$2.98 Suggested Western Retail \$3.29

402339 — MARY ANN

Approx. 23" — The big all vinyl — "vinyl flex" Mary Ann Doll with movable head, sleeping eyes and rooted hair. She's wearing a delightfully lace trimmed dress lavishly frilled, flower and bow accessories and matching bonnet with chin ribbon — also a slip, panties, socks and vinyl shoes. She has a coo voice. Each in a box, 1/2 dozen per carton. Approx. weight 25 lbs. Suggested Eastern Retail \$7.98 Suggested Western Retail \$8.50

DOLLS

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Sally Ann

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



411559 — SALLY ANN

Approx. 15"—The all vinyl soft magic skin doll with movable head and versatile vinyl flex features which allow her to sit, kneel and be placed in almost any position. Has rooted hair with ribbon bow, sleeping eyes and coo voice. A very pretty doll with a very pretty patterned dress trimmed with metallic and lace and ribbon bow. Has panties, socks and vinyl shoes. Each in a box, 1 dozen per carton. Approx. weight — 22 lbs.

Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29

411759 — SALLY ANN

Approx. 17"—Same description as 411559 but larger doll. Each in a box, 1 dozen per carton. Approx. weight 26 lbs.
Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50

Reliable.... the makers of Canada's finest dolls

RUTHIE

RUTHIE — Reliable's "Darling" Dolls

Finely moulded of soft washable unbreakable vinyl, realistically tinted in flesh tones —featuring "Vinylflex" which allows them to be placed in many poses. All Ruthie dolls have coo voices, rooted hair, sleeping eyes and dainty fingers and toes.

422239 — RUTHIE

Approx. 22"—Same description as 421539 but much larger doll and wearing matching bonnet. Each in a box, ½ dozen per carton. Approx. weight —
Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

421539 — RUTHIE

Approx. 15"—Wearing a patterned dress with metallic and lace trim, ribbon hair bow, panties, knitted socks and vinyl shoes. Flower accessories. Each in a box, 1 dozen per carton. Approx. weight 21 lbs.
Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29

421739 — RUTHIE

Approx. 17"—Same description as 421539. Each in a box, 1 dozen per carton. Approx. weight 26 lbs.
Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



Baby Marilyn

BABY MARILYN

Dolls of detailed perfection, glamorous and easy to love. All soft, flesh tinted unbreakable vinyl. Beautiful face coloring, and rooted hair. Each has sleeping eyes, cherry red lips and a coo voice. Beautifully dressed, in fancy outfits, lace and metallic trim, ribbon bows and flower accessories, matching straw bonnets with chin straps. Pants, knitted socks and vinyl shoes. Each Nancy Lee, features "Vinylflex" which allows them to be put in almost any position.

452529 — BABY MARILYN

25"—Each in a box, four per carton. Approx. weight 21 lbs.

Suggested Eastern Retail \$9.98

Suggested Western Retail \$10.98

452229 — BABY MARILYN

22"—Each in a box, ½ dozen per carton. Approx. weight 22 lbs.

Suggested Eastern Retail \$7.98

Suggested Western Retail \$8.50

451729 — BABY MARILYN

15"—Each in a box, 1 dozen per carton.

Approx. weight 26 lbs.

Suggested Eastern Retail \$5.98

Suggested Western Retail \$6.50

**A FIVE PIECE DOLL featuring
movable arms, legs & heads**



another of Reliable's famous stars!

Nancy Lee

NANCY LEE

The beautiful doll with quality appeal—all soft flesh tinted, unbreakable, washable vinyl with dainty ears, fingers and toes. They have movable heads, sleeping eyes and feature versatile "vinylflex" which allows them to be placed in almost any position. Their rooted hair is tied with a ribbon, they wear fancy lace and metallic trimmed frocks and little bows. Knitted pants, socks and vinyl shoes. Coo voices.

441759 — NANCY LEE

17"—Each in a box, 1 dozen per carton.

Approx. weight 26 lbs.

Suggested Eastern Retail \$5.98

Suggested Western Retail \$6.50

441559 — NANCY LEE

15"—Each in a box, 1 dozen per carton.

Approx. weight 20 lbs.

Suggested Eastern Retail \$4.98

Suggested Western Retail \$5.50

442259 — NANCY LEE

22"—Each in a box, ½ dozen per carton.

Approx. weight 22 lbs.

Suggested Eastern Retail \$7.98

Suggested Western Retail \$8.50



DOLLS

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15



50108—
SUN DRESS



50118—
GARDEN
PARTY DRESS



50128—
BALLET
DRESS



50158—
LOUNGING
PYJAMAS



50168—
NURSE'S
UNIFORM



50418—
DRUM
MAJORETTE



509089—PEGGY

Reliable

Peggy's

Fashion Favourites

A complete wardrobe of dainty outfits
for every occasion for your **Reliable** peggy.
MADE IN CANADA
Available at your favourite toy counter . . .



50508—
COAT,
HAT & PURSE



50498—
SKATING
QUEEN



50488—
BRIDE'S
ENSEMBLE



50478—
BRIDESMAID'S
DRESS



50468—
BLUE
JEANS



50428—
AFTERNOON
DRESS

MINIATURE DISPLAY SET

15 PIECES
ONE EACH OF
ALL THE PEGGY
COSTUMES. ONE
SET PER BOX.
APPROX. WEIGHT
7 LBS.



50448—
TEA PARTY
DRESS



50458—
CAREER
GIRL

509089-PEGGY

Approx. 9" — A year round profit making cutie to enhance your toy counters. Has all plastic body, arms and legs, moulded in detail with sleeping eyes and pigtail saran hair. Turns her head as she walks. Is dressed in fancy panties, knitted socks, and little tie-bow shoes. Packed each in a colourful counter-window box, 1 dozen per carton. Approx. weight 7 lbs.

Suggested Retail \$1.89.

50108—SUN DRESS

Printed cotton with metallic trim, poke bonnet with lace trim, knitted socks and non-slip vinyl shoes, buttons, and dome fasteners. Packed each in a colourful display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail 98¢.

50118—GARDEN PARTY DRESS

Lovely outfit in assorted colours, polka-dot print dress with organdy apron and metallic trim, knitted socks and non-slip vinyl shoes, buttons and button-holes. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail 98¢.

50128—BALLET DRESS

Delicate net, pink nylon net crinoline, taffeta top with metallic braid trim, flower accessories, knitted socks and non-slip vinyl shoes, has rose in hair. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail 98¢.

50158—LOUNGING PYJAMAS

Comes in assorted colours of contrasting jacket and trousers. Jacket has waist bow and lace trim, knitted socks and non-slip vinyl shoes. Some come complete with doll's eyeglasses. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail 98¢.

50168—NURSE'S UNIFORM

Cute nurse's outfit, consisting of white cotton uniform with red crest and cape of contrasting lined taffeta with tie bow, nurse's cap, knitted socks, non-slip vinyl shoes. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail 98¢.

50418—DRUM MAJORETTE

An exquisite shining white satin costume with gold metallic trim, dome at the back and flare skirt. Outfit includes metallic Majorette hat with feather and baton with metal head, also white leatherette boots. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail \$1.39.

50428—AFTERNOON DRESS

Assorted colours — A dainty cotton print skirt with velvet blouse and ribbon trimmed straw hat with chin elastic. Knitted socks and non-slip vinyl shoes, buttons and button-holes. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail \$1.39.

50448—TEA PARTY DRESS

Flocked organdy dress with black lace trim, dainty taffeta slip and straw hat with chin strap, knitted socks and non-slip vinyl shoes, buttons and button-holes. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail \$1.39.

50458—CAREER GIRL

Lovely cotton print flared skirt, lace trim, colourful blouse. Skirt has dome on back. Also straw hat with ribbon and chin strap, knitted socks and non-slip, button up vinyl shoes. Packed each in a colourful display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail \$1.39.

50468—BLUE JEANS

Long legged drill cotton jeans with dome in front and white thread stitching. Candy striped shirt with collar and button and straw hat with chin strap. Knitted socks and button-up vinyl shoes. Packed each in a display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail \$1.39.

50478—BRIDESMAID'S DRESS

A cleverly styled, full-length taffeta dress in pretty pastel colour, delicate net overskirt, assorted colours. Knitted socks, non-slip vinyl shoes, hair flower. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail \$1.39.

50488—BRIDE'S ENSEMBLE

A lovely white satin outfit with veil and metallic nylon net trim, taffeta waist sash and flowers for Peggy's wrist, knitted socks and non-slip vinyl shoes. Packed each in a colourful window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail \$1.39.

50498—SKATING QUEEN'S COSTUME

In assorted colours—brightly printed taffeta outfits with pompoms with matching tam with pom pom, knitted socks and skates, buttons and button holes. Packed each in a colourful window display box, one dozen per carton. Approx. weight 2 lbs.

Sugg. East. Retail \$1.39 Sugg. West. Retail \$1.39

50508—COAT, HAT & PURSE

Colourful embossed cotton coat, with felt collar and felt cuffs with matching felt tam. Coat buttons at neck. Also has cute little purse. Packed each in a window display box, 1 dozen per carton. Approx. weight 2 lbs.

Suggested Retail \$1.39.

DOLLS

Reliable
MADE IN CANADA
Trade Mark



481539 — GLAMOUR GIRL

Approx. 15"—A new style in doll design. A lovely vinyl flex doll; has all softly stuffed body arms and legs, soft vinyl head and rooted hair. Hair is in assortment of fashionable colours and styles. They wear dainty dresses, colourfully styled and ribbon bows. Panties, socks and vinyl shoes and coo voice. Unbreakable and washable. Each in a box, 1 dozen per carton. Approx. weight 21 lbs.

Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29

531089 — JEAN

Approx. 10½"—A fast selling young lady to increase your profits. Finely moulded of smooth, unbreakable, flesh-like rigidsol, with dainty fingers and toes. She has sleeping eyes and a shapely teen-age figure. Her lovely rooted hair can be washed and styled and she's wearing high heel shoes. Comes in four smart dress styles, for formal, casual, business or nursing, each style colourful and elaborate. Each doll has earrings. Packed each in a colourful window display box, one dozen per carton. Approx. weight 5 lbs.

Suggested Eastern Retail \$2.98
Suggested Western Retail \$3.29



552429 — 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 vinyl curlers. Hair can be combed, brushed or waved. Dressed in a beautiful dress with fancy apron and dainty trim, also straw bonnet with chin ribbon and bow. Panties, knitted socks, and non-slip, button up vinyl shoes. Packed each in a gift box, 6 per carton. Approx. weight 25 lbs.

Suggested Eastern Retail \$11.98
Suggested Western Retail \$12.98



551559 — 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, one dozen per carton. Approx. weight 19 lbs.
Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



**A FIVE PIECE DOLL featuring
movable arms, legs & heads**



582059 — BALLERINA

Approx. 20"—A lovely Ballerina Doll to spotlight sales. Moulded of new soft, flexible, Rigidol vinyl, will not crack or peel, and has daintily detailed fingers, toes and face features, also ponytail styled rooted hair, sleeping eyes and jointed arms and legs, movable head. She is wearing long stockings, Ballet shoes and dainty ballerina outfit, including earrings and flower accessories. Packed each in a box, 1/2 dozen per carton. Approx. weight 15 lbs.
Suggested Eastern Retail \$7.98
Suggested Western Retail \$8.50

632529 — MISS CANADA

Approx. 25"—A really beautiful young lady, with glamorous teenage figure, all rigidol, will not break, will wash and has moving arms, legs and turning head. She sleeps and has a beautiful rooted hair styling. Dressed in a low cut, off the shoulder dress daintily styled with net and metallic overskirt. Also has nylon stockings, panties and high heel shoes. She wears "teardrop" earrings. Each in a box, 4 per carton. Approx. weight 15 lbs.
Suggested Eastern Retail \$10.98
Suggested Western Retail \$11.98



631879 — MISS CANADA

Approx. 18"—Basically the same doll as 631839, with earrings and rhinestone jewelry. She's wearing a lovely evening dress elaborately styled and decorated with net and metallic thread. Each in a box, 1/2 dozen per carton. Approx. weight — lbs.
Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50



631819



631879



631829



631839 — MISS CANADA

Approx. 18"—An all semi-rigidol doll with a teen-age figure—soft vinyl head, rooted hair, sleeping eyes and movable arms, legs and head. She has realistic fingers and toes, painted nails and is wearing beautifully designed dress with blouse. She has nylon stockings, dainty lace trim pants, high heel shoes, her own purse with matching hat. Also cameo and earring accessories. Each in a box, 1/2 dozen per carton. Approx. weight 12 lbs.
Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

631819 — MISS CANADA

Skirt & Blouse—Approx. 18"—An all vinyl beauty, with jointed arms and legs and movable head, completely washable and unbreakable; life-like fingers and toes and painted nails, sleeping eyes and delicately coloured face, moulded to perfection. She has soft, rooted hair, which can be styled any ways. Her real-life, teen-age figure, beautifully styled flared skirt with dome fastener and latest style, off the shoulder full dress—flowers and bows and velveteen trim, her dainty underclothes and nylon stockings and high heel shoes make her a doll of perfection. She is wearing earrings, and bracelet. Packed each in a box, 1/2 dozen per carton. Approx. weight 11 lbs.
Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

631829 — MISS CANADA — GARDEN PARTY DRESS

Approx. 18" — An all vinyl beauty, with jointed arms and legs and movable head, completely washable and unbreakable life-like fingers and toes with painted nails, sleeping eyes and delicately coloured face, moulded to perfection. She has soft, rooted saran hair which can be styled in many ways. Her real-life teenage figure, fancy dress and dainty underclothes including panties, nylon stockings and high heel shoes make her the prettiest young lady yet. She's wearing a wide brimmed hat with flowers, ribbon waist bow and flowers, string of pearls and earrings and bracelet. Packed each in a box, 1/2 dozen per carton. Approx. weight 12 lbs.
Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

DOLLS

Reliable
MADE IN CANADA
Trade Mark



61328—RAINCOAT

For stylish rainwear, this little outfit is perfectly styled. Set includes a one-piece, glazed cotton raincoat with waist belt and dome fasteners and attached velveteen trimmed hood, also dainty ankle length rain boots. Each set packed in a window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.49

61338—BEACH OUTFIT

For summertime smartness, this two-piece outfit is perfect. Consists of shorts and matching strapless top in colourful print with attachable matching printed cotton flare skirt with elastic and ribbon bow, and one pair of high heel vinyl shoes. Packed each set in a window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.49

61348—SHORT FORMAL GOWN

A beautiful taffeta outfit trimmed in velveteen and with straps and dome fastener. Dress ties at back of neck and a rose decorate the waist line. Packed each in a window display box, 1 dozen per carton. Approx. weight 5 lbs.

Suggested Retail \$1.49

61358—BALLERINA

An exquisite outfit for Miss Canada — A short strapless taffeta outfit trimmed with net and metallic trim and a pretty flared net overskirt also trimmed with metallic. Set also includes flowers for her hair, and one pair of all vinyl high heel shoes. Packed each set in a colourful window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.49

61368—SCHOOL DRESS

Adorable printed cotton long sleeve blouse with flared skirt — matching panties and wide ribbed cotton collar with ribbons and jewellery accessories. Packed each set in a window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.49

61378—PEDDLE PUSHER OUTFIT

A high style set including turtle-neck, long-sleeve sweater with dome fasteners at back, colourful striped peddle pusher trousers and net sun bonnet with ribbon tie and pair of all vinyl high heel shoes. Packed each set in a display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.49

61448—AFTERNOON DRESS

Here is a smart afternoon wear for Miss Canada, a two-piece outfit, with matching panties. A charming boat-neck dress in colourful embossed pattern and flared skirt. Packed each set in a display box, one dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.98

61458—PINAFORE DRESS

A lovely outfit for dress up time — Consists of colourfully nautical patterned flared dress with neck trim and matching panties, also a colourful organdy apron with lace trim and ribbon bow. Each outfit complete with all vinyl high heel shoes. Packed in a display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.98

61468—NEGLIGEE OUTFIT

Bedtime wear couldn't be more exquisite than this floor length style with waist bow and trim. Also flower accessories. Packed each in a display box, one dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.98

61478—TEA PARTY

As cute as a bug's ear, this outfit of patterned embossed cotton has lace trim, waist sash with bow and flowers and dome fastener. Also included in set is a dainty pair of all vinyl high heel shoes. Packed each set in a window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.98

61488—TOREADOR OUTFIT

For that afternoon at the bull fights — velvet long leg toreador trousers with sash and dome fastener and puff sleeve trimmed in lace and costume jewellery. Also 1 pair of all vinyl high heel shoes. Packed each set in a window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.98

61388—ROCK & ROLL SKIRT & SWEATER

For Miss Canada's relax hours, here is a teen-age outfit sure to appeal — Set includes a long-sleeve turtle-neck jersey, flared felt skirt with rock & roll printed design. Packed in a window-display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.49

61498—NURSE'S OUTFIT

For the career girl, a lovely cotton dress with dome fastener front, short sleeves and collar — also an organdy apron with ties at the back and nurse's cap. Set includes 1 pair of vinyl high heel shoes. Packed each set in a window box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$1.98

61528—SUNDAY DRESS

For dressing up Miss Canada — this stylish outfit couldn't be nicer — A full skirted, long sleeve taffeta dress with organdy collar and flower accessories, a fancy slip with lace trim and matching panties, also dainty straw hat with flower and vinyl high heel shoes. Packed each set in a window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$2.49

61548—EVENING FORMAL

A dainty as an evening breeze, this floor length, flopped nylon gown with fancy top and metallic clip covers a lovely taffeta underskirt with matching panties. Set includes flower and ribbon accessories for the wrist and all vinyl high heel shoes. Packed each set in a window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$2.49

61558—DREAM GOWN

A fashionable floor length gown for moonlight dreaming. Gown is designed in shimmering full taffeta with metallic trim and strapless velvet top. A delicate net covers lower part of gown, adorned with flowers. Dome fastener at back and all vinyl high heel shoes complete this set. Packed each in a window display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$2.49

61568—BRIDAL GOWN

A heavenly bride's gown with net veil over-skirt, and bouquet of flowers, fancy lace trimmed panties. Gown is fastened at back with dome button fasteners. Set includes high heel nylon shoes. Packed each in a display box, 1 dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$2.49

61578—DRESS SUIT

A pretty fashion for a pretty young lady—A nylon net underskirt, under a flared embossed cotton skirt and taffeta blouse with ribbon and high heel vinyl shoes. Packed in a display box, one dozen per carton. Approx. weight 3 lbs.

Suggested Retail \$2.49



61388



61448



61458



61468



61478

Miss Canada

61308

MISS CANADA \$1.49 FASHION ASSORTMENT

A fashionable assortment of seven beautiful styles and latest designs to suit Reliable's 10½" Miss Canada dolls. Set contains the following:-
3 each of 61328 - Raincoat Set; 3 each of 61338 - Beach Outfit; 4 each of 61348 - Short Formal Gown; 3 each of 61358 - Ballerina Outfit; 3 each of 61368 - School Dress; 4 each of 61378 - Pedal Pusher Outfit; 4 each of 61388 - Rock and Roll Skirt & Sweater. Each outfit is packed in a colourful window display box, 24 to a carton. Approx. weight 8 lbs. Suggested Retail of each outfit — \$1.49

61408

MISS CANADA \$1.98 FASHION ASSORTMENT

A fashionable assortment of six beautiful styles and latest designs to suit Reliable's 10½" Miss Canada dolls. Assortment contains the following:-
4 each of 61448 - Afternoon Dress; 4 each of 61458 - Pinafore Dress; 4 each of 61468 - Negligee Outfit; 4 each of 61478 - Tea Party Outfit; 4 each of 61488 - Toreador Outfit; 4 each of 61498 - Nurse's Outfit.

Each outfit is packed in a colourful window display box, 24 to a carton. Approx. weight 5 lbs.

Suggested Retail of each outfit — \$1.98

61508

MISS CANADA \$2.49 FASHION ASSORTMENT

A fashionable assortment of five beautiful styles and latest designs to suit Reliable's 10½" Miss Canada dolls. Assortment contains the following:-
2 each of 61528 - Sunday Dress; 3 each of 61548 - Evening Gown Outfit; 3 each of 61558 - Dream Gown Outfit; 2 each of 61568 - Bride's Gown Outfit; 2 each of 61578 - Dress Suit.

Each outfit is packed in a colourful window display box, 12 to a carton. Approx. weight 3 lbs.

Suggested Retail of each outfit — \$2.49

611089—MISS CANADA

Approx. 10½"—Beautiful in every detail. Designed with a real girl's figure, moulded in soft, skinlike vinyl with realistic fingers and toes, and painted nails, sleeping eyes and colourful face detail. Has movable head, arms and legs, and lovely rooted saran hair. She's dressed in fashionable lace outfit and her own high heeled shoes and earrings. Packed each in a window display box, one dozen per carton. Approx. weight 7 lbs.

Sugg. East. Retail \$2.98 Sugg. West. Retail \$3.29

61028—MISS CANADA ASSORTMENT

18 pieces. A lovely assortment of all 18 fashions, each on a 611089—10½" Miss Canada doll. Each set packed in a carton. Approx. weight 13 lbs.



61498



61488



61528



61548



61558



61568



61578

DOLLS**Reliable**
MADE IN CANADA
Trade Mark

21

632539 — MISS CANADA

Approx. 25"—A lovely teenage lady in shimmering black and silver. Basically the same doll as 632529 but wearing a multi skirted gown with net and silver metallic overlay—flowers adorn her waist; she has jewellery shoulderclip, neck choker, and earrings. An exquisite net head piece crowns her rooted hair. Each in a box, 4 per carton. Approx. weight 15 lbs.

Suggested Eastern Retail \$14.98
Suggested Western Retail \$15.98

632539 —

632089 — MISS CANADA

Approx. 20"—Basically the same teenage Rigidol doll as 631839, wearing an exquisite evening gown with fragile net overskirt, and brilliant top. Over her dress she wears a heavily flocked designed duster type evening coat with high collar and fur on the arms. Has panties, nylons, and high heel shoes. Earring accessories. Each in a box, ½ dozen per carton. Approx. weight 14 lbs.

Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98

632029 — MISS CANADA

Approx. 20"—Basically the same 5 piece Rigidol doll as 631839 but larger. She is dressed in a waist fitting, 2 button coat with full skirt, with simulated Persian Lamb collar—has matching hat and multi color print dress, panties, nylons and high heel shoes. She is carrying her own transparent shoe box containing 1 pair of high heel shoes and flowers. Each in a box, ½ dozen per carton. Approx. weight 14 lbs.

Suggested Eastern Retail \$7.98
Suggested Western Retail \$8.50

632039 — MISS CANADA

Approx. 20"—Basically the same 5 piece Rigidol doll with teenage figure as 631839 but larger size. She is dressed in a net frilled dress with lace overlay, velveteen-low in the back dress and matching hat with feather. Accessories include rhinestones, earrings and flowers—fur arm piece and she's carrying her own utility case attached to arm with ribbon. Has panties and high heel shoes. Each in a box, ½ dozen per carton. Approx. weight 14 lbs.

Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98

631889 — MISS CANADA

Approx. 18"—Basically the same doll as 631839, but dressed in a dream gown, full skirted with net, metallic trimmed overlay, off the shoulder top, and cut low at the back. Each in a box, ½ dozen per carton. Approx. weight 12 lbs.

Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50



**in a wide variety
of clothes!**

632039



631889



632029



632089





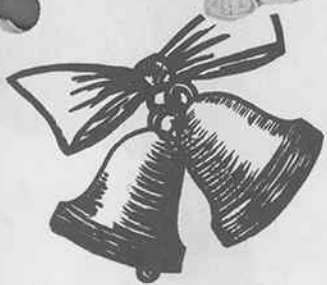
632549 — MISS CANADA

Approx. 25"—Basically the same beautiful rigidsof teenage doll as 632529—she's wearing a gorgeous gown of richly styled materials and heavily flocked design coat with high collar and fur trim. Has earrings, nylons and high heel shoes. Each in a box, 4 per carton. Approx. weight 15 lbs.
Suggested Eastern Retail \$14.98
Suggested Western Retail \$15.98



632099 — MISS CANADA

Approx. 20"—Basically the same glamorous all teenage doll as 631839 but dressed like a spring flower in her pastel dress, net and metallic overlay and crisp top with low cut back and fur stole—Beautiful accessories include flowers, feather hat and earrings. Also has nylons, panties and high heel shoes. Each in a box, ½ dozen per carton. Approx. weight 14 lbs.
Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98



652569 — JUDY

Approx. 25"—Basically the same as 652529 but she's dressed exquisitely in a lovely bride's outfit with shimmering net metallic overskirt, armlets, and head veil—she has flowers at her waist, flowers in her hand, earrings and pearl necklace. She has soft rooted hair, sleeping eyes and high heel shoes. Each in a box, 4 per carton. Approx. weight 16 lbs.
Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98

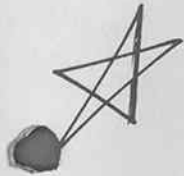


652569 —



652579 — JUDY—BRIDESMAID

Approx. 25"—A gorgeous, all vinyl, unbreakable beauty, soft and cuddly for big profits. Detailed fingers, toes and face features with sleeping eyes, and rooted saran hair. She's wearing a lovely Bridesmaid's outfit, long dress with fancy trim, and dainty underclothes, knitted pants, socks and vinyl shoes. Packed each in a box. 4 per carton. Approx. weight 16 lbs.
Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98



651769 — JUDY BRIDE

Approx. 17"—A pretty teenage rigidsol bride doll to bring big profits. Judy has a softly stuffed body, magic skin and sleeping eyes, dainty fingers and toes. Delicate face colouring and rooted hair which can be combed and curled. She is wearing a gorgeous bridal outfit with net veil, lace trim and flower bouquet. She has earrings, pants and high heel shoes. Packed each in a box, 1 dozen per carton. Approx. weight 19 lbs.
Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



652529 — JUDY

Approx. 25"—A lovely big all vinyl doll—will not crack, chip or peel—beautiful flesh tint coloring—softly filled, also soft turning head, sleeping eyes and rooted hair. She's dressed in a glamorous full-length evening gown, rich in color and net lace, with lace stole. Has rooted hair, high heel shoes and pearl necklace. Each in a box, 4 per carton. Approx. weight 16 lbs.
Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98



651779 — JUDY BRIDESMAID

Approx. 17"—Basically the same rigidsol, magic skin doll as 651539 with rooted saran hair—exquisitely dressed in full bridesmaid's long dress with net overlay, bow hairpiece, flowers tied to the waist with ribbon. Also has pants and high heel shoes. Packed each in a box, 1 dozen per carton. Approx. weight 19 lbs.
Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



651739 — JUDY

Approx. 17"—Basically the same description as 651539, but larger doll wearing a flower in her hair, earrings and a lovely print cotton dress, dome fastened and held at the waist with ribbon. She has pants and high heel shoes. Each in a box, 1 dozen per carton. Approx. weight —
Approx. weight —
Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29

651749 — JUDY

Approx. 17"—Basically the same doll as 651539 with earrings, fancy print dress, flared skirt and top with neck strap and bow at back. Pants and high heel shoes. Packed each in a box, 1 dozen per carton. Approx. weight 19 lbs.
Suggested Eastern Retail \$3.98
Suggested Western Retail \$4.29



651539 — JUDY

Approx. 15"—An irresistible teenage beauty with soft vinyl skin. Has rigid sol feature, movable head, detailed fingers and softly stuffed body. Also rooted saran hair with hair bow, sleeping eyes and earrings. She is dressed in a lovely print dress with tie bow and collar, knitted pants and high heel shoes. Packed each in a box, 1 dozen per carton. Approx. weight 15 lbs.

Suggested Eastern Retail \$2.98
Suggested Western Retail \$3.29



651929 — JUDY

Approx. 19"—A beautiful, good selling line of all vinyl, softly filled dolls. Basically the same all rigid sol, unbreakable doll as 651539. She's dressed in a smart floral print dress, full skirt, neck scarf with pearl accessories, earrings and flowers in her hair. Each in a box, 1/2 dozen per carton. Approx. weight 14 lbs.

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



651789

651789 — JUDY

Approx. 17"—Basically the same doll as 651539 but dressed in a colourful nurse's costume—hat with black band, blue uniform and apron—she's wearing earrings, pants and high heel shoes. Packed each in a box, 1 dozen per carton. Approx. weight 19 lbs.

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50



651939

651939 — JUDY

Approx. 19"—Same description as 651539 but much larger doll. She's wearing a pretty flared skirt print dress with wide collar and tie bow with extended ribbons, a stylish wide brimmed hat and high heel shoes. She has earrings and rooted hair. Each in a box, 1/2 dozen per carton. Approx. weight 14 lbs.

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50



651969



651989

651969 — JUDY

Approx. 19"—Basically the same softly stuffed all vinyl — washable doll as 651539 but much larger. She's beautifully dressed in a wedding gown with net and lace frills and net veil with flowers—has rooted hair, sleeping eyes—turning head and high heel shoes. Each in a box, 1/2 dozen per carton. Approx. weight — (She is carrying her own bouquet).

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

651989 — JUDY

Approx. 19"—Basically the same all vinyl doll as 651539 but dressed in a gorgeous evening dress, off the shoulder style, with richly designed net lace over skirt and stole. Imitation jewelry and pearl necklace. Packed each in a box, 1/2 dozen per carton. Approx. weight —

Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

TEENAGE BEAUTIES
Featuring 6 piece bodies!



661819



661809



661879



661899

661819 — BARBARA ANN

Basically the same doll as 661809 but dressed in colourful, striped, flare skirt dress with large neck bow and tie with jewelry and earrings. Each in a box, 6 per carton. Approx. weight 12 lbs.

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50

661859 — BARBARA ANN

(not illustrated)

Approx. 18"—Basically the same as 661809 but dressed stylish lounging pyjamas—slack bottoms and jacket top with dome fastener—metallic trim and waist belt. Each in a box, ½ dozen per carton. Approx. weight 13 lbs.

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

661809 — BARBARA ANN

Approx. 18"—The loveliest of teenage beauties—their attractive teenage figures are made of flesh tinted rigidsoil—will not break, crack, chip or peel—can be washed, keeps detail dainty. She has movable arms and legs, turning head, sleeping eyes and rooted hair. Accessories include earrings and high heel shoes. She's dressed in a fresh flared skirted dress with lace trim cameo clip. Has dainty panties. Each in a box, ½ dozen per carton. Approx. weight 12 lbs.

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

661879 — BARBARA ANN

Approx. 18"—Basically the same as 661809 but dressed in dainty net lace, full skirt, off the shoulder dress with slip and ribbon bow decoration. Has ribbon bow in hair, earrings, bracelet. Each in a box, ½ dozen per carton. Approx. weight 13 lbs.

Suggested Eastern Retail \$4.98
Suggested Western Retail \$5.50

661899 — BARBARA ANN

Approx. 18"—Basically the same as 661809. Flowers adorn her hair—a bracelet on her wrist—she's wearing a daintily trimmed flared skirt dress with colourful puff sleeves. Each in a box, ½ dozen per carton. Approx. weight 12 lbs.

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

662089 — BARBARA ANN

Approx. 20"—Basically the same as 661809, dressed in elaborate party dress with double overskirt of sheer net, flared style with sequin covered top, strapless style with armlets, earrings and net fringed hat. Each in a box, ½ dozen per carton. Approx. weight Suggested Eastern Retail \$7.98
Suggested Western Retail \$8.50



**Has rooted
saran hair**

TEENAGE BEAUTIES

**Featuring 6 piece bodies !
Movable head, arms,
legs and turning waist**

Barbara Ann

662019 — BARBARA ANN

Approx. 20" — Basically the same doll as 661809 but larger sizes. She's wearing a quilted, 1 dome fastener jacket to a set of long leg lounging pyjamas. Jacket is trimmed in metallic. She has earrings, high heel shoes, and is carrying her own hand mirror and accessories box with ribbon, containing pearl bracelet, high heel shoes and halter with ribbons and fastener. Each in a box, ½ dozen per carton. Approx. weight 15 lbs.

Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50



662059 — BARBARA ANN

Approx. 20" — Basically the same as 661809 but she is wearing a large pattern floral skirt, very colourful, with three quarter length sleeve blouse—dome buttons and collar. She has earrings and high heel shoes. Each in a box, ½ dozen per carton. Approx. weight 14 lbs.

Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50



**HAS
ROOTED
SARAN
HAIR**



662049 — BARBARA ANN

Approx. 20" — Basically the same as 661809 but she is handsomely dressed in a colourful party dress with net overlay and metallic lace trim, with matching metallic color and flowers. She has flowers in her hair, a pearl bracelet and earrings. Each in a box, ½ dozen per carton. Approx. weight 15 lbs.

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

662029 — BARBARA ANN

Approx. 20" — Basically the same as 661809 but larger size. She's wearing a turtle neck, three quarter length jersey sweater with flared floral patterned skirt, hair bow, panties, earrings and high heel shoes. Each in a box, ½ dozen per carton. Approx. weight 14 lbs.

Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

DOLL'S

Reliable
MADE IN CANADA



Baby * Teardrops

691179 - BABY TEAR DROPS

Approx. 11"—A darling little baby doll for hours of play value. She can cry real tears, wets, has moving eyes, coo voice & can blow bubbles. She's dressed in a printed flannel diaper and knitted shirt. Each doll is in a two-colour window display box with layette consisting of 1 printed flannel shirt, 1 Reliable Flo Polythene bottle with nipple, one sponge, one pacifier, 3 clothes pins, 3 powdering pads, 1 bar of soap and 1 bubble pipe. 1 dozen per carton. Approx. weight 21 lbs.

Suggested Eastern Retail \$2.98

Suggested Western Retail \$3.29

they wet, drink, cry, sleep, coo, and blow bubbles!

BABY WETUMS

701139 - WETUMS

Display Box—Approx. 11"—As cute as a bug's ear—a loveable little baby with rooted hair, sleeping eyes and movable arms, legs and head. She drinks, wets, and is completely washable and unbreakable. She's packed in a display box with a package of Kleenex, sponge, soap and bottle and nipple. She's wearing a diaper, a safety pin and coo voice. 1 dozen per carton. Approx. weight 22 lbs.

Suggested Eastern Retail \$2.98

Suggested Western Retail \$3.29



BABY JOY

712019 — BABY JOY

Approx. 20"—An all vinyl, unbreakable doll with movable arms, legs and head, with sleeping eyes and sculptured hair. She has a polka dot dress with matching pants and matching bonnet lining. Over dress she has a 2 button coat with polka dot collar and matching bonnet with lace and bow trim. Has socks and vinyl shoes. Each in a colourful window display box. 4 per carton.

Approx. weight —
Suggested Eastern Retail \$7.98
Suggested Western Retail \$8.50



711639 — BABY JOY

Approx. 16"—Same basic doll as 712019 but has rooted hair and is dressed in a pretty dress, with net lace skirt overlay multi fringed matching bonnet and flowers at the waist with ribbons, panties, socks and vinyl shoes. Has coo voice. Each in a box, 1 dozen per carton. Approx. weight —
Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

711839 — BABY JOY

Approx. 18"—Basically the same as 712019 but has rooted hair—same description but larger doll than 711639. Each in a box, ½ dozen per carton. Approx. weight —
Suggested Eastern Retail \$8.98
Suggested Western Retail \$9.50

712039 — BABY JOY

Approx. 20"—Basically the same as 712019 but has rooted hair, same description but larger doll than 711639. Each in a box, 4 per carton. Approx. weight —
Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98

712059 — BABY JOY

Approx. 20"—Same description as 711659 but larger doll. Each in a box, ½ dozen per carton. Approx. weight —
Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98

711659 — BABY JOY

Approx. 16"—Soft and cuddly, dainty, fingers and toes, movable arms and legs, movable head with rooted hair and sleeping eyes. Hair bow and fancy patterned dress, with lace frill trim, flower and ribbons. Has panties, socks and vinyl shoes. Approx. weight — Each in a box, 1 doz. per carton.
Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50

711859 — BABY JOY

Approx. 18"—Same description as 711659 but larger doll—each in a corrugated printed display carton with carrying handle. ½ dozen per carton. Approx. weight —
Suggested Eastern Retail \$8.98
Suggested Western Retail \$9.50



HAS ROOTED SARAN HAIR

712539 — BABY JOY

Approx. 25"—Basically the same as 712019 but with rooted saran hair—same description as 711639 but very much larger doll. Each in a display box, 3 per carton. Approx. weight —
Suggested Eastern Retail \$12.98
Suggested Western Retail \$13.98



DOLLS

Reliable
MADE IN CANADA
Trade Mark

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Baby wetting dolls for little mothers.



721439 — BETSY WETSY

Approx. 14"—Same elaborate layout as her sister, 721119, but larger doll—all vinyl including soft vinyl head, sleeping eyes, and lovely rooted saran hair, can be combed curled or waved. She's completely unbreakable, and washable, and her dainty fingers, dimples and toes are almost life-like. Has a coo-voice and jointed arms and legs. She drinks, wets, cries tears and blows bubbles. Packed each in a gift box, with layette and instruction sheet. ½ dozen per carton. Approx. weight 16 lbs.
Suggested Eastern Retail \$6.98
Suggested Western Retail \$7.50



721119 — BETSY WETSY

Approx. 11"—A wonderful doll for playtime value and year round good selling. Has soft life-like vinyl body, jointed arms, legs and fingers and toes. She drinks, wets, and cries like a real baby—her detailed plastic head has sculptured hair and 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, soap, kleenex, pacifier and bubble pipe from which she can blow bubbles with her very own package of bubble foam. She's wearing a soft flannelette diaper, jersey top and ribbon bow. Packed each set in a gift box with instructions, ½ dozen per carton. Approx. weight 14 lbs.
Suggested Eastern Retail \$5.98
Suggested Western Retail \$6.50

BETSY WETSY BLOWS BUBBLES!



721639 — BETSY WETSY

Approx. 16"—Basically the same as 721119 but much larger all vinyl doll, moulded to life-like detail, including fingers, toes and dimples. She has beautiful rooted saran hair, sleeping eyes and features wetting, drinking, crying and is able to blow bubbles. Has jointed arms and legs and can turn her head and has a coo voice. Comes complete with layette in large gift box. ½ dozen per carton. Approx. weight 21 lbs.
Suggested Eastern Retail \$8.98
Suggested Western Retail \$9.50

Betsy Wetsy



721449 — BETSY WETSY IN SUITCASE

Approx. 14"—A wonderful set for big sales and little travellers. A vinyl Betsy Wetsy Doll, completely unbreakable, has rooted saran hair, sleeping eyes, and life-like fingers and toes. Her legs and arms are jointed and she cries, drinks, wets, and blows bubbles. Is dressed in flannelette diaper with jersey top and ribbon bow. Packed in a strong suitcase with handle, latch and hinged top. Complete with layette consisting of diaper, safety pins, knitted booties, slip, fancy dress with matching poke bonnet, soap, pacifier, bubble pipe and bubble soap, sponge, clothes pins, washcloth and kleenex. ½ dozen per carton. Approx. weight 15 lbs.
Suggested Eastern Retail \$7.98
Suggested Western Retail \$8.50

761019 — 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 18 lbs.
Suggested Eastern Retail \$2.98
Suggested Western Retail \$3.29



Betsy Wetsy

721649 — BETSY WETSY IN TRUNK

Approx. 16"—Basically the same as 721449 but larger all vinyl doll—same features and layette. Packed each in a sturdy imitation leather suitcase. ½ dozen per carton. Approx. weight 28 lbs.

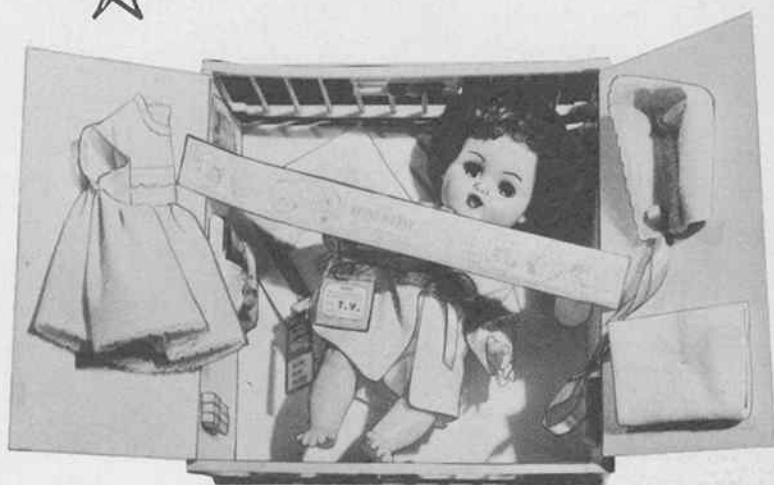
Suggested Eastern Retail \$10.98
Suggested Western Retail \$11.98



721479 — BETSY WETSY IN PLAY PEN

Approx. 14"—Doll basically the same, all vinyl doll with wetting, drinking, crying and blowing bubble features as 721449 with rooted saran hair. She comes complete in her very own play pen of colorful plastic in pastel shades with counting balls, bubble pipe, pacifier, pretty dress, matching bonnet, diaper, soap, sponge, bubble soap, kleenex and clothes pins. Has a coo voice and sleeping eyes. ½ dozen per carton. Approx. weight 22 lbs.

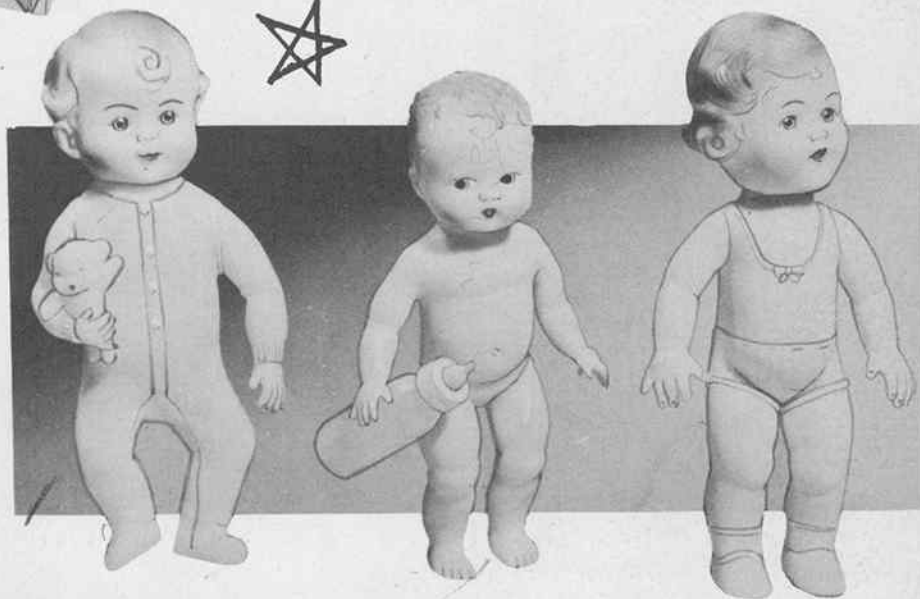
Suggested Eastern Retail \$9.98
Suggested Western Retail \$10.98



776519 — 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, coo voice. Packed each in a polythene bag. 2 dozen per carton. Approx. weight 11 lbs.

Suggested Eastern Retail 98c
Suggested Western Retail \$1.19



731099 — 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 8 lbs.

Suggested Eastern Retail 98c
Suggested Western Retail \$1.19

731019 — 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 8 lbs.

Suggested Eastern Retail 98c
Suggested Western Retail \$1.19

741019 — 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 8 lbs.

Suggested Eastern Retail 98c
Suggested Western Retail \$1.19

731089 — WETUMS

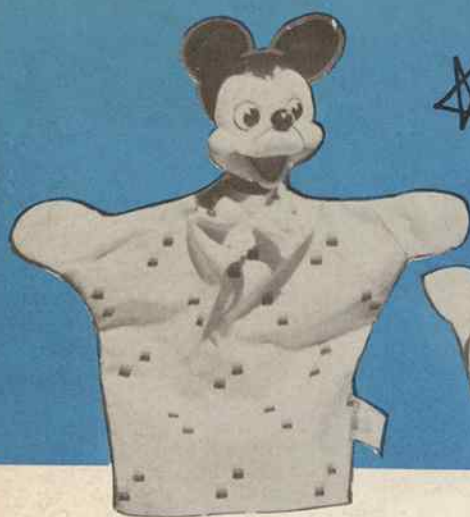
Same description as 731099 without bottle. 2 dozen per carton. weight 7 lbs.

Suggested Eastern Retail 98c
Suggested Western Retail \$1.19

DOLLS

Reliable
MADE IN CANADA

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78311 — 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 per carton. Approx. weight 6¼ lbs. Suggested Eastern Retail 98c Suggested Western Retail \$1.19



78321 — DONALD DUCK

Approx. 10"—Another famous Walt Disney character, same description as 783119 but with Donald Duck character head. Packed each in a colourful window display box. 1 dozen per carton. Approx. weight 6¼ lbs. Suggested Eastern Retail 98c Suggested Western Retail \$1.19



78331 — DOPEY

Approx. 10"—The famous Walt Disney character from Snow White, and the Seven Dwarfs, same description as 783119 but with character Dopey head. Packed each in a colourful window display box. 1 dozen per carton. Approx. weight 6¼ lbs. Suggested Eastern Retail 98c Suggested Western Retail \$1.19



78341 — PLUTO

The famous Walt Disney character dog, same as 782119 but with Pluto character head. Packed each in a colourful window display box. 1 dozen per carton. Approx. weight 6¼ lbs. Suggested Eastern Retail 98c Suggested Western Retail \$1.19



78451 — ZORRO HAND PUPPET

Hours of enjoyment, year round profits with this fast selling Disney item backed by weekly Zorro programs coast to coast. Set consists of one 10½" hand puppet with the face of Don Diego (really Zorro) moulded in soft, pliable vinyl with ribbon neck bow, felt hands, mask, sword and cape. Packed on a colourful Zorro display card in a polythene bag. 2 dozen per carton. Approx. weight — Suggested Eastern Retail \$1.98 Suggested Western Retail \$2.19

78391 — ZORRO

10"—A Disney favourite — Don Diego — with soft unbreakable vinyl head—colourful and detailed—has puppet sleeve—body to insert hand for finger manipulation. Each in a Mickey Mouse Club box. 1 dozen per carton. Approx. weight 6¼ lbs. Suggested Eastern Retail 98c Suggested Western Retail \$1.19



789439 — DIZZY DINOS HAND PUPPETS

For hours of fun and sales galore—Be sure to stock these three assorted character animal puppet faces, made of soft, colourful vinyl with long multi-coloured sleeve. Easy to manipulate. Packed each in a polythene bag with a colourful descriptive tab. 2 dozen per carton. Approx. weight 4½ lbs. Suggested Eastern Retail 98c Suggested Western Retail \$1.19

