

PLUSH TOYS 1965



HERE
THEY
COME

THE
"REELY"
ROLYS!





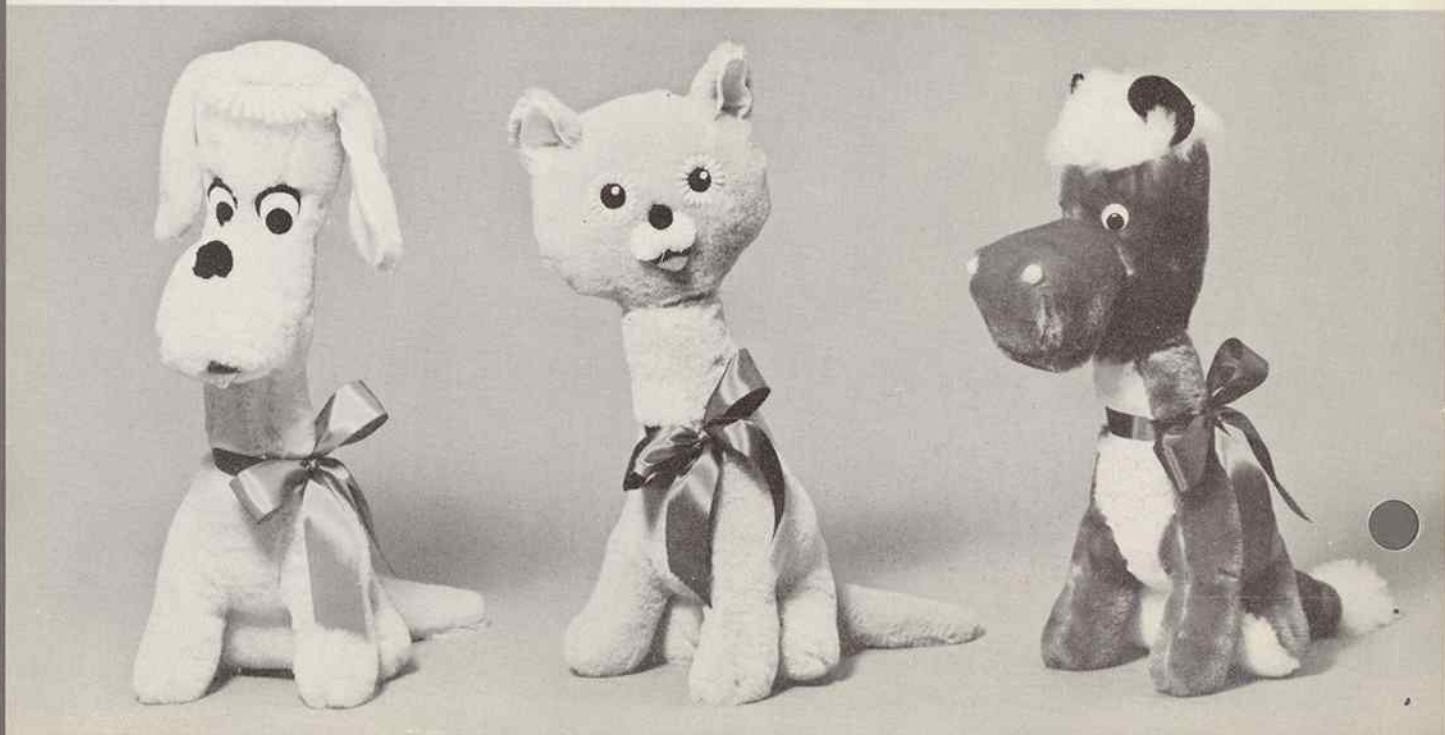
800995 **Canadian Wild Life Assortment** of Polar Bear, Buffalo, Beaver and Skunk in furry plush, authentic in colour and pose. All about 12" long. Packed bulk assorted, 1 dozen per carton, approximate weight 7½ lbs. Suggested retail price is **\$2.98**



802115 **Washable Girl & Boy Assortment** 11" plush with foam-filled bodies and decorated heads and "Coo" voice. Each in poly bag, 1 doz. per carton, weight approx. 6 lbs. Sugg. retail **\$1.98**



806185 **Novelty Dog, Kitten & Horse** 18" and bright-eyed in colourful plush. Packed bulk, 12 assorted per carton, weight approx. 14½ lbs. Sugg. retail price is **\$3.98**





**HERE
THEY
ARE!**

807105 **Little "Reely" ROLY Assortment** approximately 9" x 10"
Clown, Sleepytime and Scottish Lad costumes - fresh from the North
(they sometimes help Santa's helpers!) in soft, bright cotton. Great
for good boys and girls of all ages because they're quiet, tidy and
sanitary around the house. Packed each in a poly bag with pincard,
2 dozen assorted with one window streamer in each carton. Weight
approx. 13½ lbs. Brand new fun toys from Reliable - Sugg. retail **\$1.98**



**THE
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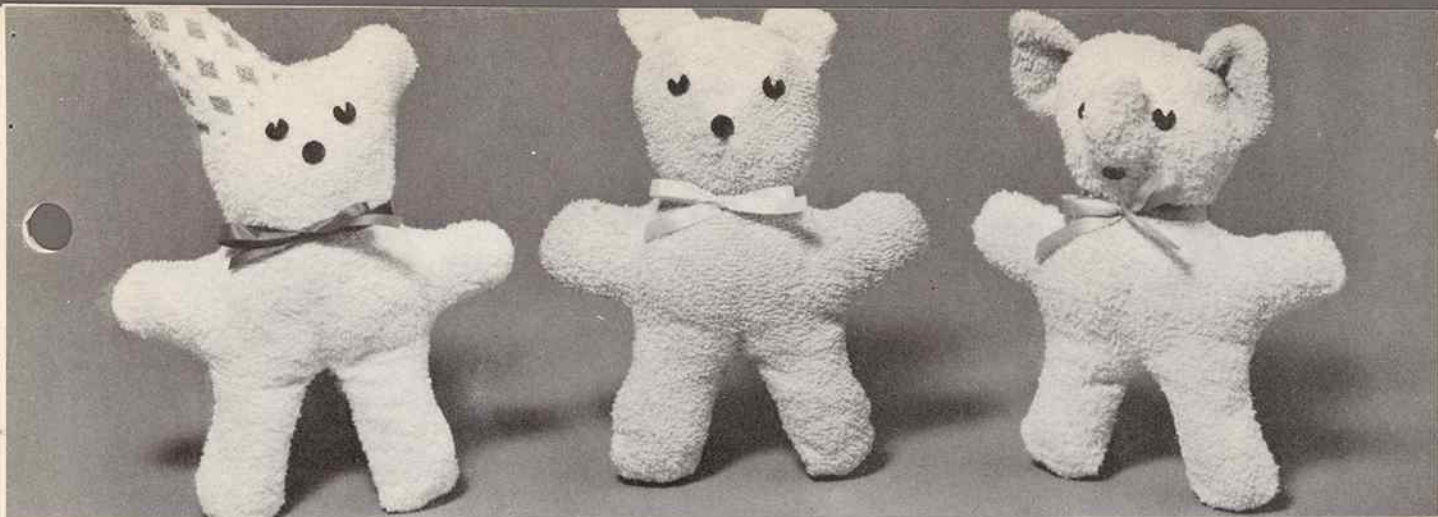
807155 **Big "Reely" ROLY Assortment** approximately 15" x 13"
Umpire, Clown and Scotsman costumes - the Daddies of the brand
new Reliable line of "Reely" ROLYS and distant cousin of the Arctic
Owl (they're winners, too!) Decoration for a cheerful room and the
biggest pin cushion ever! Packed each in a poly bag with pincard,
1 dozen with a large, cheerful window streamer per carton. Weight
approximately 22 lbs. A big new profit winner for you. Suggested
retail price **\$2.98**



808235 **Santa Claus** approximately 23" - Old St. Nick in a pleasing soft plush, bright red flannel and mask face combination. Packed bulk 1 doz. per carton, weight approx. 13 lbs. Suggested retail price **\$2.98**
809005 **Angelo Mouse** approximately 15" - the Character Mouse, in a bright material body with lovable plush face. Packed bulk 1 dozen per carton. Approx. weight 8½ lbs. Suggested retail price is **\$2.98**

815215 **Kneeling Bedtime Doll** approximately 21" bedtime pal with a delightful masked face. Bright printed cotton filled body and Court Jester's hat. Packed bulk, 1 doz. per carton, approximate weight 10½ lbs. And suggested retail price is only **\$1.98**





811005 Washable Terry Cloth Assortment approximately 10" Bear, Elephant and Clown figures, all bright and washable. Each packed in a poly bag, 36 assorted per carton. Weight approximately 8½ lbs. Suggested retail price 98¢



A RELIABLE TOY
FOR EVERY
GIRL AND BOY

812005 Washable Terry Cloth Assortment about 10" Lamb, Dog and Bear in bright printed Terry with foam-filled bodies each in poly bag, 3 doz. assorted per carton. Weight approx. 12½ lbs. Sugg. retail \$1.49



812015 Washable Terry Cloth Assortment approx. 12" figures of Bear, Lamb and Dog in bright colours with foam-filled bodies, each in poly bag, 3 doz. per carton. Weight approx. 8 lbs. Suggested retail price \$1.98



Panda Bears - the always popular, big, cuddly black and white plush Panda! With soft vinyl noses, safety lock-in eyes that roll and ribbon neck bows. Packed bulk - the item numbers, size, number per carton, weight and suggested retail prices are listed below:

821145 - 14" - 1 doz. 7.0 lbs. **\$1.98**
821195 - 19" - 1 doz. 12½ lbs. **\$2.98**
821255 - 25" - ½ doz. 15 lbs. **\$4.98**
821345 - 34" - 1 only, 7½ lbs. **\$9.98**

Honey Bears - in golden tones, with bows, rolling eyes with safety lock-in, packed 1 doz. per carton:

822145 - 14" - 7½ lbs. Sugg. retail **\$1.98**
822195 - 19" - 12½ lbs. Sugg. retail **\$2.98**

BEARS — LOTS OF THEM!



822015 - Assorted Panda, Honey and Pastel Bears
10" bears in three styles as illustrated, packed bulk 3 doz. per carton, approx. wt. 10 lbs. Sugg. retail **\$1.19**





Washable Teddy Bears with foam-filled bodies and lock-in eyes and ribbon neckbows, each in poly bag - data for each size:
 825155 - 15" - 1 doz. 8½ lbs.
 Suggested retail price **\$2.98**

Washable Pastel Bears in two-tone plush with safety lock-in rolling plastic eyes and ribbon neckbows. Each in poly bag, 1 doz. per carton:
 823145 - 14" - 7½ lbs. Sugg. **\$1.98**
 823195 - 19" - 11 lbs. Sugg. **\$2.98**
 823255 - 25" - (½ doz.) 10½ lbs. sugg. retail price **\$4.98**

Washable Fuzzy Bears completely washable, two-tone, with lock-in eye feature and ribbon neckbow. Each in poly bag, 1 doz. per carton:
 824125 - 12" - 6 lbs. Sugg. **\$1.98**
 824165 - 16" - 8½ lbs. Sugg. **\$2.98**



825175 - 17" ½ doz. 7 lbs.
 Suggested retail price **\$3.98**



Panda Boy and Girl in their Sunday best with all Reliable features, packed bulk, order as follows:
 826175 - 17" - 1 doz. 9½ lbs. **\$2.49**
 826265 - 26" - ½ doz. 12½ lbs. **\$3.98**





831145 **Floral Pets** - assorted Lamb, Bear and Dog in delightfully bright printed plush, all with safety lock-in eyes and gay ribbon neckbows. The newest thing in smart plush toys for little boys and girls of all ages - great for decorating as well. Packed bulk, 1 doz. per carton, weight approx. 8 lbs. Sugg. retail **\$2.98**

LOTS OF NEW *Reliable* **WINNERS!**
TOY

832125 **Floral Jungle Animal Assortment** - the friendly Elephant, Giraffe and Hippo in the modern manner! Soft, floral print plush with safety lock-in eyes, ribbon neckbows - all with winning appeal. More Winners! Packed bulk assorted 1 dozen per carton. Weight approx. 10 lbs. Suggested retail price is **\$3.98**





843095 - **OOKPIK** which is Eskimo for Arctic Owl - is about nine inches tall, a fuzzy furry bird from Canada's far north in all white plush. With those famous appealing Ookpik eyes, orange web feet and beak. (Ookpik is the International Trade Symbol for Canada, and is manufactured by Reliable Toy under license to the Fort Chimo Co-op.) Each in a window display box, 1 dozen per carton, weight approximately 7½ lbs. Suggested retail \$2.49

A **Reliable**
TOY

**TOY FOR EVERY
GIRL AND BOY**

MORE WINNERS



842155 **Louis Duck and Morty Mouse** about 14" tall, Donald's popular nephew all cheerful in bright materials and contrasting plush. And standing Morty in colourful materials with plush character face. Packed bulk assorted, 1 doz. per carton, weight approx. 9 lbs. For these winners suggested retail price is **\$2.98**

842185 **Donald Duck** is about 18" tall and in a typical pose with his famous costume in an authentic combination of colourful materials and plush. Packed bulk 1/2 doz. per carton, wt. about 9 lbs. Sugg. retail is **\$4.98**



847175 **Pluto** approximately 17" - here is one of Walt Disney's most famous characters in a most appealing pose - in contrasting plush. Packed bulk 1/2 dozen per carton, wt. about 9 lbs. Sugg. retail for Pluto is **\$4.98**



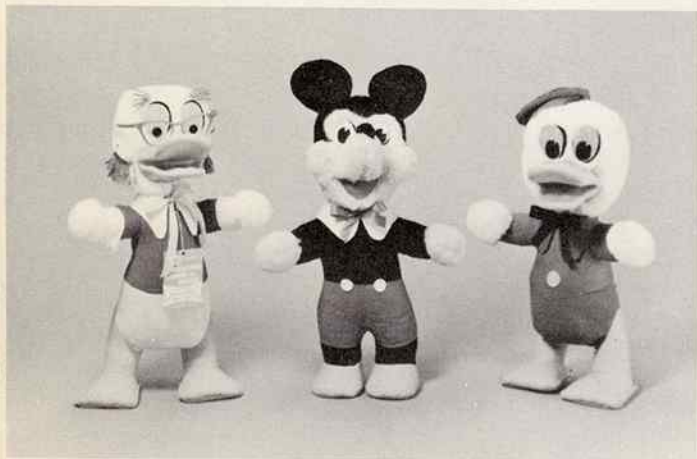
844205 **Mickey Mouse** and his friend
845205 **Minnie Mouse** are about 20" tall
and in bright coloured materials and con-
trasting plush. These world favourites are
packed in bulk ½ doz. to the carton - Mickey
approx. 9½ lbs. Minnie approx. 9 lbs. - and
the suggested retail price is **\$4.98** each



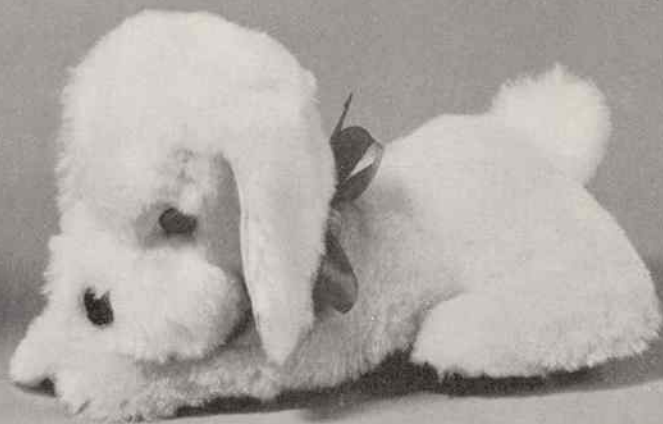
846215 **Professor Ludwig Von Drake** the
great TV personality from Disney's wonder-
ful world is about 20" tall and in brightly
coloured costume and contrasting plush
complete with necktie and glasses. Packed
bulk ½ doz. per carton, weight approx.
10 lbs. Suggested retail **\$4.98**



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849005 **Disney Assortment** consists of old friends
Donald and Mickey and Von Drake ranging from
18 to 20" tall each packed bulk assorted ½ dozen
per carton. Approximate weight 9½ lbs. Suggested
retail price is **\$4.98** each



French Poodles by Reliable are soft and very huggable in long-pile plush with bright print cotton bodies. About 12 to 15" packed bulk - 1 dozen per carton. Order as follows:
1 dozen per carton. Order as follows:
856125 - about 8½ lbs. Sugg. retail **\$2.98**.
856155 - about 13½ lbs. Sugg. retail **\$3.98**

865195 **Shaggy Pajama Dog** approximately 19" x 10" is fluffy deep-pile plush with safety lock-in eye feature, pom-pom nose and large zipper closure for pajama storage. Each in a poly bag, ½ doz. per carton. Approx. weight 10½ lbs. Suggested retail price is **\$4.98**

862155 **Standing Pajama Assortment** each approximately 15" tall - a Cat, a Doll and a Bear in assorted soft plush with contrasting corduroy skirts and large zipper closures - complete with ribbon neckbows. Each in a poly bag packed 1 dozen assorted per carton. Weight approx. 10½ lbs. Suggested retail price **\$2.98**



882155 **Standing Elephant** about 12 x 9" this elephant is a real character! In contrasting plush packed bulk 1 dozen per carton. Approx. weight is 8½ lbs. Suggested retail price **\$2.98**

Standing Tiger has playful face and toughy ears with sprayed Tiger detail and packed each in poly bag as follows:
870125 - 12 x 10" 1 doz. per carton, about 9 lbs. Sugg. retail is **\$4.98**.

870145 - 14 x 11" 6 only per carton, about 7½ lbs. Sugg. retail is **\$5.98**



872005 **Zoo Parade Assortment** is the happy gang of the plush line - a Tiger, a Bear and a Lion. In soft contrasting plush and packed in a window display box each. Four of each, 1 dozen per carton about 11 lbs. Suggested retail price **\$3.98**



875215 **Monkey Boy and Girl Assortment** about 21" tall, this big pair of mischievous monkeys have brightly decorated faces, separate vinyl ears in plush heads. The vinyl hands complete the banana-eating picture! Softly filled bright cotton bodies and both wear vinyl boots. Packed bulk, 1/2 doz. per carton. Approximate weight 12 lbs. Sugg. retail **\$3.98**



875165 **Another Boy & Girl Monkey Assortment** about 16" tall, these cuddly imps have comically decorated faces and made in a combination of soft plush and bright cotton. Packed bulk 1 dozen per carton. Weight approximately 12 lbs. Suggested retail price is only **\$2.49**



895205 **Musical Clown** a big (19") circus fun toy in bright print material - you wind up his nose and he plays charming musical noise. Soft plush hands and feet, moulded vinyl face. Each in a box - 6 per carton, about 10 lbs. Suggested retail price is **\$5.98**





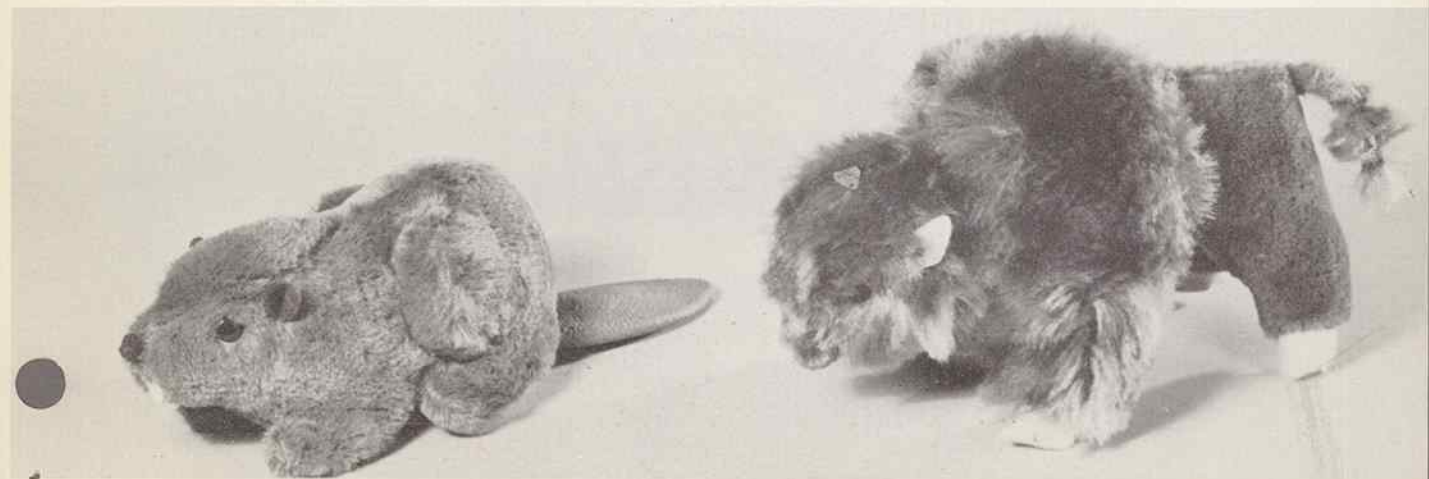
886165 **Goat, Bear and Elephant** all about 16" tall, these pets are all dressed in soft plush and bright print cotton with vinyl masked faces and contrasting

overalls. Packed bulk assorted, 1 dozen per carton. Approximate weight 10 lbs. Suggested retail **\$2.49**



887225 **Assorted Pets** consists of very tall (22") Bear, Rabbit and Elephant. A cheery trio in soft plush with comically decorated vinyl faces, wearing softly

stuffed Sunday suits. Packed bulk assorted, 1 doz. per carton, wt. approx. 17½ lbs. Sugg. retail only **\$2.98**



91005 **Buffalo & Beaver Assortment** - Buffalo is 13 x 8" and the Beaver 14 x 5" - these native Canadian animals in natural poses, made of soft, huggable plush.

Packed bulk assorted, 1 dozen per carton. Approx. weight 8½ lbs. Suggested retail price is **\$2.98**

WINNERS

Picking the eye-winners and backing the heart-winners is easy, when you check the Reliable plush line. It's loaded with kid winners and value winners and you know that's what makes for happy customers and accountants. Look at the new numbers — the Reliable numbers in plush to help you to win sales!



Here's the winner in the line - the "Reely" Rolys - a whole new world of fun and charm for kids of all ages. You get a pin card with each and a window streamer per carton! This new range is a sure-fire winner.



What could be more captivating than the new Floral Print line of character animals. This Giraffe is one of the hottest new items to win smiles and sales for winning retailers in a long time!



The big winner is the world favourite, our Ookpik - sold in a window display box. More than just a souvenir - the famous Arctic Owl wins a place in every heart. (New lower price, too!)

Reliable
MADE IN CANADA
Trade Mark

Reliable Toy Co. Limited
TORONTO, MONTREAL,
VANCOUVER