Dear Customer:

June 28, 1972.

This special mailing introduces you to a series of exciting new items. Please insert the enclosed information sheets with your '72 catalogues.

- **New "HANG-ITS"** - Colourful attention-getters in four designs to liven pad or playroom. For tots, teens and the young-at-heart. Approximate length 18" - 22".

  SPECIAL INTRODUCTORY OFFER on all "Hang-Its" orders shipped before August 31/72. Order minimum 72 in std/ctn. quantity combinations and pay for only $64. You get 8 free -- save over 11%. Offer expires August 18, 1972. Book your confirmed orders today.

  List price $54.00 for 72. Special Introductory Offer only $48.00 net.

- **New "NICOLE" Hair Styling Kits** - Smart new eye-catching individual display packages for maximum Fall and X-mas sales.

  Item #232696  Regular Kit with 30" head  List price $4.75 ea.
  Item #232697  Deluxe Kit with 36" head  List price $6.00 ea.

- **New FUTURA TRUCK ASSORTMENTS AND KIDDY RIDE-EMS** - available in varied and attractive modern colours:

  Item #242875 & 6 Futura Truck Assortment  List price $.95 ea.
  Item #303703  Kiddy Ride-Em  List price $1.50 ea.
  Item #303704  Ride-Em Flower Car  List price $1.90 ea.
  Item #303711  Ride-Em Dune Buggy  List price $4.50 ea.

Let Reliable show you your profit makers early this Fall when your representative presents the exciting new Spring and Summer line for '73.

We appreciate and look forward to your continued business.

Cordially yours,

F. Ross Dowd
Sales Manager
FRD/el
encls.

**NOTE:** Due to rising costs in handling very small orders, we wish to advise our valued customers in advance that, effective August 1, 1972, there will be a minimum order requirement of $25.00 net cost in std/ctn quantities for direct factory shipment.
NOUVEAU

HANG-11S

LIGHT WEIGHT HANGS ANYWHERE

ENTÊTE DE CARTE ATTRAYANTE POUR VENTES MAXIMUM
QUATRE MODÈLES DE COULEUR VIVANTES

- Téléphone Payant (Noir)
- Lumières De Traffic
- Parcometre (Vert)
- Boîte D’Alarme (Rouge)

LIST PRICE $1.15 EACH

PRIX COUTANT 75¢ CHACUN

RELIEF TOY CO. LIMITED

TORONTO
258 Carlaw Ave. Phone (416) 465-7551

MONTREAL
Place Bonaventure, 14 Crerar. Phone (514) 866-1951
232696—
NICOLE HAIR STYLING KIT
Approximately 10½” high. Comes with rooted nylon hair, moving eyes, 12 curlers and a hair brush. Mounted on a plastic base with swivel neck.
Packed each in a shrink box, 6 per carton.
Approximate weight 12.0 lbs.

NEW

232697—
NICOLE HAIR STYLING KIT—DE-LUXE
Approximately 11” high. Complete with rooted nylon hair, moving eyes, 12 curlers, 12 hair clips and a brush. Mounted on a plastic base with swivel neck.
Packed each in a shrink display box, 6 per carton.
Approximate weight 13.0 lbs.

NEW

RELIABLE TOY CO. LIMITED, TORONTO, CANADA
303703—
KIDDY RIDE-EM
Approximately 16½” x 7½” x 15½”.
Completely assembled. Steers freely
with built-in horn. Sturdily built four-
wheel Ride-Em Toy.
Packed bulk, 6 per carton.
Approximate weight 12.0 lbs.

242875—
FUTURA TRUCK ASSORTMENT
Approximately 11” long x 4½” wide.
Consisting of Dump Truck, Stake Truck
and Cement Mixer. Operating tail
gates on Dump Truck and Stake Truck. Rear
section of Cement Mixer revolves as
Truck moves forward. Each has clear
plastic windows and white hub caps on
free rolling wheels.
Packed 24 per display carton.
Approximate weight 16.0 lbs.

242876—
FUTURA TRUCK ASSORTMENT
Approximately 11” long x 4½” wide.
Trucks similar to No. 242875 only assor-
tment consists of Pick-Up Truck, Kennel
Truck and Cherry Picker. Operating tail
gate on Pick-Up Truck. Boom on Cherry
Picker raises, lowers and revolves 360°
Packed 24 per display carton.
Approximate weight 16.0 lbs.
303704—
RIDE-EM FLOWER CAR
Packed bulk, 6 per carton.
Approximate weight 14.0 lbs.

303711—
RIDE-EM DUNE BUGGY
Approximately 24" long x 10½" wide. Completely assembled. Steers freely with built-in horn.
Packed each in a box, 4 per carton.
Approximate weight 25.0 lbs.