



Reliable

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Trade Mark

Inflatable

TOYS

STRONG!

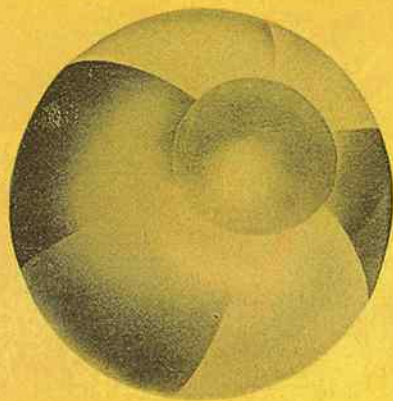
DURABLE!

COLOURFUL!

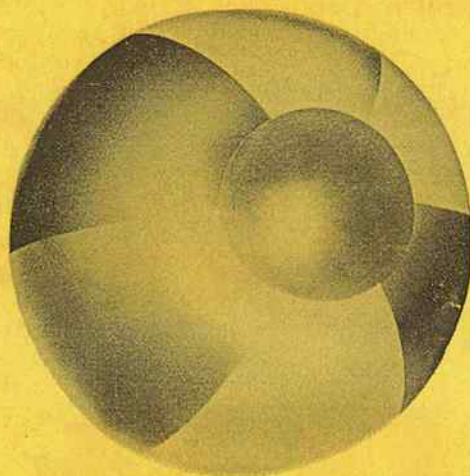
Catalogue 1953

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2/118



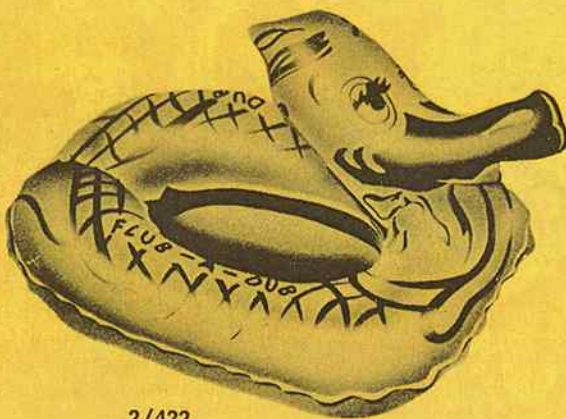
2/122



2/218



2/320



2/422

2/118 — PLAY BALL

Approx. 18" diameter (Inflated) — A delightful inflatable play ball for children and adults alike. A must for the beach and summertime play. Constructed of six colourful vinyl sheeting sections. Strong durable material of high gloss for greater attraction and easier cleaning. Features the popular tuck in valve for ease of inflating. Comes deflated in a colourful display box, 3 dozen per carton. Approx. weight — 6 lbs.

2/122 — PLAY BALL

Approx. 22" diameter (Inflated) — A larger inflatable play ball for beach and picnic frolic. Constructed of six colourful vinyl sheeting sections. High quality glossy material for greater attraction and easier cleaning. Has tuck in valve for easy inflating. Comes deflated in a colourful display box, 1 dozen per carton. Approx. weight — 5 lbs.

2/218 — CIRCUS BALL

Approx. 18" diameter (Inflated) — There's fun for all with this attractive inflatable Circus Ball. Constructed of high quality glossy vinyl sheeting for maximum play value. Centre section is gaily decorated with attractive character prints. Has tuck in valve for easier inflating. Easy to keep clean and sanitary. Comes deflated in a colourful display box. 3 dozen per carton. Approx. weight — 6 lbs.

2/320 — SWIM RING

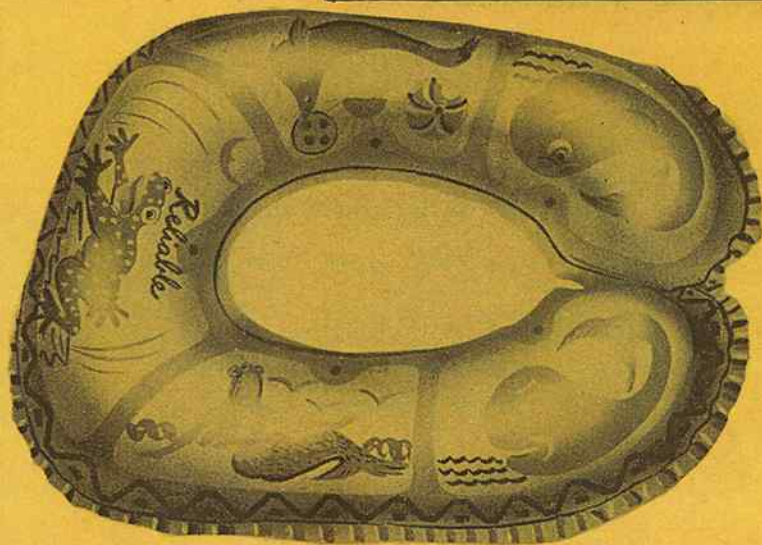
Approx. 20" diameter (Inflated) — There's great delight in the water for kiddies with this popular Swim Ring. Constructed from durable vinyl sheeting and printed on top in gay colourful motifs to please all children. Excellent floating stability. Easy to inflate tuck in valve. Hygienic with its glossy finish. Not to be used as a life preserver. Comes deflated in a colourful display box, 3 dozen per carton. Approx. weight — 12 lbs.

2/422 — FLUB-A-DUB

Approx. 22" in length (Inflated) — A most attractive and playful floating toy for the youngster. Features an open back for extra safety feature. Flub-a-Dub is a friendly water character which can provide lots of play value. General feature resembles a duck and the item is gaily screened for attractive decoration. Makes squawking sound when squeezed. Strongly constructed from quality vinyl sheeting—has tuck in valve for easy inflating. Comes deflated in colourful display box, 1 dozen per carton. Approx. weight — 5 lbs.

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2/340 - SPLIT SWIM RING

Approx. 22" - A gay colourful swim ring made of durable vinyl plastic. Gaily printed in animal pattern to delight all children. Fun for the beach and water. Has tuck-in valve for easy inflating. Comes in a colourful display box, 3 dozen per carton. Approx. wgt. 11 lbs.

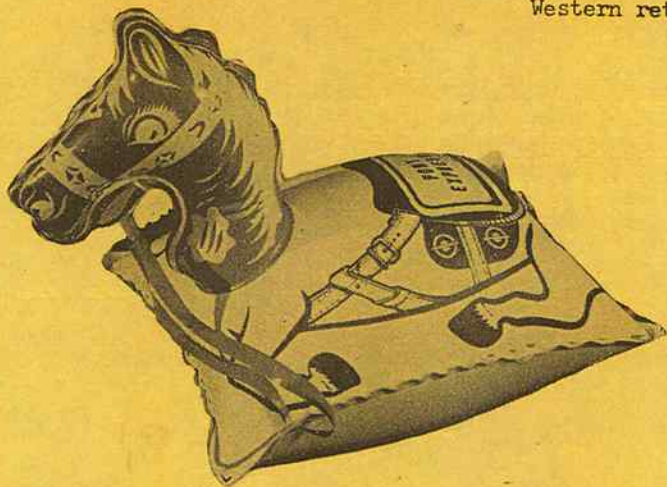
Suggested retail - .98¢

Western retail - \$1.19

3/436 - JOE PALOOKA PUNCHING BAG

Approx. 36" - A popular Inflatable Punching Bag that has real play value and helps youngsters in the art of self defence. Takes a terrific beating and always comes back to upright position for more. Sturdy, tough construction. Screened with the famous comic character Joe Palooka. Has metal screw-type valve. Comes packed each in a box, ½ doz. per carton. Approx. wgt. 8 lbs. Suggested retail - \$3.50

Western retail - \$3.79



2/415 - PONY EXPRESS

Approx. 15" - A gay inflatable pony to please all youngsters. Item consists of pony-shaped inflatable head and cushion body upon which is printed in contrasting colours outline of pony's body, legs and hoofs, saddle, etc. There is a squeaker in pony's head. Also has reins of vinyl. Item made from durable Glossy Vinyl plastic which is easy to keep clean. Packed each in a two-colour display box, 2 dozen per carton. Approx. wgt. 6 lbs. Suggested Retail - .98

Western Canada - 1.19



A **Reliable** TOY FOR EVERY GIRL AND BOY

RELIABLE TOY CO. LIMITED

258 CARLAW AVE TORONTO 8 CANADA

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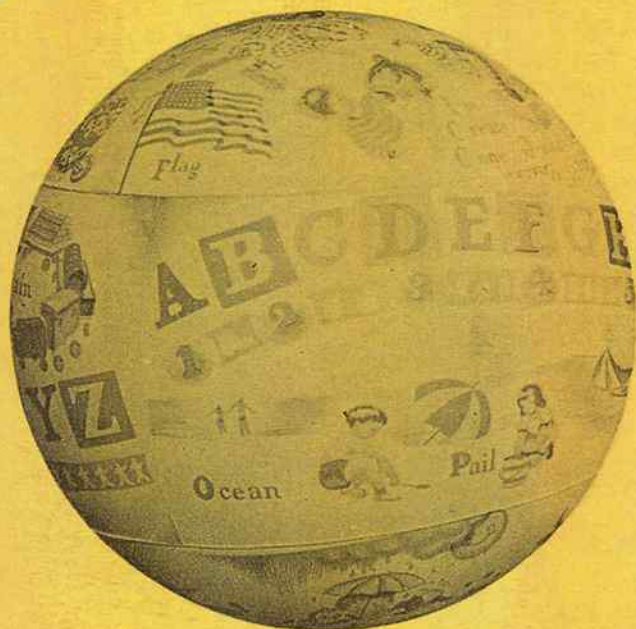
Inflatable TOYS



2/233 - ATLA SPHERE

Approx. 13" - An educational inflatable toy. Made from durable vinyl plastic and printed in four colours showing all the continents, countries, oceans, seas, rivers, principal cities and other geographical points. Provides fun and study for everyone - at the beach, in the play yard or at home. Has easy to inflate tuck-in valve and comes in colourful display box, 3 dozen per carton. Approx. wgt. 7½ lbs.

Suggested Retail - .98 Western Canada - 1.19



2/243 - A.B.C. BALL

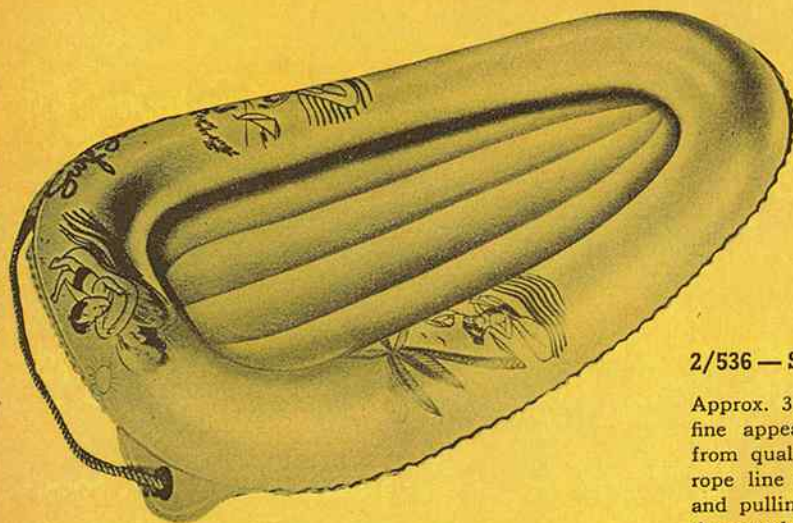
Approx. 13" - An educational inflatable toy. Made from durable vinyl plastic and printed by an entirely new colour process in three rainbow colours. All letters of the alphabet are shown and each letter is illustrated in a series of gay pictures - ice cream cones - clowns - balloons - merry-go-rounds - everything from the beach to the zoo. This ball is washable and the colours colour-fast and non-toxic. Comes each in a colourful display box, 3 dozen per carton. Approx. wgt. 7½ lbs. Suggested Retail - .98 Western Canada - 1.19



SUPPLEMENTARY CATALOGUE PAGE

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2/536 — SURF SCOOTER

Approx. 36" x 24" (Inflated) — This Surf Scooter has fine appeal for water playtime. Durable constructed from quality vinyl sheeting, the item features a strong rope line inserted through metal grommets for towing and pulling. Attractive contrasting colours and smartly decorated on top. Excellent in water. Can also be used as a cushion or mattress for relaxation. Features two tuck in valves — one for outer ring and one for inner surface for extra safety and ease of inflating. Comes deflated in a colourful display box, 1 dozen per carton. Approx. weight — 15 lbs.



2/636 — JET PLANE

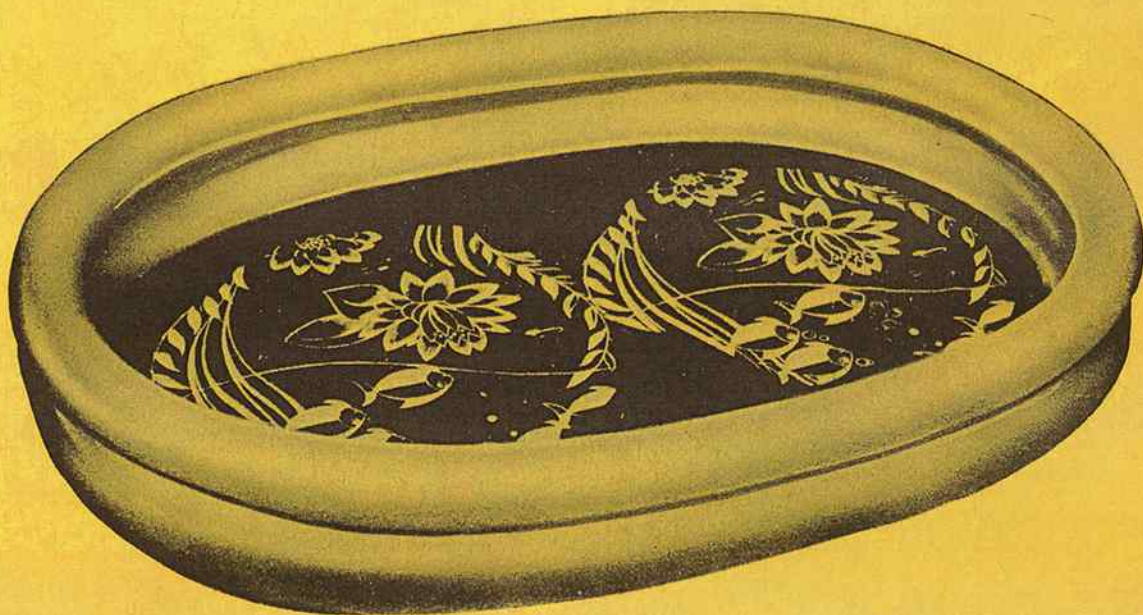
Approx. 36" x 32" (Inflated) — This streamlined inflatable Jet Plane is perfect for fun in the water. Durable constructed from quality vinyl sheeting, it is skillfully decorated and designed to attract the youngsters for happy water playtime. Floats with excellent balance in the water and has an added attraction of a loud jet noise-maker when squeezed. Features easy to inflate tuck in valve. Comes deflated in a colourful display box, 1 dozen per carton. Approx. weight — 18 lbs.

2/747 — OVAL POOL

Approx. 47" x 37" x 7" (Inflated) — The answer for children during the hot summer months. This highly attractive Oval Wading Pool is constructed of strong quality vinyl sheeting and has two colourful transparent plain outer rings with a decorated bottom surface. Features two tuck in valves — one for each ring — to facilitate inflating. Comes deflated individually boxed in a non test box, complete with repair kit, 1 dozen per carton. Approx. weight — 25 lbs.

2/767 — OVAL POOL

Approx. 67" x 47" x 8½" (Inflated) — A larger Oval Wading Pool for children's happy summer days. Has two colourful transparent outer rings with attractively decorated bottom surface. Features two metal screw type valves with caps and complete repair kit. Constructed from top quality vinyl sheeting for maximum durability and wear. Comes deflated in a non test box, ½ dozen per carton. Approx. weight — 30 lbs.



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California Gardens Pool



2/850 — CALIFORNIA GARDENS ROUND POOL

Approx. 50" diameter x 9" (Inflated) — This pool is beautifully constructed of quality vinyl sheeting and offers maximum attraction with exclusive decoration. The two outer rings feature gaily coloured abstract floral designs and the bottom surface is in plain contrasting colour. The Pool has two metal screw type valves with caps to facilitate inflating and included with the item is a plastic tubular drain which allows slow draining into garden hose or lawn — or to set up a constantly changing water supply. Comes deflated in a non test box, complete with repair kit, 1/2 dozen per carton. Approx. weight — 25 lbs.

2/867 — CALIFORNIA GARDENS OVAL POOL

Approx. 67" x 47" x 9" (Inflated) — Another beautifully decorated Pool having two outer rings gaily designed in floral abstracts with bottom surface of plain contrasting colour. Constructed from quality vinyl sheeting and features two metal screw type valves with caps for easier inflating. Complete with repair kit and drain, comes deflated in a non test box, 1/3 dozen per carton. Approx. weight — 22 lbs.

2/874 — CALIFORNIA GARDENS OVAL POOL

Approx. 74" x 54" x 9" (Inflated) — Similar in every way to the 2/867 Pool but of larger dimensions. Complete with repair kit and drain, comes deflated in a non test box, 1/3 dozen per carton. Approx. weight — 28 lbs.

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258 CARLAW AVE. TORONTO 8, CANADA

MONTREAL SHOWROOM:

MOUNT ROYAL HOTEL

OFFICE 41

MEZZANINE FLOOR