plastisol squeeze toys

1966

Reliable
MADE IN CANADA
Trade Mark
150 - Lucky Shoes - Approx. 3½". Moulded to include stitching, shoe laces—in baby colours. With ribbon bow and bell. Packed each in a poly bag with tab, 3 dozen per carton, approx. weight 6 lbs. Sugg. retail 49¢

151 - Boxing Gloves - Approx. 3". In assorted colours. Tied together with ribbon bow and bell. Packed each in a poly bag with tab, 3 dozen per carton, approx. weight 6 lbs. Sugg. retail 49¢

152 - Baby Spoon (10") in pastel colours with plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 5 lbs. Sugg. retail price is 49¢

153 - Clothes Pin (10") decorated, and with plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 5⅜ lbs. Suggested retail price is 49¢

154 - Baby Fork (10") assorted colours with plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 5 lbs. The suggested retail price is 49¢

155 - Hammer (8") assorted colours with plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 5 lbs. The suggested retail price is 49¢

156 - Baby Fork (9") gay colours and plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 4½ lbs. Suggested retail price is 59¢

157 - Hammer (10") natural colour and with plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 5 lbs. The suggested retail price is 59¢

158 - Ice Cream Cone (9") gay colours and plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 4½ lbs. Suggested retail price is 59¢

159 - Franny Fawn (7") nicely decorated and with plastic enclosed two-way "coo" voice. Each in poly bag with tab, 36 per carton, weight approx. 7 lbs. Sugg. retail price is 49¢

160 - Carrot (10") natural colour and with plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 5 lbs. The suggested retail price is 59¢
162 - **Corn Cob** (8”) realistic detail and plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 4 1/2 lbs. Suggested retail price is **59c**

163 - **Banana** (8 1/2”) lifelike colour and plastic enclosed two-way "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 9 1/2 lbs. Suggested retail price is **59c**

204 - **Jumbo Junior** - Approx. 5”. Has brightly painted features and a jolly smile. Each in poly bag with tab, 2 dozen per carton, approx. weight 4 1/2 lbs. Sugg. retail **49c**

205 - **Happy Pup** - Approx. 4”. Has painted face and comes in three colours. Each in poly bag with tab, 2 dozen per carton, approx. weight 5 1/2 lbs. Sugg. retail **49c**

209 - **Peppy Pup** - Approx. 5 1/2”. Brightly coloured face and finely moulded outlines. Each in a poly bag with tab, 2 dozen per carton, approx. weight 6 lbs. Sugg. retail **49c**

275 - **Beep Beep Car** - Approx. 5”. Moulded in realistic detail including steering wheel, horn, painted in bright colours. Each in poly bag with tab, 2 dozen per carton, approx. weight 7 1/2 lbs. Sugg. retail **69c**

276 - **Toot Toot Boat** - Approx. 5”. Moulded in detail and trimmed in bright colours. Has a happy character sailor with hat in front of funnel. Packed each in a poly bag with tab, 2 dozen per carton, approx. weight 7 1/2 lbs. Suggested retail **69c**

277 - **Chuggy Chug Train** - Approx. 5”. A gaily coloured engine and tender moulded in detail and painted in bright colours with comical face on front wearing engineer’s cap. Packed each in a poly bag with tab, 2 dozen per carton, approx. weight 8 lbs. Suggested retail **69c**
304 - **Snowsuit Doll** (7½") flesh-tones with decoration and two-way "coo" voice. Packed in a poly bag with tab, 24 per carton, weight approx. 6½ lbs. Sugg. retail 69¢

308 - **Li'l Darlin'** - Approx. 6¼". With simulated sun dress and sculptured pony tail hair. Each in poly bag with tab, 2 dozen per carton, approx. weight 7 lbs. Sugg. retail 69¢

309 - **Tuffy** - Approx. 6¼". Natural flesh tones with attractively coloured detail. Packed each in a poly bag with tab, 2 dozen per carton, approx. weight 6½ lbs. Suggested retail 69¢

310 - **Pepe the Poodle** (7") brightly painted with safety two-way "coo" voice. Each in poly bag with tab, 24 per carton, weight approx. 8.3 lbs. The suggested retail price is 79¢

316 - **Winkin' Kitten** (7") sanitized and decorated, with safety "coo" voice. Each in poly bag with tab, 24 per carton, weight approx. 10 lbs. Suggested retail price is 79¢

317 - **Benny Bunny** (8") attractively coloured, with plastic enclosed "coo" voice. Each in a poly bag with tab, 24 per carton, weight approx. 7 lbs. Suggested retail 69¢
318 - **Lovable Lion** - Approx. 7". A cute sweetly scented lion colourfully decorated. Packed each in a poly bag with tab, 2 doz. per carton, approx. weight 9 lbs. Suggested retail $0.79

319 - **Tiger** - Approx. 7". Colourfully painted and sculptured. Each in a poly bag with tab, 2 dozen per carton, approx. weight 9 lbs. Suggested retail $0.79

320 - **Bulgy Pig Bank** - Approx. 7". Softly scented, unbreakable plastisol - coin slot in top of head. Bank expands as coins are added. Brightly coloured detail. Packed each in a poly bag with tab, 2 doz. per carton, weight approx. 10½ lbs. Retail $0.98

354 - **Playful Sitting Bear** - Approx. 8½". Unbreakable, scented plastisol - attractively decorated, fur texture finish. Plastic enclosed two-way "coo". Packed each in a poly bag with tab, 2 doz. per carton, approx. weight 9 lbs. Suggested retail $0.79

All Reliable Squeeze Toys are Sanitized for baby's sake - providing self-antiseptic protection for the life of the toy.
360 - **Tony the Pony** (7½" x 6½") brightly coloured and with safety "coo" voice and packed in a poly bag with tab, 24 per carton. Weight approx. 9 lbs. Suggested retail is 96¢

362 - **Bunny in Racing Car** (7" x 6") and brightly decorated with the safety "coo" voice. In poly bag with tab, 24 per carton. Weight approx. 10½ lbs. Suggested retail price is 99¢

363 - **Miss Ducky** (9") brightly decorated with two-way "coo" voice and packed each in a poly bag with tab. 24 per carton. Weight approx. 13 lbs. Suggested retail price is 98¢

366 - **Contented Cow** (8" x 6") decorated with neck bow and bell and has the safety two-way "coo" voice. In poly bag with tab, 24 per carton. Weight approx. 9½ lbs. Suggested retail 99¢

368 - **Bolo Clown** (9") cheerful trim and plastic enclosed two-way "coo" voice. Each in poly bag with tab. 24 per carton. Weight approx. 9½ lbs. Suggested retail price is 96¢

369 - **Baby Duck** (7½") gaily decorated. Safety "coo" voice and packed each in a poly bag with tab. 24 per carton. Weight approx. 8½ lbs. Suggested retail price is 79¢
417 - **Bunny in Basket** - 8" Plastisol Bunny, sits in an excelsior lined plastic egg basket, packed each in a poly bag with tab, 1 doz. per carton, approx. weight 6½ lbs. Sugg. retail **$1.19**

476 - **Elephant (9")** provocative pose and bright colours, with two-way safety “coo” voice. Each in poly bag with tab, 24 per carton, weight approx. 15.8 lbs. Sugg. retail is **98¢**

480 - **Kitty Kat (9")** with full turning head and bright decoration. Each in poly bag with tab, 12 per carton, weight approx. 10 lbs. Suggested retail price is **$1.49**

481 - **Bowser Dog (8½")** in barking pose, with fully turning head and bright colours. In poly bag with tab, 12 per carton, weight about 10 lbs. Suggested retail price is **$1.49**
All Reliable Squeeze Toys are Sanitized® for baby's sake, providing self-antiseptic protection for the life of the toy—it can't be washed away. It is perfectly harmless and ensures lasting freshness.

566 - Jr. Pro Football (8½") - Brown vinyl, pebble grain. Bulk pack, 24 per carton, weight approx. 10½ lbs. Suggested retail price 99¢

500 - Squirrel (11") very cheeky and with plastic enclosed two-way “coo” voice. Each in poly bag with tab, 12 per carton, weight approx. 11½ lbs. Suggested retail price is $1.49

568 - Sr. Pro Football (11") - Larger version of 566 and packed bulk, 12 per carton, weight about 8½ lbs. Suggested retail price $1.49

617 - Benny Bunny in Pail - 4½" Poly Pail with soft Plastic! Benny Bunny with musical sound. Packed each in a poly bag with tab. 2 doz. per carton, approx. weight 9 lbs. Suggested retail 89¢
701 - Begging Bow Wow (10 1/2") turning head, sleeping eyes and safety "coo" voice. Each in poly bag with tab, 12 per carton, weight approx. 15 lbs. Suggested retail price is $2.49

702 - Sittin' Kitten (10 3/4") moving eyes and turning head with safety two-way "coo" voice. In poly bag with tab, 12 per carton, weight approx. 15 lbs. Suggested retail $2.49

830 - Sitting Bunny (9 1/4") cheerful and gay, with two-way safety "coo" voice. In poly bag with tab and 24 per carton, weight approx. 11.3 lbs. Suggested retail price is 98¢

840 - Sitting Bunny with Carrot (8") brightly decorated, with safety "coo" voice. In poly bag with tab, 24 per carton, weight approx. 12 lbs. Suggested retail price 98¢
841 - Cutie Doll (9") with a fully turning head and the two-way safety "coo" voice. Each in poly bag with tab, 24 per carton, weight approx. 12¼ lbs. Suggested retail price 98¢

844 - Squeeze Me Doll (10") with inset plastic eyes and sleeper decoration and each in a poly bag with tab, 24 per carton, weight approx. 11 lbs. Sugg. retail 98¢

851 - 49¢ Assortment - Consisting 9 each of 152 Spoon, 153 Clothes Pin, 156 Fork and 157 Hammer. Each item in a poly bag with tab, 36 per carton. Weight approx. 8.3 lbs.
852 - 49¢ Assortment as above with Display Box. 6 dozen per carton, weight about 10 lbs.

853 - 49¢ Assortment of 150 Lucky Shoes and 151 Boxing Gloves, packed each in poly bag with tab. 3 dozen per carton, weight about 6 lbs. Suggested retail price 49¢

854 - 49¢ Assortment of 159 Franny Fawn, 204 Jumbo Junior, 205 Happy Pup and 209 Peppy Pup. Each packed in poly bag with tab, 3 dozen per carton, weight approx. 7 lbs. Sugg. retail 49¢

861 - 59¢ Assortment - Consisting 6 each of: 158 Ice Cream Cone, 161 Carrot, 162 Corn Cob and 163 Banana. Each in poly bag with tab, 24 per carton. Weight approx. 5 lbs.
862 - 59¢ Assortment as above with Display Box. 6 dozen per carton, weight approx. 14 lbs.
873 - 69¢ Assortment of 304 Snowsuit Doll, 308 L'il Darlin' and 309 Tuffy. Packed each in poly bag with tab. 24 per carton, weight approx. 7 lbs. Suggested retail price is 69¢.

874 - 69¢ Assortment of 275 Beep Beep Car, 276 Toot Toot Boat and 277 Chuggy Chug Train. Each in poly bag with tab. 2 doz. per carton, weight about 7 lbs. Suggested retail 69¢.

872 - 69¢ Assortment as above with Display Box. 4 dozen per carton, approx. weight 14 lbs.

Plastisol Toy Display Box

Sturdy corrugated display box for your plastisol toy assortments 852, 862, 882 and 892 below. It's printed in bright colours for self-selling on your counters and shelves.

881 - 79¢ Assortment - Consists of 6 each of: 310 Pepe Poodle, 316 Winkin' Kitten, 356 Tony the Pony and 369 Baby Duck. Each in a poly bag with tab. 24 per carton, approx. weight 9 lbs.

882 - 79¢ Assortment as above with Display Box. 4 dozen per carton, weight about 18 lbs.

883 - 79¢ Assortment of 318 Lovable Lion, 319 Tiger and 354 Playful Sitting Bear. Each packed in poly bag with tab. 2 dozen per carton, about 9 lbs. Suggested retail price 79¢.
891 - 98¢ Assortment - Consists of 6 each of:
- 363 Miss Ducky
- 366 Contented Cow
- 368 Bolo Clown
- 476 Elephant

Each in a poly bag with tab. 24 per carton. approx. weight 11 lbs.

892 - 98¢ Assortment as above with Display Box. 2 dozen per carton. weight about 16½ lbs.

900 - 98¢ Bunny Assortment - Consists of 12 of:
- 840 Bunny with Carrot
- 6 of 362 Bunny in Racing Car
- 6 of 830 Sitting Bunny

In poly bags with tabs. 24 per carton. approx. weight 13 lbs.

950 - $1.49 Assortment of 480 Kitty Kat, 481 Bowser Dog, and 500 Squirrel. Packed each in poly bag with tab. 1 dozen per carton. approx. weight 10½ lbs.

995 - $2.49 Assortment of 701 Begging Bow Wow and 702 Sitting Kitten. Packed each in a poly bag with tab. 1 dozen per carton. approx weight 15 lbs.

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RELIABLE TOY CO. LIMITED - Toronto, Montreal, Vancouver