

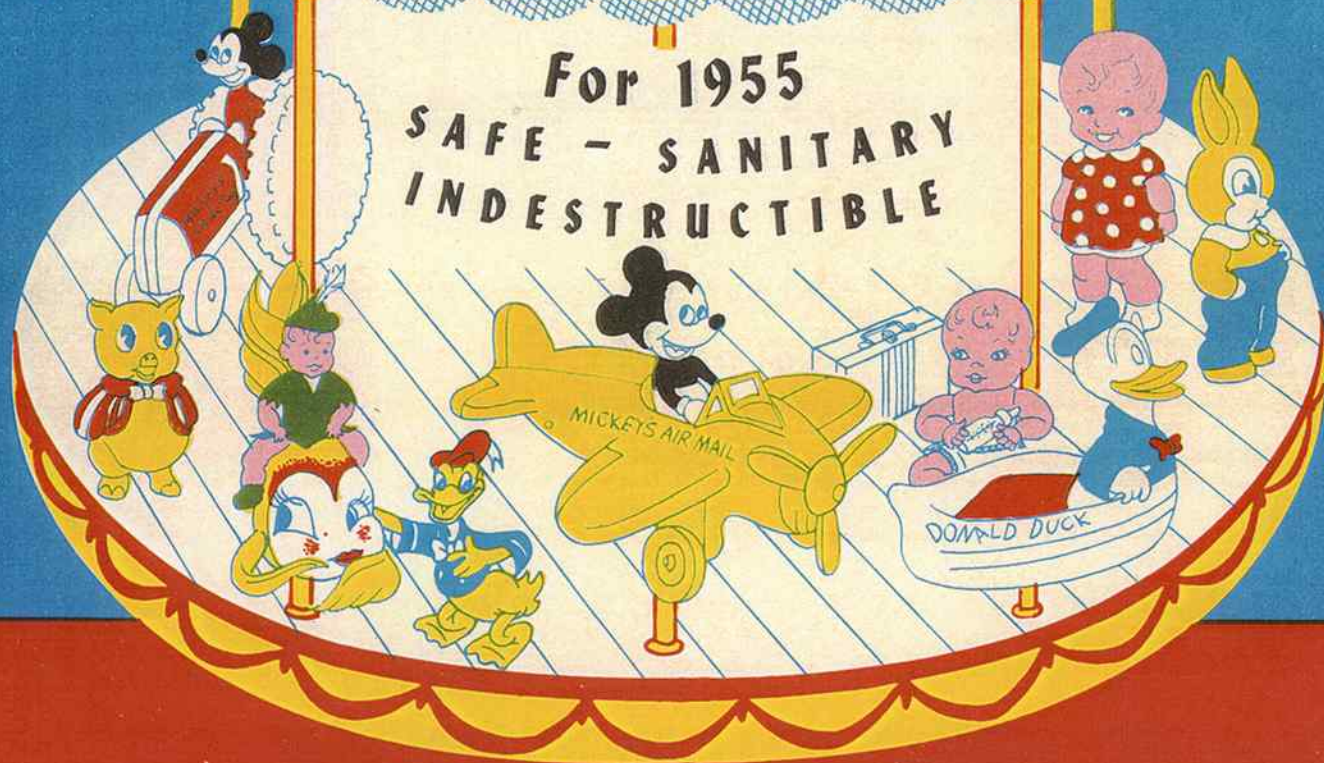
VICEROY

Sunruco

DOLLS AND TOYS

With Proven Sales Appeal

For 1955
SAFE - SANITARY
INDESTRUCTIBLE



Rubber and Vinyl Dolls and Toys
in Attractive Characters, Colours,
Designs and Packages

MADE IN CANADA BY

VICEROY MANUFACTURING COMPANY LIMITED

TORONTO ONT., 1655 Dupont Street

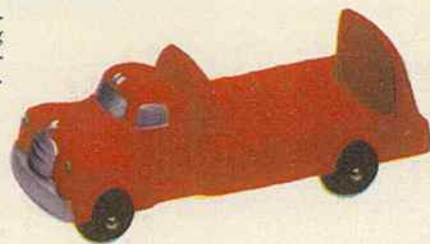
WINNIPEG, MAN., 58 Victoria Street

MONTREAL, P.Q., 2052 St. Catherine St. W.

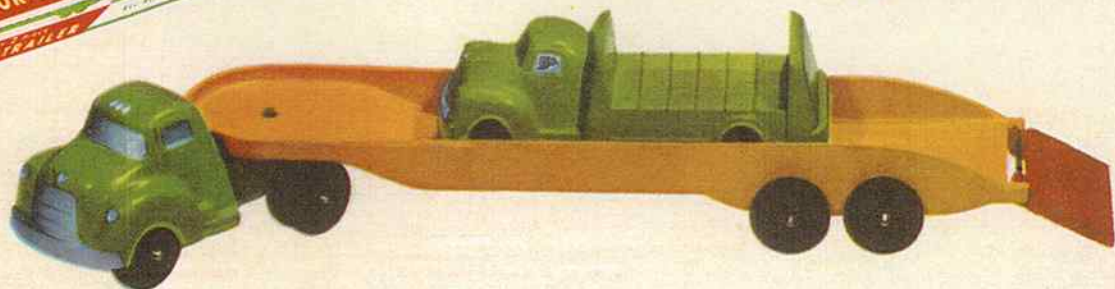
VANCOUVER, B.C., 375 Terminal Avenue

VICEROY
TRACTOR TRAILER
COMBINATIONS

TRACTOR TRAILER WITH TWO BEVERAGE TRUCKS No. 12009— in three attractive colours, red, green and yellow—(colour of tractor different from trailer in every case), along with one green and one red beverage truck (each beverage truck tissue wrapped). Packed in individual two colour display box. 1 dozen to a shipping container. Approximate weight 12 lbs. per dozen.



TRACTOR TRAILER No. 12008—(not illustrated) same as No. 12009 without beverage trucks. Approximate shipping weight 7½ lbs. per dozen.



ANOTHER NEW! PLAY SAFE TOY.

VICEROY
BUILDING
SET

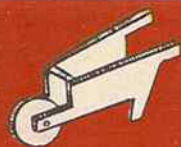
BUILD-MASTER SET No. 570—A completely safe and practical constructor set to encourage and develop youthful creative ability and skill. Each set, completely packed in realistic looking tool chest with carrying handle, consists of specially designed Hammer, Saw, Screw Driver and Nails, all in durable moulded rubber, together with three sheets of styrofoam "Wonder-Board" in two thicknesses, and wax crayons in assorted colours.

"Wonder-Board" can be sawed readily, using rubber saw, and pieces joined together with rubber nails. Instructions are outlined on tool chest which also illustrates a few of many designs that may be made. Packed one dozen sets to a shipping container. Approximate shipping weight 13 lbs.



BUILDMASTER REPLACEMENT KITS (Not illustrated)

No. 550 contains 5 sheets "Wonder-Board". No. 560 contains 5 sheets "Wonder-Board" with 1 dozen nails. Each kit packed in an attractive printed box. Twelve kits to a shipping container. Approximate shipping weight 7 lbs.



VICEROY
SUNBUCE

Betty Bows

**DRINKING
WETTING
DOLL**



Now Blows Bubbles



Only **VICEROY**
offers a Complete Range of fully
jointed, moulded rubber
**DRINKING - WETTING - BUBBLE BLOWING
BABY DOLLS**



Exclusive patents cover the special assembly of arms and legs to bodies, giving a most natural appearing joint (see diagram below). Any child can quickly and safely remove and replace any limb without damage to the doll.

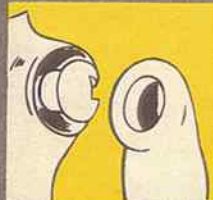
BLOWS BUBBLES ☆ **DRINKING** ☆ **WETTING**
CRYING ☆ **SLEEPING**



Sunbabe "BETTY BOWS"® No. 10044

Sunbabe "Betty Bows" is a beautiful 12" moulded rubber doll with vinyl head. She blows bubbles, drinks, wets, sleeps and cries. Has long natural looking eyelashes and movable head, arms and legs with the patented joint construction. Dressed in a variety of colourful play suits and has own bubble pipe, nursing bottle and rubber nipple. Individually boxed, 1 dozen to a shipping container. Approximate weight 17 lbs. per dozen.

© S.R.Co.



Patented joint construction permits easy removal of arms and legs and their replacement forms a neat, smooth, lifelike joint. Any limb may be replaced simply by slightly wetting the joint and slipping the close-fitting socket over the joint. An exclusive VICEROY feature.

Another
VICEROY
Exclusive Feature



Soft as a Cloud!

VICEROY

Sunbabe Blondie DOLLS

Blows Bubbles Too

Only VICEROY
offers a Complete Line of
DRINKING - WETTING DOLLS



Sunbabe "BLONDIE" No. 10032

An appealing 12" all rubber doll with movable head, arms and legs with the patented joint construction. Has painted eyes and eyelashes, she blows bubbles, drinks, wets and cries. Dressed in flannelette diaper and has own bubble pipe, nursing bottle and rubber nipple. Individual display box, with rockers for cradle pack feature to give many hours of secondary play value; 1 dozen to a shipping container. Approximate weight 16 lbs. per dozen.

Sunbabe "BLONDIE" No. 10022 (not illustrated)

Same doll as described and illustrated at left but without voice. Individual box; 1 dozen to a shipping container.

Approximate weight 16 lbs. per dozen.

VICEROY Honey Babe

Honey Babe "BLONDIE" No. 10042

An all rubber, unbreakable doll in the low price field. Over 11" in height, has movable head, arms and legs with patented joint construction. Dressed in flannel diaper and packed in individual heat-sealed polythene envelope with descriptive tab attached; 1 dozen to a shipping container. Approximate weight 13 lbs. per dozen.

Honey Babe "BROWNIE" No. 10043 (not illustrated)

Same doll as described and illustrated at left but made from soft brown-tone rubber. An ideal doll for dressing in bright colours. Individual heat-sealed polythene envelope with descriptive tab attached; 1 dozen to a shipping container. Approximate weight 13 lbs. per dozen.





VICEROY

"Buttons and Bows"

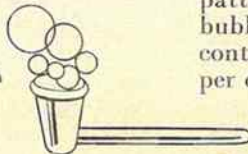
Sewing Set

"BUTTONS AND BOWS"® SEWING SET No. 10630

The very latest in doll sets. Now every "little mother" can make her very own doll clothes. Contains the beautiful 12" "Betty Bows" rubber doll with vinyl head, dressed in attractive one-piece garment (not necessarily as illustrated) ready to be outfitted by the young seamstress.

Bright carrying case with handle and fastener is outfitted with die cut sets of garments and accessories of quality materials in attractive patterns.

Included in case is a complete sewing set of needles, safety pins, thimble, buttons, 3 spools of thread, lace, braid and even a tape measure, a complete pattern and instruction book and a bubble pipe. 6 sets to a shipping container. Approximate weight 33 lbs. per dozen. © S.R.Co.



VICEROY

Sunbabe Treasure Chest

Sunbabe "TREASURE CHEST" No. 10560

The ever popular travel set for the youngest "mother." Contains lovely "Sunbabe Blondie" 12" all rubber doll that blows bubbles, drinks, wets and cries. "Blondie" is dressed in diaper and red trimmed white organdie dress. Baby is all ready for travelling with pants and bonnet to match her dress, a red trimmed bib, white booties with laces and extra diaper with safety pins.

Accessories include doll's bubble pipe, rubber hot water bottle, rattle with bell, real soap in rubber soap dish, rubber teething ring and dolls nursing bottle with rubber nipple. All are in sturdy travelling case with metal handle and fastener. 6 cases to a shipping container. Approx. weight 28 lbs. per doz.





VICEROY
SUNOCO **VINYL**
DOLLS

VICEROY vinyl dolls will be preferred because of their soft, warm feel and texture. Dolls have plastic eyes mechanically anchored within the head (see diagram) another **VICEROY** safety feature which will be appreciated by mothers everywhere. Dolls are 10½" tall, have voice and are packed in individual heat-sealed polythene envelope with descriptive tab attached. 1 dozen to a shipping container. Approximate weight 7 lbs. per dozen.



"TOD-L-TIM"® No. 14032

Boy Doll with painted undergarment, shoes and socks. Stationary plastic eyes.

© S.R.Co.

"TOD-L-DEE"® No. 14030

Girl Doll with painted undergarment, shoes and socks. Stationary plastic eyes.

© S.R.Co.



VICEROY offers the realistic, stationary plastic eye securely anchored in place with a speednut by a special process which makes it impossible for a baby to remove it. This safety feature appeals to all parents and gift-givers.



"TOD-L-TWINS"® SET No. 14038

Boy and girl dolls, each with voice and stationary plastic eyes. Girl doll has painted undergarment while both have painted socks and shoes. Dolls are dressed in matching play suits. Set of two dolls packed in display type carrying case box, 6 sets to a shipping container. Approximate weight 20 lbs. per dozen.

© S.R.Co.



Here it is...

Another **VICEROY** Exclusive!

PETER PAN

SOFT *Vinyl* DOLL

An exclusive styling of the famous Story Book Character, Peter Pan.

"PETER PAN" No. 14040

The painted costume faithfully follows the entrancing movie character. Fully featured, the face has painted eyes, suit, shoes and Tyrolean hat with real red feather. Approximately 11" high, has voice and is individually packed in heat-sealed polythene envelope with descriptive tab attached. 1 dozen to a shipping container. Approximate weight 7 lbs. per dozen.



**BOUND TO BE
THE HIT
OF THE YEAR!**

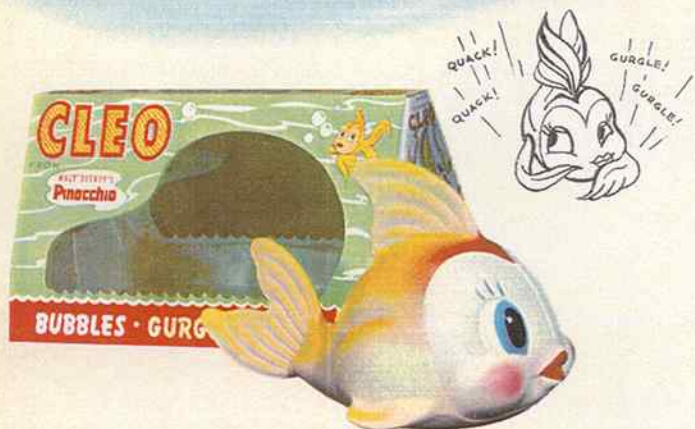
VICEROY "Tod-L-Twins" set. Two 10½" dressed dolls. A dual gift all children will cherish. Ideal for birthdays and special occasions.



VICEROY
VINYL
FLOATING TOYS

... for BATHTUBS, POOLS and BEACHES

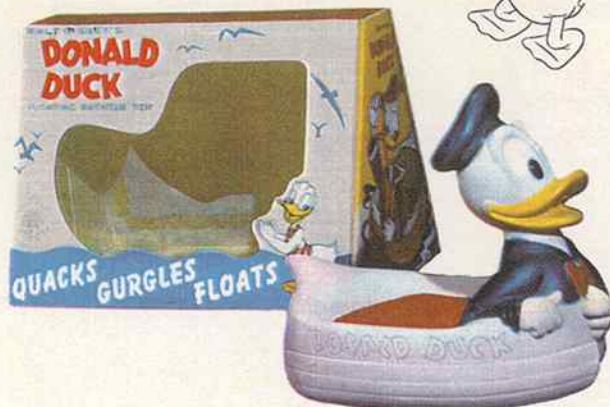
Made of soft, strong, lasting vinyl. Colourfully decorated in harmless, bright contrasts. They float, gurgle, bubble and quack. Individually boxed in bright, display type gift boxes.



"CLEO THE FISH"© No. 14022

7½" long and 5" high. Clean white base with contrasts in yellow, red, blue and black. 1 dozen to a shipping container. Approximate weight 7 lbs. per dozen.

© W.D.P.



"DONALD DUCK"© SOAP BOAT
No. 14024

A favourite with all. 6¾" long, 5" wide and 5¾" high. Clean white base with contrasts in red, yellow, blue and black. 1 dozen to a shipping container. Approximate weight 9 lbs. per dozen.

© W.D.P.

VICEROY

Play Safe
WHEEL TOYS

NEW! DESIGNS AND ATTRACTIVE
COLOURS

BEVERAGE TRUCK No. 12006—
4¾" long in two attractive base
colours red and green with con-
trasting silver trim. 2 dozen
assorted (1 dozen each colour)
to a shipping container.



POLICE CAR No.
12011—5" long,
black shiny stock with white
trim. 2 dozen to a shipping
container.



FIRE CHIEF CAR
No.12007—5" long lively red base
stock with silver trim. 2 dozen to a
shipping container.

BEVERAGE TRUCK and FIRE CHIEF CAR ASSORTMENT No. 120067
consisting of 2 dozen assorted to a shipping container—6 red and 6 green bev-
erage trucks and 12 red fire chief cars.

All Individual Tissue wrapped. Approximate weight 2½ lbs. per dozen.



Here they are!

NEW ATTRACTIVE COLOURS

VICEROY safe, sturdy, moulded rubber wheel toys are realistic in appearance and all Disney character toys have movable heads.

© W.D.P.—Walt Disney Productions



Colour decorations are applied after toys have been subjected to special process so that paint will not chip, crack or peel. Cannot damage furniture or floors.



No. 12017 "MICKEY MOUSE"® FIRE TRUCK. 6 $\frac{3}{4}$ " long. 1 doz. to shipping container. Approx. wt. 7 lbs. per doz.

No. 12018 "DONALD DUCK"® ROADSTER. 6 $\frac{5}{8}$ " long. Orange undertone red base coat, or yellow undertone green base. Both with silver trim. Specify base colour desired when ordering. 1 dozen of a colour to a shipping container. Approx. weight 7 lbs. per dozen.

No. 12019 "MICKEY MOUSE"® AEROPLANE. 6 $\frac{1}{4}$ " long. Bright blue with silver trim and orange undertone red base coat with silver trim. Specify base colour desired when ordering. 1 Dozen of a colour to a shipping container. Approx. weight 7 $\frac{1}{2}$ lbs. per dozen.

No. 12013 "DONALD DUCK"® AEROPLANE. Same as No. 12019 but with Donald Duck head.

No. 12020 "MICKEY MOUSE"® TRACTOR. 4 $\frac{3}{4}$ " long. Bright red with yellow trim and yellow with black trim. Specify base colour desired when ordering. 1 dozen of a colour to shipping container. Approx. wt. 7 lbs. per doz.

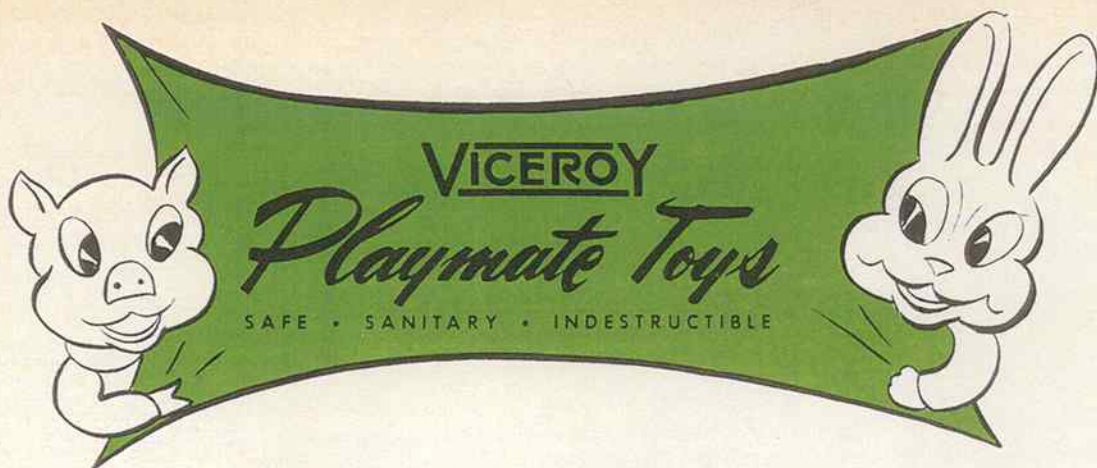
No. 12028 "DONALD DUCK"® TRACTOR. Same as No. 12020 but with Donald Duck head.

No. 12012 SUPER RACER. 6 $\frac{3}{4}$ " long. Light blue with silver trim and orange undertone, red base coat with yellow undertone green trim. 2 Doz. (asstd. colour combinations) to shipping container. Approx. wt. 4 $\frac{1}{2}$ lbs. per doz.

No. 12010 JUNIOR RACER. 4 $\frac{1}{2}$ " long. Same colour combinations as No. 12012. 3 dozen (assorted colour combinations) to a shipping container. Approx. weight 2 $\frac{1}{4}$ lbs. per dozen.

All items Individually Tissue Wrapped.





Popular, copyrighted character dolls and animals. Made from soft, sanitary rubber with bright contrasting colour decorations. All paints are non-toxic.

No. 13010 "PORKY PIG". © 5 $\frac{3}{4}$ " tall. Blue with white and Red with white on pink base. Approximate weight 4 $\frac{1}{2}$ lbs. per dozen.

© Warner Brothers

No. 13011 "OSWALD RABBIT". © 7 $\frac{1}{2}$ " tall. Green with white and red with white on pink base. Approximate weight 4 $\frac{1}{2}$ lbs. per dozen.

© Walter Lantz

No. 16008 "CHUNKY" © girl doll. 7 $\frac{1}{4}$ " tall. Green with white and red with white on sun tan base. Approximate weight 5 $\frac{1}{2}$ lbs. per dozen.

© Ruth Newton

No. 16009 "ROMPY" © boy doll. 7 $\frac{1}{4}$ " tall. Blue with white and red with white on sun tan base. Approximate weight 4 $\frac{3}{4}$ lbs. per dozen.

© Ruth Newton



Each toy has metal whistle. Individually packed in heat-sealed polythene envelope with descriptive tab attached. 2 dozen toys (assorted colour combinations) to a shipping container.



Each toy has metal whistle
Individually packed in heat-sealed polythene envelope
with descriptive tab attached

2 dozen toys (assorted colour combinations) to a shipping container.

No. 13004 "BUNNY BUSTER"® Rabbit, 6" tall. Blue with white and red with white on pink base. Approximate weight 2½ lbs. per dozen.

© Ruth Newton

No. 13001 "SUSIE-SO-SOFT"® Cat. 5¾" tall. Green with white and red with white on pink base. Approximate weight 2¾ lbs. per dozen.

© Ruth Newton

VICEROY Combination Packs



◁ No. 13140—1 "SUSIE-SO-SOFT" AND 1 "BUNNY BUSTER," in contrasting decorations, in heat-sealed polythene envelope with descriptive tab attached. 2 dozen envelopes (48 toys) to a shipping container. Approximate weight 7 lbs. per container.

No. 13410—1 "Bunny Buster" and 1 "Oswald Rabbit" in contrasting decorations, in heat-sealed polythene envelope with descriptive tab attached. 1 dozen envelopes (24 toys) to a shipping container. Approximate weight 5½ lbs. per container.





The Standard of Quality