

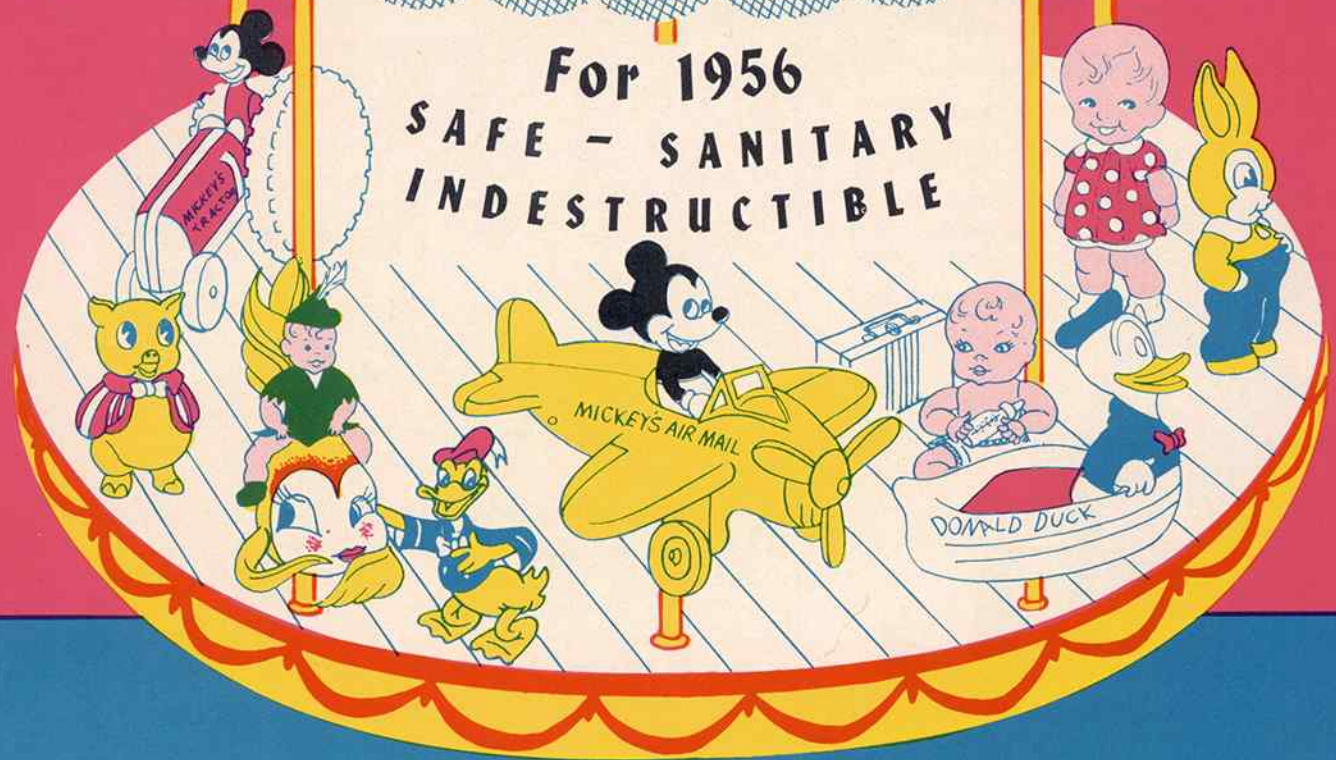
VICEROY

Sunruco


DOLLS-PLAYTHINGS

Disneyland Character Merchandise*

For 1956
SAFE - SANITARY
INDESTRUCTIBLE



Rubber and Vinyl Dolls and Toys in Attractive characters,
colours, Designs and Packages

 Disneyland Character Merchandise*

MADE IN CANADA BY

VICEROY MANUFACTURING COMPANY LIMITED

TORONTO ONT., 1655 Dupont Street

WINNIPEG, MAN., 58 Victoria Street

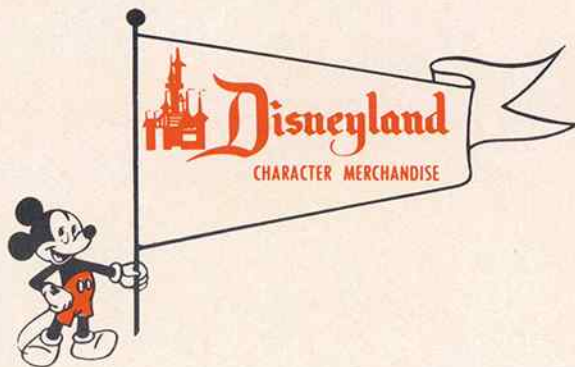
MONTREAL, P.Q., 2052 St. Catherine St. W.

VANCOUVER, B.C., 375 Terminal Avenue

VICEROY
VINYL
FLOATING TOYS

... for **BATHTUBS, POOLS and BEACHES**

Made of soft, strong, lasting vinyl. Colourfully decorated in harmless, bright contrasting colours. They float, gurgle, bubble and quack. Individually boxed in bright, display type gift boxes and polythene bag with colourful heat-sealed tab.



"CLEO THE FISH"® No. V-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.



"DIPPY DUCK" Stock No. V-14020

Brilliant, Gay Colours . . . designed and decorated for Bath Tub and Play Pond Fun. Squawks and Gurgles noisily when ducked and squeezed.

Approximate size 7¾" long, 4" high and 4" wide. Packed 1 dozen per shipping container. Approximate shipping weight 8 lbs. per dozen.



"DONALD DUCK"® SOAP BOAT

No. V-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 8½ lbs. per doz.

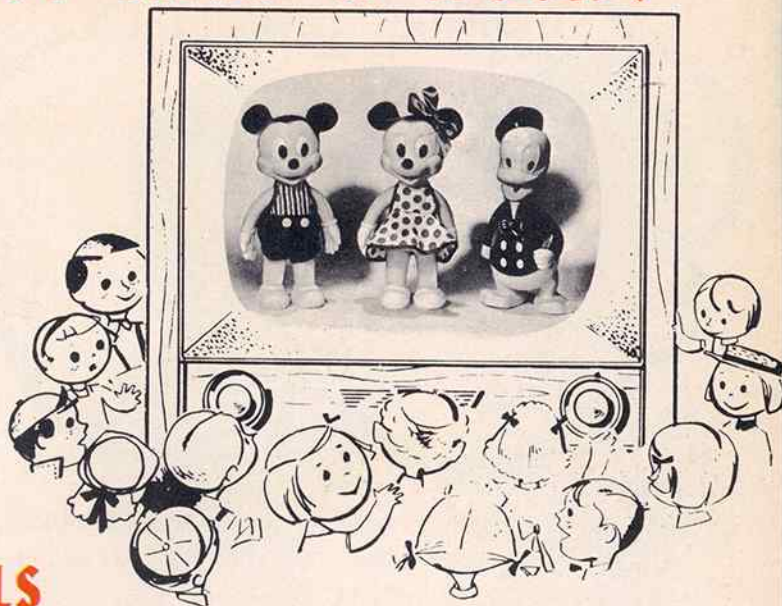
© W.D.P.



Millions of Kids a Week!

see DISNEYLAND TV!

Mickey Mouse, Minnie Mouse and Donald Duck, leaders of the top-notch Disney characters, are now presented in vinyl, standing doll form. They are fully moulded and brilliantly, safely decorated. Gay, famous and friendly looking, they are certain to be welcomed by children everywhere.



DISNEY LARGE 9" STANDING VINYL DOLLS



"MICKEY MOUSE" © Stock No. V-14001
9" tall has voice and wears a colourful striped playsuit with red pants with two white buttons.



"MINNIE MOUSE" © Stock No. V-14002
9" tall has voice and wears a white with red polka dot dress with red ribbon hair bow.



"DONALD DUCK" © Stock No. V-14003
9" tall with squawker, is bright and familiar in painted sailor suit and hat.

These popular items are offered in a Special Disneyland Deal—No. V-14000

Deal consists of six dolls (2 of each character). Individually packaged in attractive multi-coloured window display box. Packed 1/2 dozen to a shipping container. Approximate shipping weight 7 1/2 lbs. per dozen.

These items may also be obtained individually. Packed in your choice of either multi-coloured display box or polythene bag with attractive coloured tab. Approximate shipping weight, boxed 7 1/2 lbs. per doz.; bagged 6 1/2 lbs. per doz. © W.D.P.

Soft as a Cloud!

VICEROY

SUNBUCO

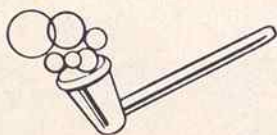
**DRINKING
WETTING
DOLLS**

Exclusive patents cover the special assembly of arms and legs to bodies, giving a most natural appearing joint.



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.



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, 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; 1 dozen to a shipping container.

Approximate weight 16 lbs. per dozen.

Sunbabe "BLONDIE" No. 10022 (not illustrated)

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

Approximate weight 16 lbs. per dozen.



**Cutie Babe "BROWNIE"—
No. 10053 (not illustrated)**

Same doll as described below, but made from soft brown-tone rubber.

Cutie Babe "BLONDIE"—No. 10052

An all rubber, unbreakable doll in the low price field. 12" 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 14 lbs. per dozen.

Please refer to outside cover for construction information.

VICEROY **STANDING VINYL DOLLS**

Sunruco



RONNIE BOY
No. V-14009

BONNIE GIRL
No. V-14008

Two new playmate toys move in—A full 7½" tall. Ronnie wears painted-on T-shirt and shorts, Bonnie is dressed in gay painted pinafore. Brilliant washable colours as illustrated, also Ronnie Boy in Red and White; and Bonnie Girl in Blue and White colour combinations. Individually packed in polythene bag with heat-sealed two colour tab punched for rack display, 2 doz. of an item (1 doz. of each colour) per shipping container. Approximate weight 5 lbs. per dozen.

"RONNIE and BONNIE" Assortment—
No. V-14007

1 doz. No. V-14009 and 1 doz. No. V-14008 (6 of each colour combination) per shipping container. Individually packed as outlined above.



"TOD-L-TIM"© No. V-14032

Boy and Girl Doll with painted undergarment, shoes and socks, stationary realistic plastic eyes anchored in place, impossible for baby to remove them. Dolls are 10½" tall, have voice and are packed in individual heat-sealed polythene envelope with descriptive tab attached. 1 dozen of an item to a shipping container.

Approximate weight 6½ lbs. per dozen.



"TOD-L-DEE"© No. V-14030

"TOD-L-TIM and TOD-L-DEE"© Assortment—No. V-14302

½ dozen No. V-14032 and ½ doz. No. V-14030 per shipping container. Individually packed as outlined above.

© S. R. Co.



"PETER PIPER" No. V-14040

Decorated in blue, green or red with silver dagger. Approximately 10" tall, has voice and is individually packed in heat-sealed polythene envelope. 1 dozen of a colour per shipping container. Approximate weight 6½ lbs. a doz. Specify colour when ordering.

"PETER PIPER" No. V-14045

Also offered 4 of each colour to a shipping container. Individually packed as above.

VICEROY Doll Sets..

Sunruco



"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.



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.



and Carrying Cases



NEW!

Ronnie and Bonnie Carrying Case and Twin Set

Two NEW 7½" dolls, attractively decorated. Ronnie wears painted-on T-Shirt and shorts. Bonnie is dressed in gay painted pinafore as illustrated, also Ronnie Boy in Red and White; and Bonnie Girl in Blue and White colour combinations. All colours are Brilliant and Washable.

No. V-14089—Boy and Girl Dolls—Set of 2 dolls packed in a colourful bright self-display window box. 6 sets (assorted colours) to a shipping container. Approximate weight 15 lbs. per dozen sets.



Tod-L-Twins Carrying Case and Twin Set



Two 10½" dressed dolls. A dual gift all children will cherish. Ideal for birthdays and special occasions.

"TOD-L-TWINS"® SET No. V-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 19 lbs. per dozen.

© S. R. Co

VICEROY

Cute, Lifelike Crib Toys

**PIGGY WIG—No. V-14010**

Colourful vinyl toy decorated in red. Approximately 6¼" high. Packed individually in polythene bag with heat-sealed two-colour tab punched for rack display. 2 dozen per shipping container. Approximate weight 5 lbs. per doz.

PIGGY WIG ASSORTMENT—No. V-14125—Packed 1 dozen Baby Pink and 1 dozen Baby Blue per shipping container, individually packed as outlined above.



FUNNY BUNNY—No. V-14043—Another colourful vinyl toy decorated in red, approximately 7½" high, packed individually in polythene bag with heat-sealed two-colour tab punched for rack display—2 dozen per shipping container. Approximate weight 5 lbs. per dozen.

FUNNY BUNNY ASSORTMENT—No. V-14425—Packed 1 dozen Baby Pink and 1 dozen Baby Blue per shipping container, individually packed as outlined above.

Non toxic paints are harmless
and washable.

All squeak when squeezed.

**DOGGY©—No. V-14044**

A real pet for the kiddies—approximately 5" long, 4½" high, individually packed in polythene bag with heat-sealed two-colour tab punched for rack display. 2 dozen per shipping container. Approximate weight 3½ lbs. per dozen.

**KITTY©—No. V-14042**

All ready to play, approximately 4½" long, 5" high, individually packed in polythene bag with heat-sealed two-colour tab punched for rack display. 2 dozen per shipping container. Approximate weight 3½ lbs. per dozen.

DOGGY and KITTY© ASSORTMENT—No. V-14442—1 dozen of No. V-14044 and 1 dozen No. V-14042 to a shipping container. Individually packed as outlined above.

© R.E.N.

VICEROY Playmate Toys are SAFE and SANITARY

VICEROY Unbreakable Rubber Play Pails and Shovels



SHOVELS—No. 580

Moulded one piece construction from firm but "Play Safe" Rubber in three attractive colours—red, green and yellow. Approximately 7" long, 2¼" wide, 1⅛" deep. Packed 2 dozen to a shipping container, colours assorted equally. Approximate shipping weight 2½ lbs. per dozen.



PAILS

Stock No.	Size	Colour Combination
5531-D	Large	Red pail, green handle, yellow decoration
5532-D	"	Yellow pail, green handle, red decoration
5535	"	Mottled sunburst design, green handle
5331-D	Medium	Red pail, green handle, yellow decoration
5332-D	"	Yellow pail, green handle, red decoration
5335	"	Mottled sunburst design, green handle

Packing —Individual tissue wrap
 Large —1 dozen of a number to a shipping container. Approximate shipping weight 10½ lbs. per dozen.
 Medium —2 dozen of a number to a shipping container. Approximate shipping weight 6 lbs. per dozen.

Attractively designed to please the young fry and to satisfy the "Do It Yourself" urge. Will not hurt tiny fingers or scratch furniture. Popular animal characters.

RUBBER TOY TOOL SET—No. 540

Consisting of a hammer, saw and screwdriver packed in individual polythene envelopes with attractive two colour tab. Packed 2 dozen to a shipping container. Approximate shipping weight 10½ lbs. per dozen.

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 doz. envelopes (24 toys) to a shipping container. Approximate weight 5½ lbs. per container.



Disneyland
CHARACTER MERCHANDISE

VICEROY

Wheel Toys



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

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.

© W.D.P.—WALT DISNEY PRODUCTIONS



NEW!

Here they are!



No. 12028 "DONALD DUCK"© TRACTOR—4 $\frac{3}{4}$ " long, yellow with red trim and red with yellow trim. Specify base colour desired when ordering. 1 dozen of a colour to a shipping container. Shipping weight 6 lbs. per dozen.

No. M-12028 MECHANIZED "DONALD DUCK"© TRACTOR—Same as No. 12028, but mechanized.

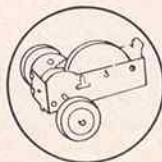
No. 12020 "MICKEY MOUSE"© TRACTOR—Same as No. 12028, but with Mickey Mouse Head.

No. M-12020 MECHANIZED "MICKEY MOUSE"© TRACTOR—Same as No. 12028 but with Mickey Mouse Head and mechanized.

DISNEY WHEEL TOY ASSORTMENTS—consists of 4 M.M. Fire Trucks, 4 D.D. Roadsters, 2 M.M. Tractors and 2 D.D. Tractors to a shipping container, either mechanized or free-wheeling.

MECHANIZED
No. M-12100

FREE-WHEELING
No. 12200



*Friction Type Motors
on all Mechanized Units.*

No. 12018 "DONALD DUCK"© ROADSTER—6 $\frac{5}{8}$ " long, light blue or red, both with silver trim. Specify base colour when ordering. 1 dozen of a colour to a shipping container. Approximate shipping weight 6 lbs. per dozen.

No. M-12018 MECHANIZED "DONALD DUCK"© ROADSTER—Same as No. 12018, but mechanized.

All items individually tissue wrapped.

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 7 $\frac{1}{2}$ lbs. per dozen.



Colourfull, Durable, Play-Safe

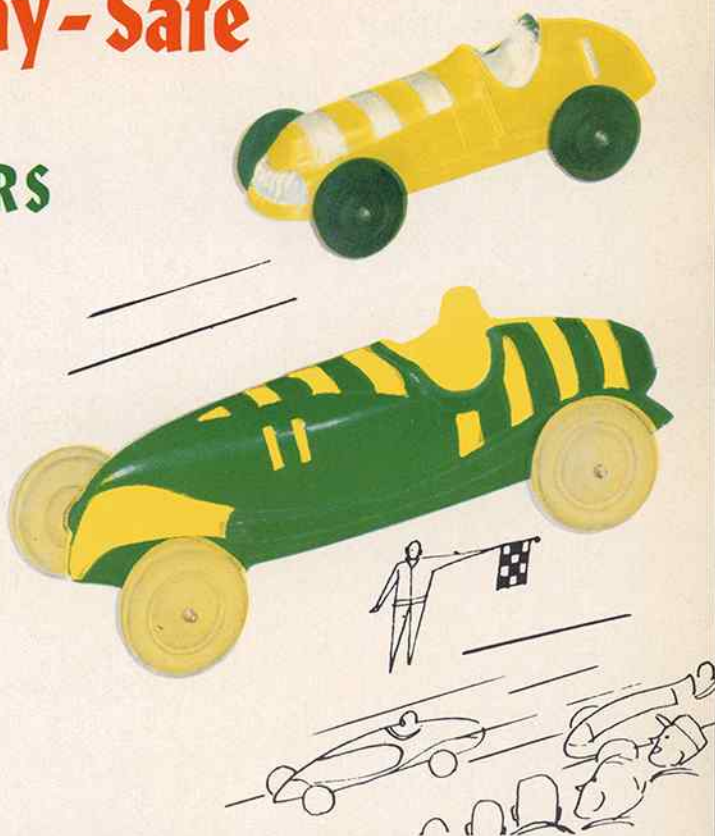
Exclusive **VICEROY** RACERS

No. 12012 SUPER RACER—6¾" long.

Green with yellow trim and red with silver trim. 2 doz. (assort. colour combinations) to a shipping container. Approx. weight 4½ lbs. per dozen.

No. 12010 JUNIOR RACER—4½" long

Yellow with silver trim and red with blue trim. 3 dozen (assorted colour combinations) to a shipping container. Approx. weight 2¼ lbs. per dozen.



VICEROY Trucks, Police and Fire Chief Cars

Attractive Designs

*Attention
Compelling
Colours*

BEVERAGE TRUCK No. 12006—4¾" long in two attractive base colours red and green with contrasting 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.

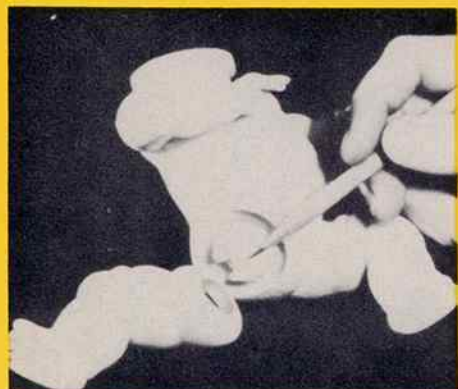
BEVERAGE TRUCK and FIRE CHIEF CAR ASSORTMENT No. 120067 consisting of 2 dozen assorted to a shipping container—6 red and 6 green beverage trucks and 12 red fire chief cars.

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

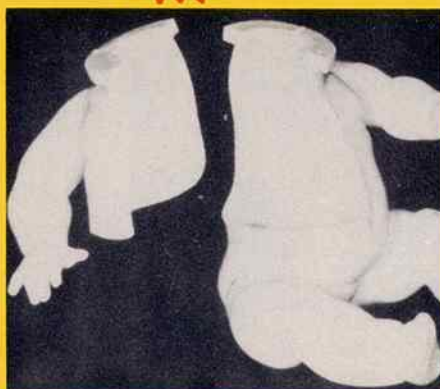
6 reasons why a



bottle baby is better



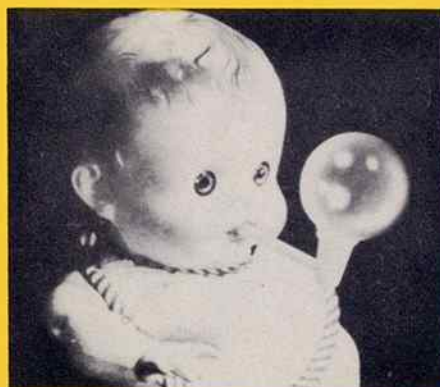
No metal parts to injure a child or get broken. Patented movable joints are of same soft material as doll body, can't rust or discolour.



Thick-walled moulded parts are self supporting, completely washable. No unsanitary stuffing to get soggy and smelly, nothing to cause doll "B.O."



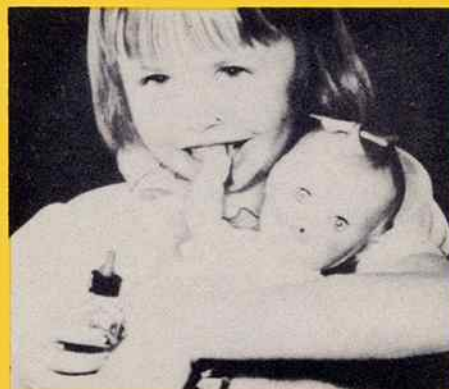
Drinks from own SUR-FLO nursing bottle, then wets diaper. Fully jointed arms and legs make diaper changing easy for little mothers.



Even blow soap bubbles with own bubble pipe. Insert pipe in mouth, squeeze body firmly and your VICEROY Bottle Baby blows real soap bubbles.



Sleeping doll eyes enclosed in safe individual sockets. Can't come out, protected from rust. Interior lock nuts safeguard stationary eyes.



Safe, non-toxic materials throughout. Technicians constantly guard quality of raw materials and harmless, washable tinting colours used.

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