



YOUR GUARANTEE OF QUALITY

# TOYS for 1963



(See page 10 for details)

*Presenting* THE QUALITY LINE OF  
ORIGINAL DESIGNED AND SCULPTURED TOYS

- CRIB AND INFANT TOYS
- BATH TOYS
- BEDTIME TOYS
- COPYRIGHT WALT DISNEY TOYS
- HI-CLARITY POLY ENVELOPES
- PRE-PRICED FROM 39c TO \$1.98



QUALITY MADE IN CANADA BY

VICEROY MANUFACTURING COMPANY LIMITED

MONTREAL — TORONTO — WINNIPEG — VANCOUVER





**No. V14051 — DANNY DUCK**

Approx. 3½" high, 3½" long,  
2¾" wide

Floating, all Vinyl Duck. Three colour decoration. Cute and appealing. "Soft squeak" voice, especially designed not to frighten young children.



**No. V14054 — Kuddly Kitten**

Approx. 4" high

All new kitten design to attract and "sell". Three colour decoration with "Soft squeak" mechanism.

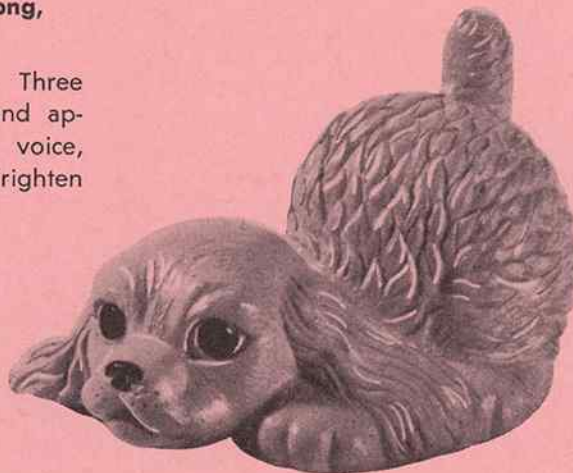
**PRE-PRICED**

49¢

**No. V14053 — PEPPY PUPPY**

Approx. 2½" high, 3¾" long,  
3" wide

This new puppy design, so realistic, will enchant both children and adults. Three colour decoration. "Soft squeak" mechanism used.



**No. V14107 — SPOTTY**

Approx. 4" high

All new puppy design to attract and sell. "Soft squeak" voice designed not to frighten young children.



**No. V14108 — CHICKY-CHICK**

Approx. 4" high

A completely new character. Cute and appealing design to delight children. Our exclusive "Soft squeak" mechanism is used.



**No. V14109 — TOY SOLDIER**

Approx. 5" high

An irresistible Toy Soldier in brightly coloured uniform, always a favourite with children, of soft safe vinyl.



STANDARD CONTAINER  
2 DOZEN  
(ASSORTED COLOURS)

WEIGHT PER  
STANDARD CONTAINER  
APPROX. 5 LBS.

**No. V351**

An attractive and well balanced assortment of the above toys.

Two dozen per Deal — Weight approx. 5 lbs.





**No. V14056 — EFFY EEPHANT**

**Approx. 5" high, 5" long, 3" wide**

Cute and appealing "Effy" the elephant is sure to please the discriminating buyer. In new fluorescent colours.

**PRE-PRICED**

**59¢**



**No. V14075 — LITTLE WOOLLY**

**Approx. 5" high**

A completely new character, in the animal that every child loves.

**Two dozen per Shipper**



**No. V14044 — DOGGY**

**Approx. 4½" high, 5" long**

A perennial volume seller with its high appeal for all youngsters.



**No. V14042 — KITTY**

**Approx. 5" high, 4½" long**

Kitty has always been a big favourite with her attractive and dainty appearance.

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**No. V14442 — DOGGY and KITTY ASSORTMENT**

An assortment of the two top sellers — 1 dozen Kitty — 1 dozen Doggy. Assorted decoration.

**No. V352 — 59¢ ASSORTMENT**

A balanced assortment of all the above five items for maximum variety — 2 dozen per deal.

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Approximate weight all items — 6½ lbs. per 2 dozen Shipper.



**PRE-PRICED**

69¢

**No. V14058 — FUNNY BUNNY**

Approx. 6½" high

By popular demand, returned to our line, the "Funny Bunny" with a sense of humour.



**No. V14077 — 'TOM TUMBLE'**

Approx. 6" high, 6" wide

A wonderful, happy little figure. Will stand on hand, head or feet. Extra play value to keep the youngsters amused.

Packed 1 dozen per Shipper — Assorted colours. Weight approx. 3½ lbs.



**PRE-PRICED**

79¢

**V 14119 — PRETTY - PUSS**

Approx. 7" high

- ♦ NEW FLESH COLOUR
- ♦ PINK WITH WHITE TRIM
- ♦ TURQUOISE WITH WHITE TRIM
- ♦ PACKED 1 DOZ. ASST. PER SHIPPER

Approx. 3½ lbs.





**No. V14071 — DONALD DUCK**  
Approx. 6½" high

**PRE-PRICED**

**79¢**



**No. V14072 — MICKEY MOUSE**  
Approx. 6½" high



**No. V14073 — PLUTO**  
Approx. 6½" high

Three fascinating Disney characters. The accurate modelling enhances their true charm in every way.  
Packed 1 dozen per Shipper. Weight 3½ lbs.

**No. V14074 — DISNEY ASSORTMENT. 4 each of the above**



**No. V14009 — "RONNIE" BOY DOLL**  
Approx. 8" high

The boy companion to "Bonnie" matches her in appeal and charm. A volume seller in every respect. Complete in three colour decoration with "soft squeak" mechanism.

Standard container 2 dozen.  
Weight per standard container approx. 7½ lbs.

**PRE-PRICED**

**89¢**

**No. V14007**  
**RONNIE and BONNIE ASSORTMENT**  
1 dozen each of V14009 and V14008  
to a standard container.  
Weight per standard container 7½ lbs.

**No. 14089**  
**RONNIE and BONNIE TWIN SET**  
Poly package containing  
1 each Ronnie and Bonnie.  
Standard container 1 dozen sets.  
Weight per standard container 7½ lbs.

**NOTE — PRE-PRICED — \$1.69**



**No. V14008 — "BONNIE" GIRL DOLL**  
Approx. 8" high

Cutely appealing with her integrally molded dress and shoes. Bonnie in her three colour decoration and "soft squeak" mechanism appeals to all children.

Standard container 2 dozen.  
Weight per standard container approx. 7½ lbs.



## FOR BATH -

PRE-PRICED

89¢

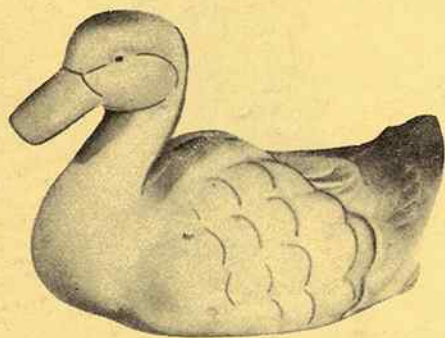
## BEACH -

## BEDROOM -

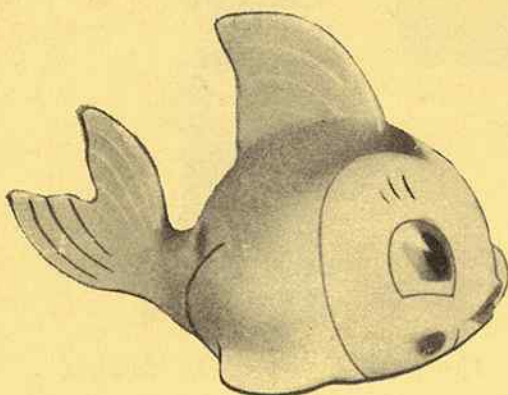
### NEWEST

#### FLUORESCENT COLOURS

These three ever-popular floating toys, designed and decorated for bath tub and play pond fun, are colourfully decorated in the NEW "GLO-BRITE" FLUORESCENT COLOURS.



No. V14020 - DIPPY DUCK  
Approx. 4" high, 7 $\frac{3}{8}$ " long



No. V14022 - CLEO THE FISH  
Approx. 5" high, 7 $\frac{1}{2}$ " long



No. V14027 - FLIPPER SEAL

Standard Container 1 Dozen  
Weight Approx. 6 $\frac{1}{2}$  Lbs.

#### No. V14084 ASSORTMENT

Containing 4 each - Dippy Duck  
Cleo Fish and Flipper Seal.



#### No. V14099 - ROCKING HORSE

This sparkling "Rocker" will keep a child occupied many an hour with its beauty and movement.

PRE-PRICED

98¢

## OUTSTANDING CREATIONS!

7 $\frac{1}{2}$ " high

1 Dozen per Container  
Weight Approx. 6 Lbs.



Created for small tykes hands. A real charmer for roving minds of children.

No. V14101 - KITTY-PUP



**PRE-PRICED**

**98¢**

**No. V14024 — "DONALD DUCK" SOAP BOAT**

Approx. 5¾" high, 6¾" long, 5" wide

The very popular "Disney" character, familiar to all children, floats, gurgles and bubbles. Brightly decorated to attract and fascinate the young child.

Standard container 1 dozen.

Weight per standard container approx. 7½ lbs.



**No. V14034**

**TOM CAT**

Delightful modelling tames this toy for tops in child appeal.

Approx. weight 4¾ lbs. doz.



**No. V14126**

**POOCHIE**

8¾" high

A completely new character realistically designed and decorated to enchant children.

Approx. weight 6 lbs. doz.



8" long



**No. V14100**

**HERMAN THE PUP**

A welcome "Pet" for any home.  
Soft, Cuddly — Guaranteed  
House-broken !

1 doz. per shipper  
Weight Approx. 6 lbs.

**No. V14102**  
**BUSTER BUNNY**

A Long Line Pet  
For That Special Gift.



9" high



**PRE-PRICED**

98¢



**No. V14061 — PRANCER THE PONY**



**No. V14025 — WOOLLY THE LAMB**

**Approx. 7" long, 6" high**

All Vinyl, beautifully sculptured toys, with moveable heads. Safe, sanitary and completely washable, with their delicate colours and gaily decorated features, will be a sure fire hit with every child.



**No. V14062 — BASEBALL PLAYER**

**7½" high**

Complete with ball, glove and cap, this little fellow is a welcome addition to any team.

All items packed 1 dozen to Shipper. Approx. weight 5 lbs.



**No. V14026 — HOCKEY PLAYER**

**Approx. 7¼" high**

Young 'Stanley' is certain to take the cup for giving pleasure. Of soft safe Vinyl, he is decorated in three colours.



**No. V14021 — FOOTBALL PLAYER**

**7½" high**

An irresistible little football player in his brightly coloured uniform, makes a wonderful toy for all future football greats. His coloured helmet and a football tucked under his arm makes this toy a humorous addition to any family.



PRE-PRICED

98¢



No. V14030  
TOD-L-DEE DOLL



No. V14032  
TOD-L-TIM DOLL

Each doll approx. 10½" high, bright three colour decoration. Realistic plastic eyes securely fastened. Shoes and panties molded into unit to provide SAFE play for young children.

**No. V14302 — ASSORTMENT of above dolls.**

8 Pcs. V14030, 4 Pcs. V14032. Weight approx. 6¼ lbs.



**No. V14070 — SANTA CLAUS**

Approx. 7" high

What youngster could fail to believe when they see this beautiful model of their alltime favourite character. Three colour decoration with Play Safe feature.

Weight approx. 5 lbs.



**V-14118 — CUTIE-PIE (2 PC. DOLL)**

Approx. 9¾" high

- Outstanding Lifelike Features
- New Flesh Colour
- Packed 1 doz. to a shipper

Approx. 6 lbs. per doz.



**V-14128 — CUTIE-BROWNIE (2 PC. DOLL)**

Approx. 9¾" high

Outstanding Lifelike features as in Cutie-Pie  
Packed 1 doz. to a shipper

Approx. 6 lbs. per doz.



PRE-PRICED

98¢



No. V14110

LUDWIG VON DRAKE

Approx. 7½" high

Another of Walt Disney's creations — Fully molded and brilliantly, safely decorated; with new squawker. A favourite of children on Television — a popular best seller.

Approx. weight 6 lbs. per doz.



No. 14040

PETER PIPER

An attractive colourful toy. — Hat in matching colour to suit. 4 each Red, Yellow, Green to doz. shipper.

Approx. weight 6 lbs. per doz.



No. 14093

ESKIMO

A "Canadiana" Character Toy distinguished by a true to life Winter Outfit

Approx. weight 6 lbs. per doz.



No. V14125 — PLAYTIME EXPRESS

A trainload of pleasure for every youngster — complete with gate whistle in the stack

Approx. Weight 6 lbs. per doz.

**NEW FOR '63**

(FROM FRONT COVER)



No. V14127 — COWBOY

9" high

A completely new character. Designed and decorated for impulse buying.

Approx. Weight 6 lbs. per doz.



**SUGGESTED RETAIL \$1.49**

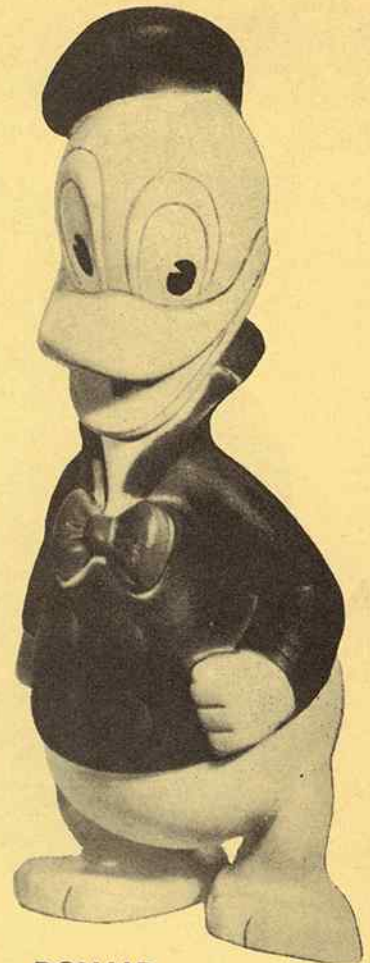


**MICKEY**

**DISNEYLAND  
CHARACTER DOLLS**



**MINNIE**



**DONALD**

**Displayed individually in  
Poly Bag with new  
Disneyland Header Tab**

**SUGGESTED RETAIL \$1.98**



**No. V14067 MARY AND HER LAMB**

Packaged to sell. A suitcase box with acetate cover for heightened sales appeal.

**Packed 6 sets to Shipper.**



**No. 14130 BOY AND HIS PONY**

**Approx. weight 7 lbs.**

Another well packaged gift set. Ideal for year round sales appeal.



PRE-PRICED

1.98



**No. V14015  
PANDA BEAR**

A snugly companion to every youngster when bedtime comes. Of soft yet tough Vinyl, it will last through childhood.

Packing — ½ dozen to Shipper.

**No. V14063  
MASTER MONKEY**

An impish grin adds positive appeal to this pet. Highlighted with his panelled cap, he is soft honey brown in colour.

Packing — ½ dozen to Shipper.

**No. V14079  
ASSORTMENT**

- 3 Pcs. Goldie Bear
- 2 Pcs. Master Monkey
- 1 Pc. Panda Bear

A compact assortment for maximum sales appeal in any type of store.



**No. V14029  
GOLDIE BEAR**

This young fellow is right out of storyland. Has warmth, charm and appeal. Honey gold in colour.

Packing — ½ dozen to Shipper.



All items  
approx. weight  
4½ lbs. per Shipper



**WALT DISNEY'S  
FINEST CHARACTERS**

**PRE-PRICED**

**1.98**

**NOW**

Packaged in clear Poly Bags complete with Draw string tops — Bright, cheery artwork ensures consumer attention on counter



**No. V14078 — MICKEY MOUSE CLOWN**

11" high, 6" wide

Loved by children everywhere! Now captured with superb modelling as the happiest and jolliest clown. Mickey is the most widely accepted character toy proved by years of profitable selling . . . certain to stay at the top.



**No. V14111 — DONALD DUCK**

Approx. 11" high

Donald Duck, another leader of the top-notch Disney characters. Is bright and familiar in painted sailor suit and hat with squawker — made of soft, strong, lasting vinyl.

**No. V14121 — ASSORTMENT**

3 PCS. MICKEY MOUSE

3 PCS. DONALD DUCK

Packing 1/2 dozen per Shipper — Approx. weight 4 1/2 lbs.



**A PAIR OF PROVEN SELLERS . . . . .**

**PACKAGED TO SELL . . . . .**



**No. 14129 — MICKEY & PLUTO**

Excitingly New !!! Two Fascinating Disney Character Toys  
Packed in a Gaily Decorated Drawstring Poly Bag.

**Packing ½ Dozen to a Shipper. Approx. Shipper weight 7 lbs.**





## *Nursery Toys*

*Created, Designed, and Decorated  
specially for the Younger Children*

**BEAUTIFUL PASTEL COLOURS PINK AND BLUE**



### **No. V525 — NURSERY BALL**

**Approx. 5¼" Diameter**

- Soft Pure Vinyl
- Sculpture Designed Storyland Characters
- Soft Squeak Mechanism
- Fully Washable

Plus — The Complete Alphabet for the Growing Child.

**Weight Approx. 7 lbs.**

**1 Dozen to Shipper - 6 pink - 6 Blue**

**PRE-PRICED 98¢**

### **No. V515 — CRIB BALL**

- PASTEL PINK WITH BLUE TASSEL
- PASTEL BLUE WITH PINK TASSEL
- SOFT SQUEAK MECHANISM
- FULLY WASHABLE
- PACKED 2 DOZ. ASST. TO A SHIPPER  
Approx. 3 lbs.

**PRE-PRICED 39¢**





ASK YOUR DISTRIBUTOR SALESMAN FOR DETAILS ON  
PREPACKED DEALS ON STANDS — IN DUMP BINS . . .

*Additional Quality Products*  
*By*

★ PLAY BALLS

★ ATHLETIC BALLS

★ ERASERS

★ RUBBER BANDS

★ HOUSEHOLD GLOVES

★ DRUG SUNDRIES

★ HOT WATER BOTTLES

★ JAR RINGS

★ FLY SWATTERS

★ TOILET SEATS



QUALITY MADE IN CANADA BY

VICEROY MANUFACTURING COMPANY LIMITED

MONTREAL — TORONTO — WINNIPEG — VANCOUVER