

*See Page 11 for Details*



**TOYS**  
**for**  
**1961**

**QUALITY MADE IN CANADA**

**VICEROY MANUFACTURING COMPANY LIMITED**  
1655 DUPONT STREET - TORONTO 9, ONT.



PRE-PRICED

49¢

**No. V14051 — DANNY DUCK**

*Approx. 3 1/2" high, 3 1/2" long, 2 3/4" wide*

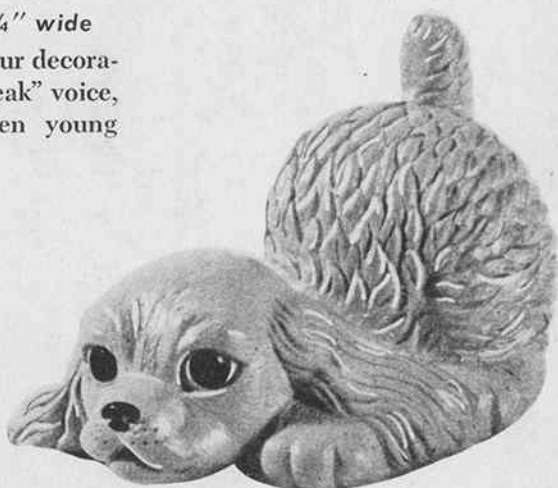
Floating, all Vinyl Duck. Three colour decoration. Cute and appealing. "Soft squeak" voice, especially designed not to frighten young children.



**No. V14052 — RICKY RABBIT**

*Approx. 5" high*

True to life designed to delight children. Three colour decoration. Our exclusive "soft squeak" mechanism is used.



**No. V14053 — PEPPY PUPPY**

*Approx. 2 1/2" high, 3 3/4" long, 3" wide*

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



**No. V14054 — KUDDLY KITTEN**

*Approx. 4" high*

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



**No. V14055 — BILLY BEAR**

*Approx. 4" high*

Adorably sculptured to enchant every child. Three colour decoration, with "soft squeak" voice.

STANDARD CONTAINER 2 DOZEN  
(ASSORTED COLOURS)

WEIGHT PER STANDARD CONTAINER  
APPROX. 5 LBS.

**No. V14068**

An attractive and well balanced assortment of the above toys.

*Two dozen per Deal — Weight approx. 5 lbs.*



**No. V14056 — EFFY ELEPHANT**

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

Cute and appealing "Effy" the elephant is sure to please the discriminating buyer.

**PRE-PRICED**

**59¢**



**No. V14057 — ROLY RHINO**

*Approx. 6" high*

An adorably designed caricature "Roly" the Rhino with his upturned horn and smiling features is softly coloured to enchant the young.



**No. V14044 — DOGGY**

*Approx. 4½" high, 5" long*

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



**No. V14075 — LITTLE WOOLLY**

*Approx. 5" high*

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



**No. V14042 — KITTY**

*Approx. 5" high, 4½" long*

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

*TWO DOZEN PER SHIPPER*

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

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

**No. V14081 — 59¢ ASSORTMENT**

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

*Approx. 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. V14059 — PIGGY WIGGY**

*Approx. 6½" high*

Famous for years, this brightly coloured classic is back to once more delight the children.



**No. V14060 — SALLY SO SOFT**

*Approx. 6½" high*

The original and most famous soft Vinyl doll returns to enchant every young child.

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



**PRE-PRICED**

79¢

**NEW**

**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.*

*Approx. weight 3½ lbs. per Shipper.*



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. V14089  
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.*

**PRE-PRICED**

**89¢**



**No. V14076 — DANNY DUMBELL**

Extra play value with this big new item. More colours and more character.



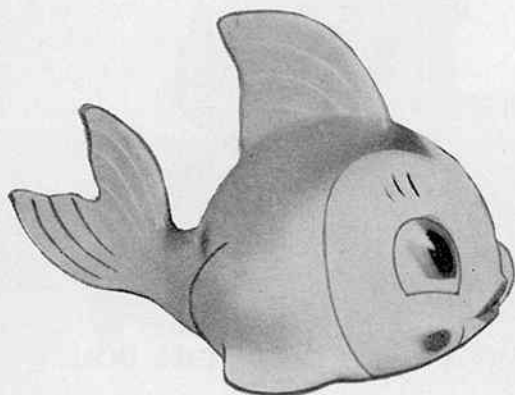
**No. V14027 — FLIPPER SEAL**

Exciting new fluorescent colours. An ideal bath and playpen toy.

*Standard container 1 dozen assorted colours. Approx. weight 6½ lbs.*

## **NEWEST**

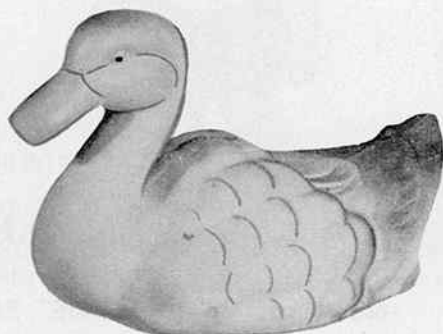
### **FLUORESCENT COLOURS**



**No. V14022 — CLEO THE FISH**

*Approx. 5" high, 7½" long*

These two 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, 7¾" long*

*Standard container 1 dozen (3 assorted colours)*

*Weight per standard container — "Cleo" approx. 6¾ lbs.; "Dippy" approx. 6¼ lbs.*

PRE-PRICED

98¢

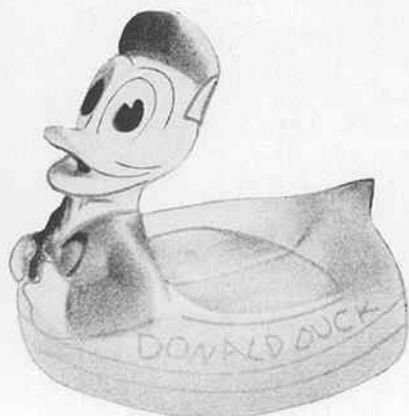
**No. V14024 — "DONALD DUCK" SOAP BOAT**

*Approx. 5 3/4" high, 6 3/4" 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. 7 1/2 lbs.*



**No. V14033**

**KAYO THE KANGAROO**

A real contender for the heart of every child — soft appealing decoration.

*Assorted colours.*

*Approx. weight 4 3/4 lbs. doz.*



**No. V14034**

**TERRY THE TIGER**

Delightful modelling tames this toy for tops in child appeal.

*Approx. weight 4 3/4 lbs. doz.*



**No. V14012**

**KING LEO**

King of the nursery. Delicate sculpture gives happy realism. With a crown of gold.

*Approx. weight 5 lbs. doz.*



**No. V14011**  
**EAGER BEAVER**

A 'Canadiana' character toy distinguished by his appealing toque, complimented by his scarf, axe and jacket — remembered by his smile.

*Approx. weight 4 3/4 lbs. doz.*



"COIN BANK" FEATURE ON KING LEO AND EAGER BEAVER

**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.





**No. V14030  
TOD-L-DEE 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. V14032  
TOD-L-TIM DOLL**

**No. V14302 — ASSORTMENT of above dolls.**  
8 Pcs. V14030, 4 Pcs. V14032. Weight approx. 6¼ lbs.

**PRE-PRICED**

**98¢**



**No. V14070 — SANTA CLAUS**  
Approx. 7" high

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

Weight approx. 5 lbs.



*Suggested Retail \$1.98*

**No. V14016 — WOOLLY and MARY**

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

*Packed 6 sets to Shipper. Approx. weight 7 lbs.*



*Suggested Retail \$2.98*

**No. V14038 — TOD-L-TWINS**

Dressed in matching smartly styled play suits and packed in a window box carrying case.

*Standard container six sets.*

*Weight per standard container approx. 8¼ lbs.*

PRE-PRICED

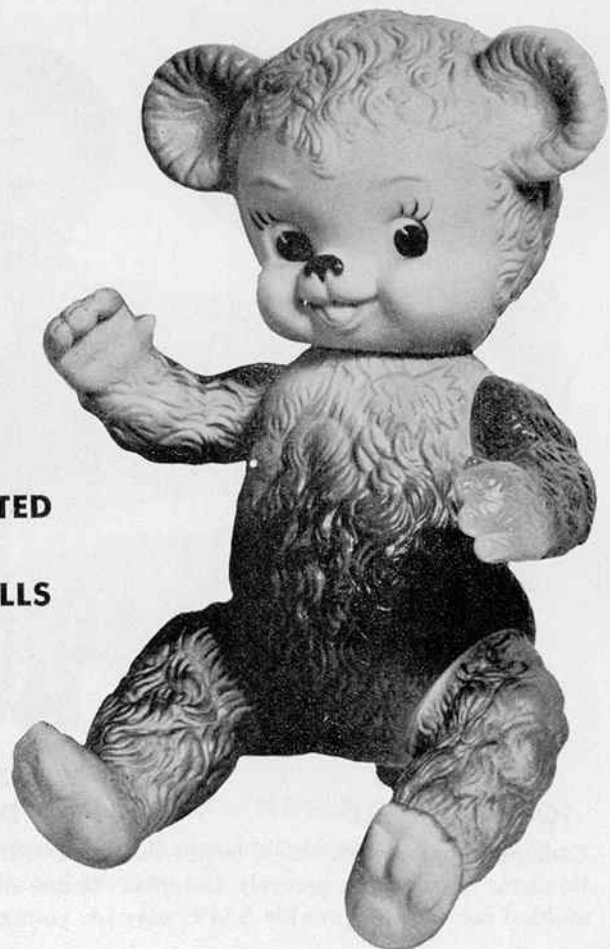
1.98



**No. V14015  
PANDA BEAR**

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

*Packing — ½ dozen to Shipper.*



**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.*

**No. V14063  
MASTER MONKEY**

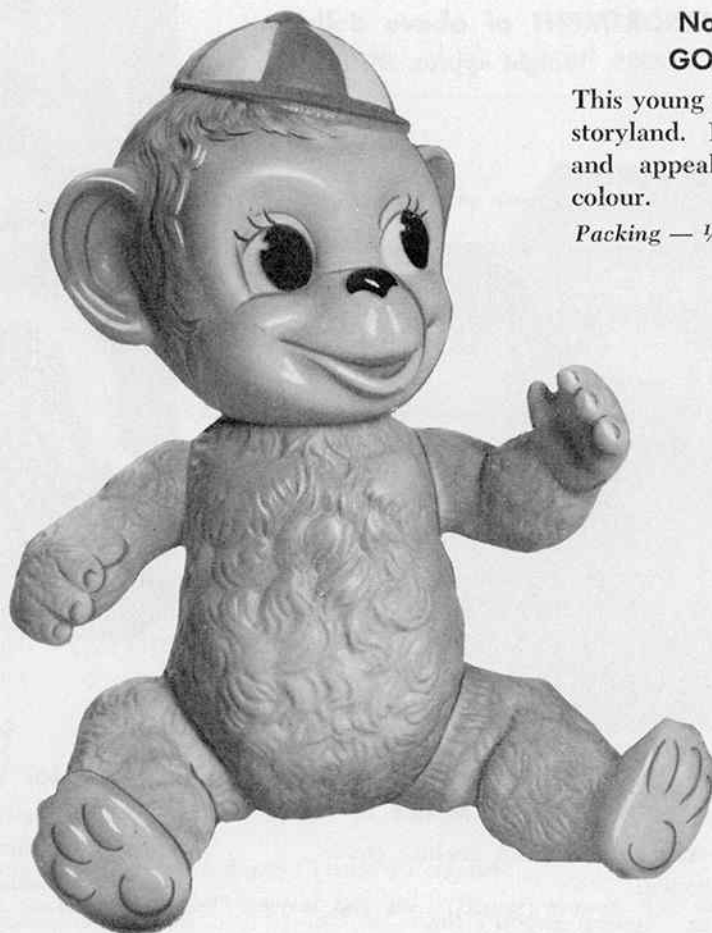
An impish grin adds positive appeal to this pet. Highlighted with his panelled cap, he is soft honey brown in colour.

*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.



*All items  
approx. weight  
9 lbs. per Shipper*

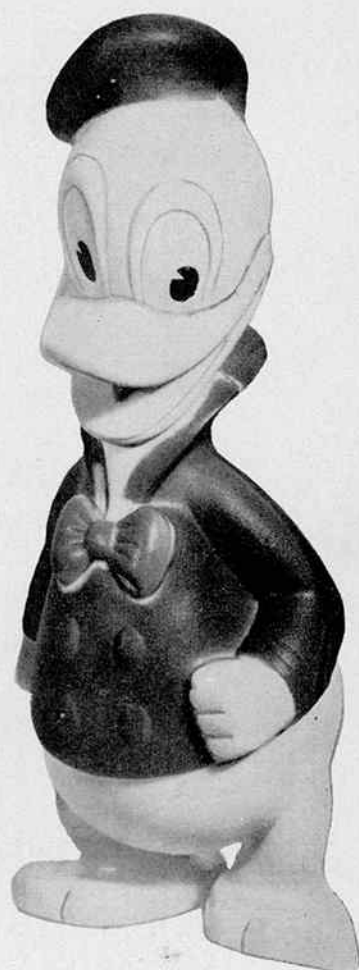


MICKEY

SUGGESTED RETAIL \$1.69



MINNIE



DONALD

**DISNEYLAND  
CHARACTER DOLLS**

Displayed individually in  
outstanding window  
style boxes

No. V14000 — DISNEYLAND DEAL . . . These 9" items are offered as a special deal only.

Right out of Disneyland TV, Mickey, Minnie and Donald are the most famous Disney characters. In standing doll form, made of soft fully moulded Vinyl, they are brilliantly decorated, famous and friendly looking, and certainly welcomed by children everywhere. Mickey has a squeaky voice and wears a colourful striped playsuit with red pants and two white buttons. Minnie wears a white dress with red polka dots and a red ribbon hair bow. Donald with his familiar squawker, painted sailor suit and hat is ever popular. Individually boxed.

Standard container 1/2 dozen (2 of each).

Weight per standard container approx. 5 lbs.

**PRE-PRICED**

**1.98**



**NEW**

No. V14078 — MICKEY MOUSE CLOWN

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.

11" high, 6" wide

Packing 1/2 dozen per Shipper — Approx. weight 8 lbs.



## **VICEROY TOYS**

***For a Childhood of Pleasure!***

- Beautifully modelled in the most intriguing range of characters. Attention to detail makes every toy a standard for quality.
- Crib and Infant Toys — Soft delicate colours to captivate the very young.
- Bath Toys — Exciting vibrant colours for the sparkle that every child likes.
- Bedtime Toys — Loveable companions with a character all their own.
- Soft, flexible yet tough enough to stand the roughest treatment.
- Non Toxic paints used throughout.
- Washable over and over again.
- Pleasant whistle — softened, that never startles children.

- 
- Wide range of items of proven popularity. All pre-priced.
  - Individually packed in Polyethelene bags with attractive pre-priced header labels, other items in colourful window display boxes.
  - Deals and assortments available.

**QUALITY MADE IN CANADA**

**VICEROY MANUFACTURING COMPANY LIMITED**

1655 DUPONT STREET - TORONTO 9, ONT.