

INTRODUCING



TOYS
for
1960

QUALITY MADE - IN CANADA

MADE IN CANADA BY
VICEROY MANUFACTURING COMPANY LIMITED
1655 DUPONT STREET - TORONTO 9, ONT.



No. V14054 — Kuddly Kitten

Approx. 4" high

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

*Standard container 2 dozen.
(3 assorted colours).*

*Weight per standard container
approx. 5 lbs.*



No. V14055 — Billy Bear

Approx. 4" high

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

*Standard container 2 dozen.
(3 assorted colours).*

*Weight per standard container
approx. 5 lbs.*



No. V14052 — Ricky Rabbit

Approx. 5" high

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

*Standard container 2 dozen.
(3 assorted colours).*

*Weight per standard container
approx. 5 lbs.*



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.

Standard container 2 dozen. (3 assorted colours).

Weight per standard container approx. 5 lbs.



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.

Standard container 2 dozen. (3 assorted colours).

Weight per standard container approx. 5 lbs.



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 and old. Three colour decoration with "soft squeak" mechanism.

*Standard container 2 dozen. (3 assorted colours).
Weight per standard container, approx. 6¼ 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. The brightly coloured blanket and dainty realistic details combine with our exclusive "soft-squeak" voice to make this a best seller.

*Standard container 2 dozen. (3 assorted colours).
Weight per standard container approx. 6½ lbs.*



No. V14044 — DOGGY
Approx. 4½" high, 5" long

A real pet to appeal to all children, a favourite for many years in the past, and a best seller for the future. Bright two colour decoration enhances the appeal; our "soft squeak" mechanism is used.

*Standard container 2 dozen.
Weight per standard container approx. 6¼ lbs.*



No. V14042 — KITTY
Approx. 5" high, 4½" long

A "kitty" always delights children, as will this finely detailed, softly coloured design. Complete with "soft squeak" mechanism.

*Standard container 2 dozen.
Weight per standard container approx. 6½ lbs.*

No. V14442 — DOGGY AND KITTY ASSORTMENT
Add sales appeal with the assortment of 1 dozen No. V14044 Doggy
and 1 dozen No. V14042 Kitty
Weight per Assortment approx. 6½ lbs.



No. V14060 — SALLY SO SOFT
Approx. 7" high

The original and most famous soft vinyl doll returns to enchant every young child. The most appealing doll ever produced, is sure to become a best seller again. In four colours with special voice mechanism.

Standard container 1 dozen.
Weight per standard container approx. 3½ lbs.



No. V14059 — PIGGY WIGGY
Approx. 7" high

Famous for years, this brightly coloured classic has been brought back to once more delight the child and adult. Four colour decoration, with special voice mechanism.

Standard container 1 dozen.
(3 assorted colours).
Weight per standard container approx. 3½ lbs.



No. V14058 — FUNNY BUNNY
Approx. 7" high

By popular demand, returned to our line, the "Funny Bunny", appealing to all, in lovely three colour decoration, with special voice mechanism.

Standard container 1 dozen.
(3 assorted colours).
Weight per standard container approx. 3½ lbs.



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.

**No. V14007
RONNIE and BONNIE
ASSORTMENT**

1 dozen 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.

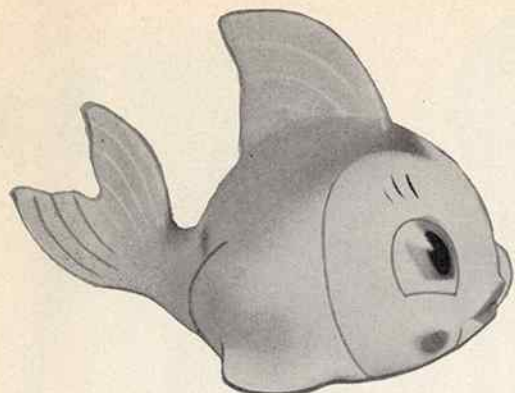
Weight per standard
container 7½ lbs.



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.

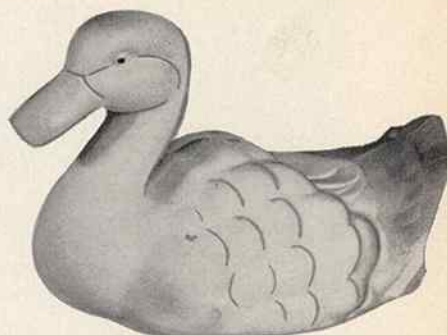


No. V14022 — CLEO THE FISH
Approx. 5" high and 7½" long

NEW

FLUORESCENT COLOURS

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



No. V14020 — DIPPY DUCK
Approx. 4" high, 7¾" long

Standard container 1 dozen (3 assorted colours).

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

No. V14024 — "DONALD DUCK" SOAP BOAT

Approx. 5¾" high, 6¾" long, 5" wide

The most 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. V14025 — WOOLLY THE LAMB

Approx. 7" long, 6" high



No. V14061 — PRANCER THE PONY

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.

Standard container 1 dozen. (3 assorted colours).

Weight per standard container approx. 5 lbs.



**No. V14033
KAYO THE KANGAROO**

Comes in four assorted colours: pink, blue, yellow, and white. It's cute and appealing and specially designed to delight every child.

Gaily decorated to please and delight the youngsters. These attractive animal character toys are made from safe, soft, washable vinyl. Approx. 7½" high with exclusive "soft squeak" voice. Individually packed in a Poly bag.



**No. V14034
TERRY THE TIGER**

Four assorted colours: pink, blue, yellow and white. Skilfully decorated to make this toy a pet of every child.

Standard container 1 dozen.

Approx. weight per container:

<i>Kayo the Kangaroo</i>	}	4½ lbs.
<i>Terry the Tiger</i>		
<i>Bo Bo the Beaver</i>	}	5 lbs.
<i>Louis the Lion</i>		



No. V14011 — BO-BO THE BEAVER

Three colours: white, pink and yellow. He wears a toque and carries a brightly coloured axe, along with his protruding white buck teeth. Bo-Bo has the coin bank feature.



No. V14012 — LOUIS THE LION

With three base colours: white, blue and pink. He has a gold crown which signifies he is king of the animals. Louis also has the coin bank feature.



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

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

Standard container 1 dozen.

Weight per standard container approx. 6 lbs.



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



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. 8¾ lbs.



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.

Standard container 1 dozen.

Weight per standard container approx. 5 lbs.

**No. V14302
TOD-L-TIM and TOD-L-DEE ASSORTMENT**

1/3 dozen No. V14032 and 2/3 dozen
No. V14030 to a standard container.

Weight per standard container
approx. 6¼ lbs. per assortment.



No. V14062 — BASEBALL PLAYER
7½" high

Complete with ball, glove and cap, this little fellow is a welcome addition to any team. Painted in warm matching colours, this ball player will stimulate the future greats of our national summer sport.

Standard container 1 dozen.

Weight per standard container approx. 5 lbs.

V14067

No. V14016 — MARY AND HER LITTLE LAMB

A combination of Woolly the Lamb and Bonnie Girl packaged so it will catch the eye of the impulse buyer.

A suitcase type box, brightly printed in two colours, with heavy acetate "Klear-Vue" top makes this a most appealing product.

Standard container six sets.

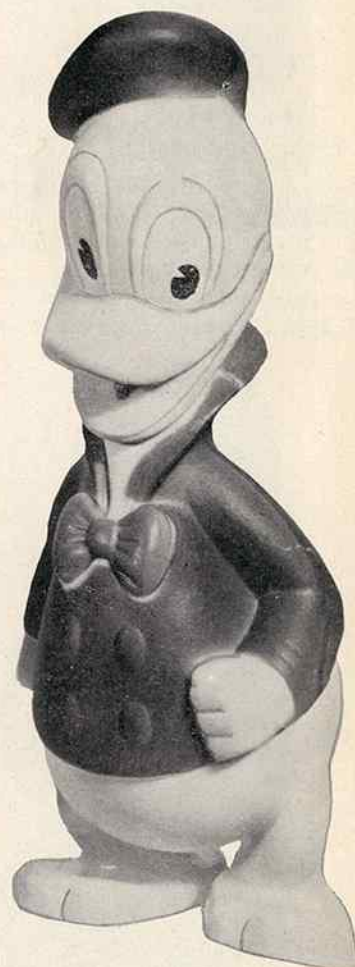
Weight per standard container approx. 14 lbs.



MICKEY



MINNIE



DONALD

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

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 ½ dozen (2 of each).

Weight per standard container approx. 5 lbs.



No. V14015 — PANDA BEAR
White body with black arms and legs.



No. V14029 — TEDDY BEAR
Warm brown body with yellow arms and legs.



No. V14063 — MONKEY
Warm brown body with yellow arms and legs.

The every popular PANDA BEAR and TEDDY BEAR, and the new lovable MONKEY have fully jointed arms, legs and head that are completely moveable. Made of soft, long wearing vinyl, they are safe, sanitary and washable.

SPECIFICATIONS

Approx. 12" high.
Individually packed in a hang-up Poly bag.
Standard container ½ dozen.
Weight per standard container approx. 9 lbs.



No. V 14-1



No. V 14-2



No. V 14-3

"Sun-Dee" Dolls have been designed to thrill and delight every child.

The most desirable doll features have been incorporated into this line. All dolls are fully jointed with moveable arms, legs and heads. True to life in design, detail and size, each doll has sleeping eyes, drinks from the supplied miniature nursing bottle, and has the wetting feature incorporated. The talking voice is realistic and life-like.

Particularly appealing are the "Brownie" dolls (Nos. 14-2, 14-4, 16-2, 16-4). These dark skinned dolls grow in popularity yearly.

All units are manufactured from virgin Vinyl to give a sanitary, skin-soft, finish with realistic flesh tints. They are available in both 14" and 16" sizes, with many different dress styles, in molded and rooted hair.

SUN-DEE 14" DOLLS

STOCK NO.	COLOUR	BOY OR GIRL	HAIR STYLE	CLOTHING
V 14-3	Blondie	Girl	Moulded	Party Dress
V 14-4	Brownie	Girl	Moulded	Party Dress
V 14-1	Blondie	Boy	Moulded	Jersey Suit
V 14-2	Brownie	Boy	Moulded	Jersey Suit

Individually boxed, 6 to a corrugated shipping container
Approximate shipping weight 19 lbs. per dozen

SUN-DEE 16" DOLLS

STOCK NO.	COLOUR	GIRL OR BOY	HAIR STYLE	CLOTHING
V 16-3	Blondie	Girl	Moulded	Print Dress
V 16-4	Brownie	Girl	Moulded	Print Dress
V 16-1	Blondie	Boy	Moulded	Knitted Suit
V 16-2	Brownie	Boy	Moulded	Knitted Suit

Individually boxed 3 to a corrugated shipping container
Approximate shipping weight 28 lbs. per dozen



No. 11-1 — "SO-WEE"

An adorable 10" life-like doll, moveable head, beautifully sculptured. Every true to life baby feature molded in, soft, flesh-like, washable Vinyl. The big bright plastic eyes and non-corrosive metal voice are permanently locked in. Gaily printed diaper and miniature plastic nursing bottle complete this baby ensemble, which makes it so popular with children.

Standard container 1 dozen.

Weight per standard container 11 lbs.



No. 13-2 — "FANCY PANTS"

"Safe for Play" rubber head insures maximum safety for the young child. Permanently embedded bright plastic eyes. No pins or material to be swallowed, the "Play-suit", shoes and socks are molded into the body and painted to resemble the true-to-life items. Ideally suited for the young child, will withstand the roughest play.

Standard container 1 dozen.

Weight per standard container 17 lbs.



No. 14-7 — SUN-DEE LAYETTE SET

Sure to delight every little mother, the brightly boxed set contains a 14" Sun-Dee moulded-hair doll, and everything for her layette. For her clothes a complete outfit including underwear, hemmed diaper, panties, and beautiful dress.

For her use, soap, sponge, feeding bottle, bubble pipe, etc. All assembled in a customer-pleasing, colourful printed set-up box with a heavy weight "Klear-Vue" top.

Standard container 3 pieces.

Weight per standard container 7½ lbs.



Viceroy "play safe" toys are made from PURE VINYL, insuring safe, sanitary, soft, washable toys. Unless otherwise specified, each unit is individually packaged in a strong poly bag with a heat-sealed, two colour header card.

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