

SIX **NEW!**

ADDITIONS TO THE

VICEROY

Play-Safe
RUBBER TOY LINE

FOR
Christmas Selling
AND EXTRA PROFITS

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

NEW!



VICEROY

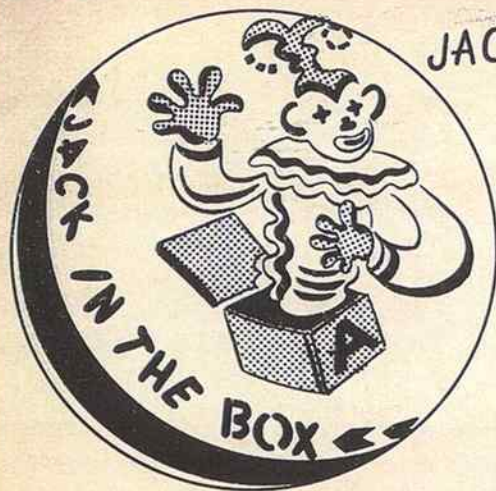
"PONY TAIL" DOLL

No. 10045

Unbreakable, fully washable, all-rubber body with vinyl head having cleverly moulded "pony-tail" hair-do, has movable head, arms and legs with patented joint construction. Delicate facial features are enhanced by realistic plastic eyes and create a most appealing and up-to-the-minute style of doll, approximately 11" tall. Dressed in dainty frock and flannel diaper, each doll packed in heat sealed polythene envelope with descriptive tab attached. One or two dozen to a shipping container (approximate shipping weight 11 lbs. per dozen)

PONY TAIL DOLL

TWO NEW PLAY BALLS



JACK IN THE BOX

No. 64-547

4", "Rocking Horse" design on yellow base — packed 8 red and blue horse and rider with red centre band, and 4 green and red horse and rider with green centre band; 1 dozen to a shipping container (approximate shipping weight 4 lbs.).

No. 74-548

4½", "Jack-in-the-Box" design on yellow base — packed 8 red and blue character with red centre band, and 4 red and green character with green centre band, 1 dozen to a shipping container (approximate shipping weight 5½ lbs.).

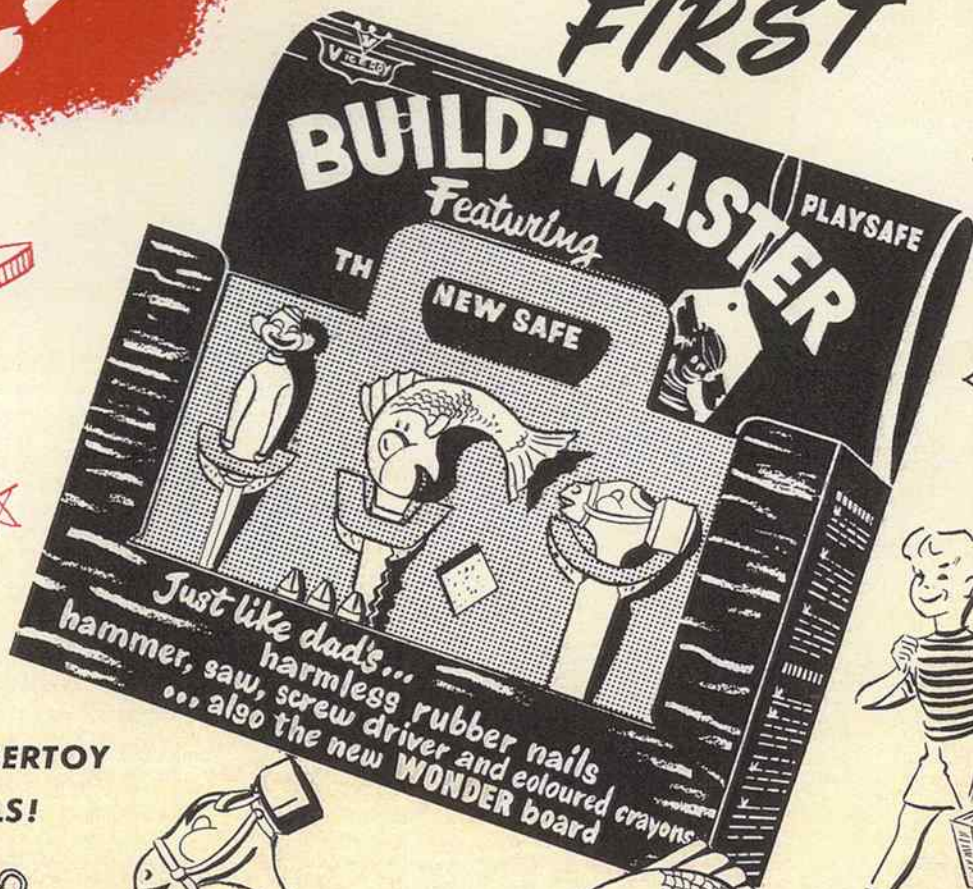
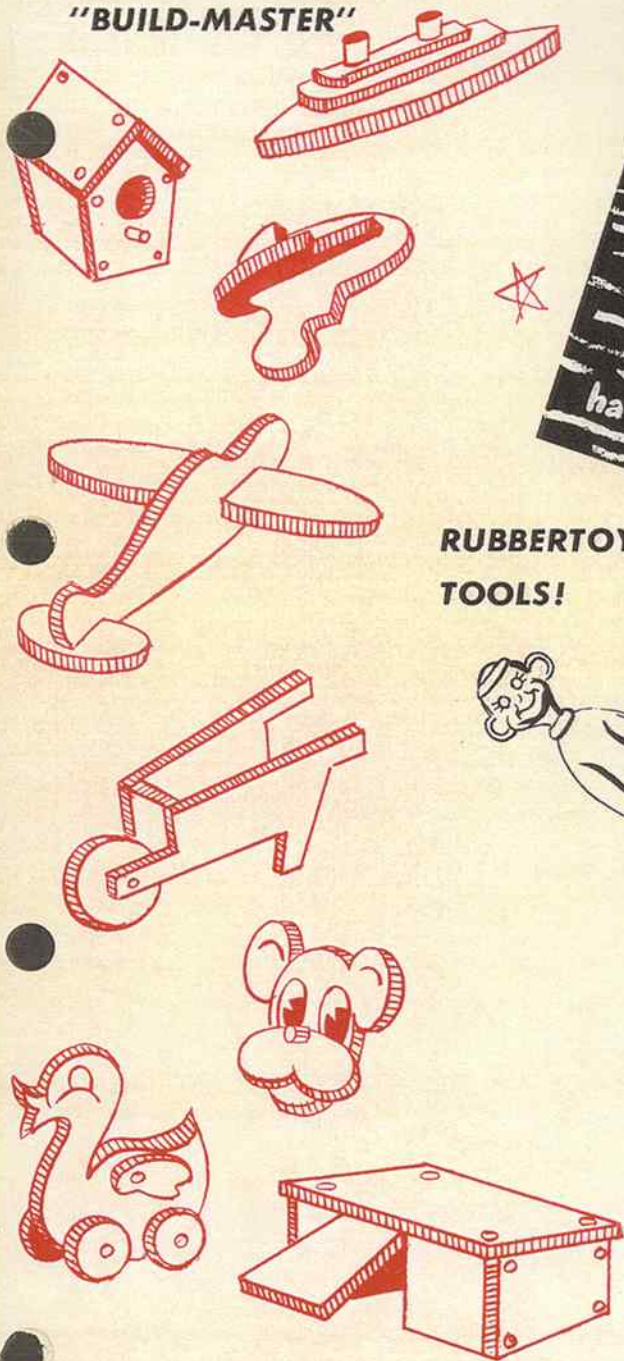


ROCKING HORSE

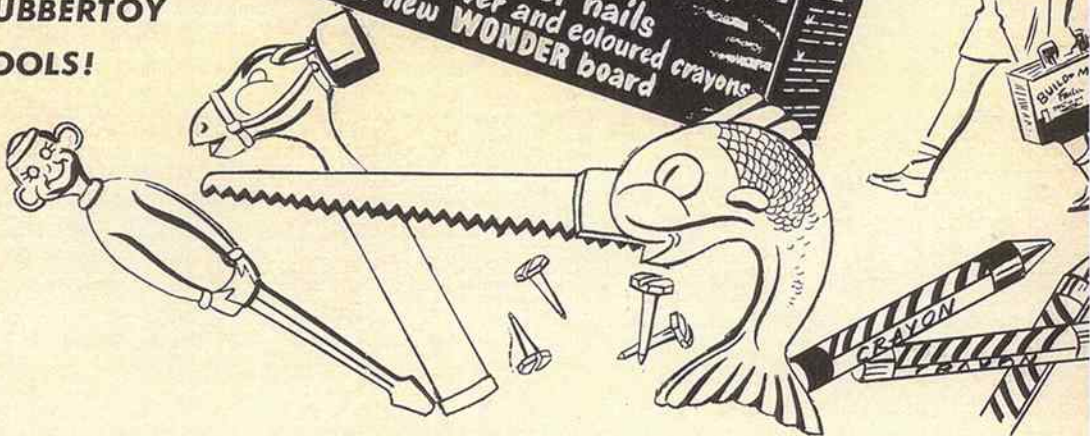
NEW!

... ANOTHER VICEROY FIRST

THINGS TO MAKE WITH
"BUILD-MASTER"



RUBBERTOY
TOOLS!



VICEROY "BUILD-MASTER" SET — No. 570 (Pat. Pending)

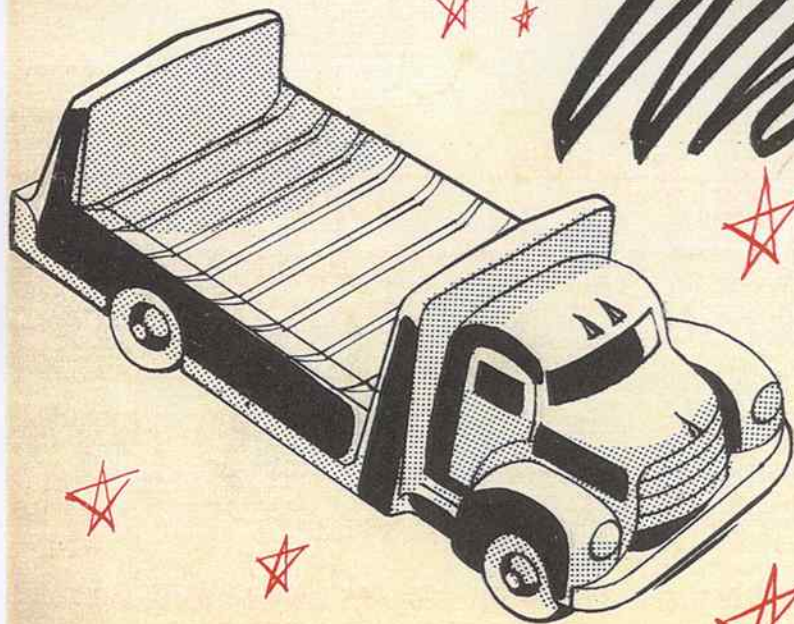
A completely safe and practical constructor set to encourage and develop youthful creative ability and skill. Each set, completely packed in realistic looking tool chest with carrying handle, consists of specially designed Hammer, Saw, Screw Driver and Nails, all of durable moulded rubber, together with three sheets of styrofoam "Wonder-Board" in two thicknesses, and wax crayons in assorted colours.

"Wonder-Board" can be sawed readily on straight or curved lines, using rubber saw, and pieces joined together with rubber nails and hammer. Instructions are outlined on tool chest which also illustrates a few of many designs that may be made. "Wonder-Board" can also be indented to create 3-D effect in countless patterns. Packed one dozen sets to a shipping container (approximate shipping weight 13 lbs.)

VICEROY

TWO NEW!

Wheel Toys.



Sturdy moulded rubber in bright colour stock with contrasting silver colour decorations — all free wheeling on steel axles.

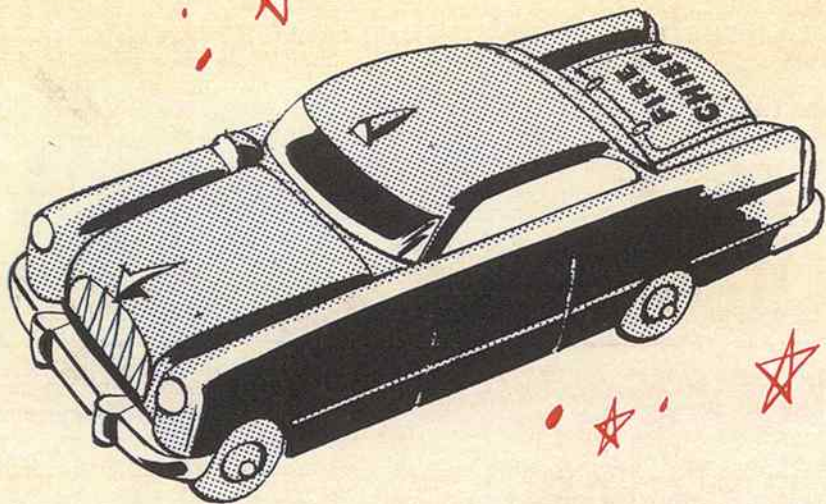
BEVERAGE TRUCK — No. 12006

In two attractive base colours, red and green, each with contrasting silver decoration on bumpers, grille, headlights and windshield, individually tissue wrapped and packed two dozen assorted (one dozen each red and green) to a shipping container (approximate shipping weight 4¼ lbs.).

FIRE CHIEF CAR

No. 12007

Lively red base stock with contrasting silver decoration on bumper, grille, headlights, windows and spotlight, individually tissue wrapped and packed two dozen to a shipping container (approximate shipping weight 5 lbs.).



BEVERAGE TRUCK AND FIRE CHIEF CAR ASSORTMENT — No. 120067

Each toy individually tissue wrapped and packed two dozen assorted to a shipping container (approximate shipping weight 4¼ lbs.). Assortment consists of 6 only red and 6 only green Beverage Trucks and 12 only red Fire Chief Cars.

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WINNIPEG, MANITOBA 1000 Main Street

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