Viceroy

Sunrufco

DOLLS-PLAYTHINGS

and

Disneyland Character Merchandise

For 1957

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

Vancouver, B.C., 375 Terminal Avenue
NEW! Vinyl Toys by Viceroy

Attractive Decorations
Popular Prices

TEDDY BEAR—No. V-14029
Here is a traditional favorite with the children. An attractive and appealing new Teddy Bear; fully jointed arm and legs, with movable head. Made from long wearing, rubber-like vinyl. Safe, Sanitary and Washable. Approximately 1½" high. Individually packed in polythene bag with two color hang up tab. Packed 6 to shipping container. Approximate shipping weight 11 lbs. per dozen.

"WOOLLY" THE LAMB No. V-14025
All Vinyl Toy has movable head with voice, beautifully sculptured, delicate colours. Approximately 6" long, 6½" high. Individually packed in polythene bag with 2 colour hang up tab. Packed 1 dozen to a shipping container. Approximate shipping weight 7 lbs. per dozen.

"PRANCER" THE PONY No. V-14061
All Vinyl Toy ready to frolic with his friends at all times. Made with movable head and gaily decorated features. Approximately 7½" long, 6" high. Individually packed in polythene bag with 2 colour hang up tab. Packed 1 dozen to a shipping container. Approximate shipping weight 4½ lbs. per dozen.
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 ½ dozen to a shipping container. Approximate shipping weight 7½ 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 7½ lbs. per doz.; bagged 6½ lbs. per doz. © W.D.P.
No. V-10025 SUN-DEE, 14" BOTTLE BABY
A popular Viceroy personality doll. (All-vinyl)
Soft, cuddly, and tubbable. Drinks, wets, cries,
sleeps, blows bubbles. Neatly dressed in colourful
jacket and panties, with booties, nursing bottle
and bubble pipe. Attractively displayed in two
piece carton. Packed ½ dozen per shipping
container. Approximate shipping weight 13 lbs.

No. V-10028 SUN-DEE 16" BOTTLE BABY
A beautiful doll of vinyl with attractive detail
and quality. Dressed in knitted sweater suit of
assorted pink and yellow pastels with booties
to match. For easy display in two-piece display
box. ¾ dozen per shipping container. Approx-
imate shipping weight 9½ lbs.

All Vinyl, Fully Jointed, Huggable, Lovable,
Tubbable, Drinks, Wets, Cries, Blows Bubbles.
Sunbabe “BLONDIE” No. 10032
An appealing 12” all rubber doll with movable head, arms and legs with the patented joint construction. Has plastic 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. Approx. weight 16 lbs per dozen.

Cutie Babe “BLONDIE”—No. 10032
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.

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.

Cutie Babe “BROWNIE”—No. 10053 (not illustrated)
Same doll as described at left, but made from soft brown-tone rubber.
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.

"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
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.
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
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.

"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.

"PETER PIPER" No. V-14040
Also offered 4 of each colour to a shipping container. Individually packed as above.
PIGGY WIG—No. V-14010
Colourful vinyl toy decorated in red. Approximately 6 1/2" 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.

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 7 1/2" 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 squeek when squeezed.

DOGGY—No. V-14044
A real pet for the kiddies—approximately 5" long, 4 1/2" high, individually packed in polythene bag with heat-sealed two-colour tab punched for rack display. 2 dozen per shipping container. Approximate weight 3 1/2 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.

KITTY®—No. V-14042
All ready to play, approximately 4 3/4" 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 3 1/2 lbs. per dozen.

VICEROY Playmate Toys are SAFE and SANITARY
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.

No. 12028 "DONALD DUCK"© TRACTOR—4 1/4" long, yellow with red trim and red with yellow trim. Specify base colour desired when ordering. 1 dozen 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. 12017 "MICKEY MOUSE"© FIRE TRUCK—6 1/4" long. Red with silver trim. 1 dozen to a shipping container. Approximate weight 6 lbs. per dozen.
No. M-12017 MECHANIZED "MICKEY MOUSE"© FIRE TRUCK—Same as No. 12017, but mechanized.

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 1/2 lbs. per dozen.
Colourfull, Durable, Play-Safe

Exclusive Viceroy Racers

No. 12010 Junior Racer—4½” long
Yellow with silver trim and red with blue trim. 3 doz.
(assort. colour combinations) to a shipping container.
Approx. weight 2¾ lbs. per dozen.

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 4¾ lbs. per dozen.

Viceroy Trucks, Police and Fire Chief Cars

Attractive Designs

Beverage Truck No. 12006—
4¾” long in two attractive base
colours red and green with con-
trasting 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.

No. M-12030 Mechanized Sports Car
7” long, yellow with silver trim and green with
silver trim. 1 dozen (assorted colour combi-
nations) to a shipping container. Approximate
shipping weight 7 lbs. per dozen.

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 beve-
rage trucks and 12 red fire chief cars.
All Individual Tissue wrapped. Approximate weight 2¾ lbs. per dozen.
Vinyl Floating Toys for Bathtubs, Pools, 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.

"CLEO THE FISH"© No. V-14022
7¾" 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.

"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, 4½" high and 4½" 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, 5½" 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 dozen.

"FLIPPER" THE SEAL—No. V14027
Another new All Vinyl Floating Toy — approximately 7" long, 5½" high. Brilliant gay colours, designed for bath tub and play pond fun. Squawks and gurgles when squeezed. Individually packed in polythene bag with 2 colour hang up tab. Packed 1 doz. to a shipping container. Approx. shipping weight 6 lbs. per dozen.

"HOPPY" THE FROG—No. V14028
New All Vinyl floating toy, approximately 4¾" long, 4½" high. Colourfully decorated in harmless, bright contrasting colours—croaks realistically when squeezed. Individually packed in polythene bag with 2 colour hang up tab. Packed 1 doz. to a shipping container. Approximate shipping weight 6 lbs. per dozen.

"FLIPPER AND HOPPY" ASSORTMENT No. V14278
Packed ½ dozen of No. V14028 and ½ dozen No. V14027 to a shipping container. Individually packed as outlined above.