TOYS for 1963

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.

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.

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.

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.

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

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

No. V14072 — MICKEY MOUSE
Approx. 6½" high

No. V14073 — PLUTO
Approx. 6½" high

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

No. V14008 "BONNIE" GIRL DOLL
Approx. 8" 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. 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. 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. 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 -

No. V14020 - DIPPY DUCK
Approx. 4" high, 7\(\frac{1}{2}\)" long

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

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

No. V14084 ASSORTMENT
Containing 4 each — Dippy Duck, Cleo Fish and Flipper Seal.

BEACH -

No. V14027 - FLIPPER SEAL

PRE-PRICED

89¢

NEWEST

PRE-PRICED

98¢

OUTSTANDING CREATIONS!

7\(\frac{1}{2}\)" high
1 Dozen per Container
Weight Approx. 6 Lbs.

BEDROOM -

No. V14099 - ROCKING HORSE
This sparkling "Rocker" will keep a child occupied many an hour with its beauty and movement.

No. V14001 - KITTY-PUP
Created for small tykes hands.
A real charmer for roving minds of children.

NEAREST

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. 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. V14034
TOM CAT
Delightful modelling tames this toy for tops in child appeal.
Approx. weight 4 1/2 lbs. doz.

No. V14126
POOCHIE
8 3/4" high
A completely new character realistically designed and decorated to enchant children.
Approx. weight 6 lbs. doz.

No. V14100
HERMAN THE PUP
A welcome "Pet" for any home.
Soft, Cuddly — Guaranteed House-broken!

No. V14102
BUSTER BUNNY
A Long Line Pet
For That Special Gift.
1 doz. per shipper
Weight Approx. 6 lbs.
PRE-PRICED

No. V14061 - PRANCER THE PONY

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. V14025 - WOOLLY THE LAMB

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. V14026 - HOCKEY PLAYER

Approx. 7½" high
Complete with ball, glove and cap, this little fellow is a welcome addition to any team.

No. V14021 - FOOTBALL PLAYER

7½" high
An irresistable 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.

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.
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.

NEW FOR '63
(FROM FRONT COVER)

No. V14125 — PLAYTIME EXPRESS
A trainload of pleasure for every youngster — complete with gate whistle in the stack
Approx. Weight 6 lbs. per doz.

No. V14127 — COWBOY
9" high
A completely new character. Designed and decorated for impulse buying.
Approx. Weight 6 lbs. per doz.
DISNEYLAND CHARACTER DOLLS

SUGGESTED RETAIL $1.49

SUGGESTED RETAIL $1.98

MICKEY

MINNIE

DONALD

Displayed individually in Poly Bag with new Disneyland Header Tab

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.
**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. 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. 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. 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.
WALT DISNEY’S
FINEST CHARACTERS

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 41/2 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 1/2 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