# THE CTION EXCHANGE ANTIQUES • COLLECTIBLES • ESTATES • FARM • REAL ESTATE • COMMERCIAL

www.eauctionexchange.com

January 24, 2023

Vol. 46 No. 07

### **FEATURE**

# Masudaya toys spark joy in the hearts of collectors



BY LARRY LEMASTERS

Masudaya Modern Toys, commonly called Masudaya, is a Japanese toy maker, which, following World War II, became known as a leading manufacturer of mechanical and battery operated toys, most of which were imported into the United States and are highly collectible today.

The company became world famous in the 1980s for inventing the "skirmishable" airsoft gun that was the first airsoft gun designed for use in combat simulations, including its SWAT Shotgun, Recoiler Sniper Rifle, and ZAP-20 Rifle. Airsoft guns shoot spherical plastic projectiles, and the guns are used in team competitions somewhat similar to paint guns. Collectors sometimes get

Masudaya's Giant Sonic Robot, circa 1960s, that was offered on eBay for \$5,000.



**Above:** Too "cool" for words! This Snoopy Space Patrol toy, circa 1960, was made by Masudaya and is valued at \$700. Snoopy, of course, makes this toy cross collectible.

Right: Masudaya Eagle Touring Bus is a tin friction toy that is considered very rare. Produced in the late 1940s, in good condition this bus is valued at \$850.

confused since Trademark airsoft guns are often simply marked

See Masudaya page 6



### **FEATURE**

# Breyer horses so realistic it is like owning your own

BY LARRY LEMASTERS

At BreyerFest 2022, held in Lexington, Kentucky, July 15-17, history was made when a one-of-a-kind Breyer horse — a glossy silver



**Above:** This Breyer Florentine donkey model is valued at \$850.

dun winged horse — sold at auction for \$65,000.

Breyer began as the Brever Molding Company in 1950. Located in Chicago, Breyer's first model horse was its Western Horse (#57). Woolworth F.W. Company specially ordered this horse, scale, to adorn a mantelpiece clock. Horse lovers and collectors saw the mantel clock horse and contacted Breyer Molding Company, wanting to know if the Western Horse could be purchased. Breyer quickly saw its future, and Breyer Animal Creations, commonly called Breyer, focusing on collectible, plastic horses was born.



**Above:** This beautiful model was offered at BreyerFest 2013. With only 84 made, it is valued at \$2,000.

Breyer has a multinational history. Swiss businessman Werner J. Fleischmann founded Reeves International in New Jersey in 1946 as a distributor of European toys and collectibles in America. Reeves import-

ed top European toy brands such as Corgi and Stieff, selling them to specialty toy stores and fine department stores, such as Sears.

Since 1950, Breyer horses have been a staple of Reeves International,



**Above**: This Black Leopard Appaloosa by Breyer is valued at \$1,600.

and, today, Breyer is Reeve's signature toy brand since Breyer horses are considered the premiere brand for toy horse models worldwide. Breyer horses are known for their quality and realism.

Breyer advertises, "With Breyer, you have a horse of your very own."

Breyer horses are made from cellulose acetate, a form of plastic,

See Breyer page 4



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LOCATION: 22551 BEDFORD RD. NORTH

BATTLE CREEK, MICHIGAN 49037

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Here is a small list of the manufacturers being offered: Lesney Matchbox cars; Nylint; Auburn; Hubley; Hot Wheels; Shark; Lionel; Kato; Walthers; Tyco.

We will be updating our website as we get closer to this amazing auction!!!

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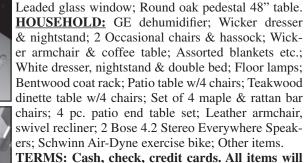
The following items will be sold at public auction:



OLD THINGS & COLLECTIBLES: Seashells & fossils (large collection); Balos blown glass paperweight; 2 Eicholdt blown art glass vases; Bohemian Glass enameled vase; 2 Lalique butterflys; Mathey-Tissot ladies wrist watch; Waltham Prestige ladies wrist watch; Ukulele- banjo 21" 4 string; 2 Weller Pottery vases; Orrefors vase;

4 Sterling weighted candle holders, flatware; Marbles; 6 Rolling Stones albums; 2 Alabaster lamps; 106 pc. French crystal set; German cannister set; Gold enamel overlay 12 pc. goblet set; Plated silver flatware & service pcs.; Child's bentwood rocker; Wicker baskets; Wicker side chair; Old Weller & Roseville pottery; Cast-iron dog doorstop; 1899 Hand-painted picture of Native American; 2 pcs. Raku pottery; 1884 Family Bible; Set of Bavaria China; Old stand-up pictures frames; Grass basket 5"; 2 Pickle jars; 1858 2 qt. Mason jar; Robert Keller ink bottle Detroit; Old bottles; Spongeware crock; Stereopticon & set of WWI cards; Oil painting on hard board, unsigned; 1899 Oil painting on hard board, stag; Oak fretwork; Birdcage feed cups; Fulper





parrot pocket vase; Spool cabinet; Acid cut picture;



The seller nor the auctioneer will be responsible for accidents day of sale or items after sold.



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# Breyer

FROM PAGE 1

a horse of your very own."

Breyer horses are made from cellulose acetate, a form of plastic, and while Breyer is famous for its horse toys, it also manufactures other animal models. Breyer also manufactures porcelain horse figurines, but these are models, aimed at the adult horse collector, are not as well known or desired as Breyer plastic horses. The company also manufacturers stables, barns, grooming supplies, and tack for its model horses. These accessories help create a full equine experience for boys and girls of all ages, who may or may not own full size, real horses.

All Breyer horses are cast in a two or threepiece mold. The two halves are then glued together, and the seams are sanded and polished. were airbrushed by color patterns. Today, markings and color patterns are produced using a mask or stencil. Detailing, such as eye-



whites, is hand painted on every horse.

Due to airbrushing and hand painting, color variations have occurred in some models. Such variations add depth to a collection if a collector is lucky enough to locate the different colored models. An example of a rare, and highly sought after variation, is Older Breyer horses Breyer's Proud Arabian Stallion (PAS to collechand for markings and tors). Breyer's historic colors for this model were a dappled gray coat and a gray mane, tail, and hooves. However, a few of these models were



shipped from the factory with black manes, tails,

hooves, and socks or stockings. These "black" models are considered variations of the PAS model and are both rare and expensive. Many collectors also believe the black variation is more striking than the original gray coloring.

"Pop the Cork" is a Chestnut Pinto that was offered at the

BreyerFest 2014. This horse is valued at \$850.

> As collectors know, rarity in a model always means higher prices. Since most Breyer horses are not rare or produced in limited quantity, they remain in circulation on secondary



Above: Breyer's Lone Ranger's "Silver" (#574) horse that

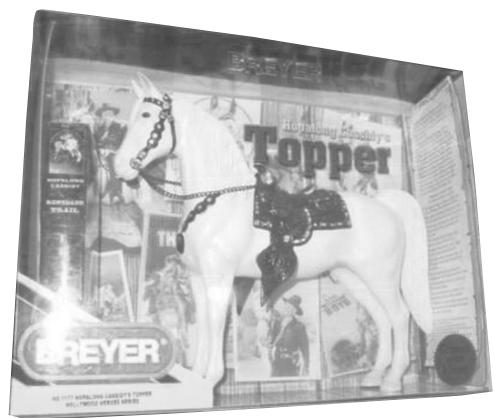
Above: The glossy silver dun winged horse that sold at BreyerFest 2022 for \$65,000.

markets, but rare horse models are hard to find.

is valued at \$125, NIB.

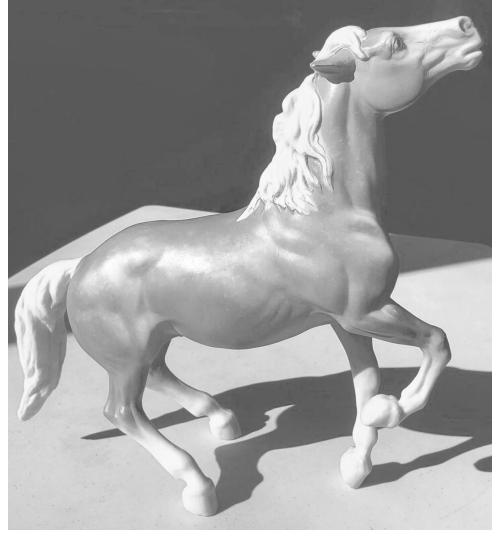
Breyer model horses are sold through independent distributors, including toy stores and department stores, and the Breyer website. While Breyer products were originally manufactured in the United

States, production now takes place in China, which has led some collectors to divide Breyer horses into two categories with many collectors only searching for Breyer horses made in the USA. These horses are considered the Golden Age of Breyer horses.



Above: Hopalong Cassidy's horse Topper, Breyer #1177, is part of Breyer's Hollywood Heroes Series, and it is valued, NIB, at \$400.

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Above: Breyer Wedgewood blue, semi-rearing mustang from 1963. This rare Breyer collectible horse is valued at \$5,500.

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FEBRUARY 28 .... WED., FEB. 22
MARCH 7 .... WED., MAR. 1
MARCH 14 .... WED., MAR. 8



# UPCOMING AUCTION CALENI

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY

OCTOBER NOVEMBER DECEMBER Sat., Jan. 28, Strawser/Real

Thu., Feb. 9, Pook & Pook, 2 Day Miscellaneous, Downingtown, PA

ZONE PA

# ZONE WI

Fri., Feb. 10, Millers Auction Service, 2 Day Miscellaneous, Tomah, WI

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For our Readership: For more thorough listings contact the Auctioneer personally and tell them where you saw their ad!

# **ZONE 4**

Tue., Jan. 24, Stantons Auctioneers, Estate, Hastings, MI

Fri., Jan. 27, Stantons Auctioneers, Firearm, Hastings, MI

Sat., Jan. 28, Stantons Auctioneers, Estate, Hastings, MI

Sat., Apr. 1, Art Smith Auctions, Estate, Stanton, MI Thu., Apr. 6, Art Smith Auctions, Farm Retirement,

Bailey, MI Sat., Apr. 15, Art Smith Auctions, Tractor, Jeep, Newaygo, MI

# **ZONE 5**

Wed., Jan. 25, Stantons Auctioneers, Estate, Charlotte, MI

Sat., Feb. 4, Mel White Auctioneer, Farm Primitives, Mason, MI

Sat., Feb. 4, White Star Auction, Snowmobile, ATV, Bronson, MI

Sat., Feb. 4, Yutzy's Auction Service, Hay, Straw, Firewood, Charlotte, MI Sat., Feb. 18, White Star Auction, Business,

Equipment, Bronson, MI Sat., Feb. 18, Yutzy's Auction Service, Hay, Straw, Firewood, Charlotte, MI

# ZONE 8

Sat., Mar. 4, Yutzy's

Firewood, Charlotte, MI

Firewood, Charlotte, MI

Sat., Mar. 25, Americana

Auctions, Miscellaneous,

Firewood, Charlotte, MI

Sat., Apr. 15, Yutzy's

Auction Service, Hay, Straw,

Grand Ledge, MI

Sat., Apr. 1, Yutzy's

Sat., Mar. 18, Yutzy's

Auction Service, Hay, Straw,

Auction Service, Hay, Straw,

Wed., Jan. 25, Chupp **Auctions & Real Estate** LLC, Toy, Shipshewana, IN

**ZONE 12** Auction Service, Hay, Straw, Firewood, Charlotte, MI

Sat., Jan. 28, Whalen Realty & Auction, Rental Equip., Tool, Bowling Green, OH Thu., Feb. 16, Air Works Consignment Auction, 3 Day Consignment, Millersburg, OH

Estate Sails, Inc., Coin,

Co., Ag, Construction,

Thu., Feb. 2, Polk Auction

Fri., Feb. 3, Polk Auction

Sat., Feb. 25, J&S Auctions

& Real Estate, Miscellaneous,

Wolcottville, IN

New Paris, IN

New Paris, IN

Ligonier, IN

Co., Antq., Coll.,

# OUR U UCTIONS

Day	Date	Auction Company	Type of Auction	Town	State
			_		

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## Masudaya

FROM PAGE 1

"Masudaya." Thunderbolt airsoft guns come in two versions—those say "Trademark" on the box and those that say "Masudaya."

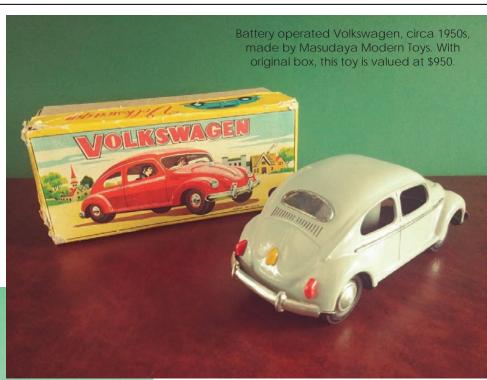
Collectors all over the world search for battery operated Masudaya toys. The company produced hundreds of toys through the years. The company also made tin windup

toys, which, today, sell of hundreds of dollars on secondary markets.

An example of a Masudaya battery operated toy that is still highly desired by collectors is Masudaya's Giant Sonic Robot that was made in the 1960s during the highlight of the Space Age Era. This toy robot is over 15 inches tall and has flashing lights and a high-pitched whistle sound. The robot

moves with a "non-stop bump-n-go" action, using three "D" batteries. In good condition, a Giant Sonic Robot sells for around \$900 today.

Masudaya's logo is on all of its toys, and it consists of the letters "M-T" (for Modern Toys) inside a flattened diamond shape. Collectors eagerly search for this logo on 1950s battery operated toys since Masudaya toys are cool to own and highly valuable.







Above: This mark is found on all Masudaya toys.

Left: Rare, Masudaya tin wind-up World War I tank, from the 1930s. This Japanese made toy is valued at \$1,450.

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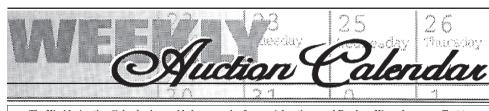
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Unless spe	Unless specified by the Auctioneer in writing we reserve the right to designate the 'Type' of Auction listing.  © INDICATES THE AD APPEARS IN SECTION 2 OF THE PAPER					
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ZONE 4 MICHIGAN						
Fri., Jan. 27	8am	Stantons Auct.	Hastings, MI	Firearm	8	
Sat., Jan. 28	11am	BidRight Auction	Battle Creek, MI	Miscellaneous	3	
Sat., Jan. 28	9:30am	Stantons Auct.	Hastings, MI	Glass, Pottery	8	
ZONE E	3 MIC	HIGAN				
Sat., Jan. 28	10am	Mel White Auct.	Okemos, MI	Estate, Coll., Misc.	3	
ZONE B INDIANA						
Wed., Jan. 25	4pm	Chupp Auctions	Shipshewana, IN	Toy	8	
Sat., Jan. 28	10am	Strawser/RE Sails	Wolcottville, IN	Coin	3	
Thu., Feb. 2	8:30am	Polk Auction Co.	New Paris, IN	Ag, Construction	7	
Fri., Feb. 3	9am	Polk Auction Co.	New Paris, IN	Antq., Coll.	2	

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# The market for U.S. coins was strong for 2022

The market for rare United States coins enjoyed a banner year in 2022 with hundreds of price records set for individual coins, according to an analysis by CDN Publishing (www. greysheet.com), publishers of the Greysheet family of numismatic market price guides.

"Continuing momentum from 2021, we estimate the overall U.S. rare coin market exceeded a record \$6 billion in total volume for the year in 2022," said Patrick Ian Perez, CDN Vice President.

"Using data available

to us, more than \$560 million worth of U.S. rare coins were sold via public auction, marking third consecutive the year this aggregate total has increased. For the first time, 16 individual coins sold for greater than \$1 million, and an additional two numismatically related items sold for more than \$1 million. Thirteen of these seven-figure items were sold by Heritage Auctions," he said.

The three most valuable U. S. coins to sell at public auction the past year were all greater than \$4 million

Heritage Auctions selling two and Stack's Bowers Galleries selling one. All three were classic United States gold coins from the 19th to early 20th century.

Heritage Auctions sold

more than \$347 million in United States rare coins for the year, while four other major auction firms contributed to the remaining total referenced above. Stack's Bowers, the second largest U.S.based numismatic auction company, hammered down \$131 million worth of United States coins, significant year-over-

increase. all categories, they sold \$260 million worth of numismatic items in 2022.

Additionally, more than \$55 million worth of rare United States paper money was sold at auction in 2022. Of this total, Heritage Auctions sold more than \$37 million. The most valuable piece of U.S. currency sold this year realized \$750,000, while an additional 24 banknotes sold for greater than \$100,000.

Not included in these totals were the record numbers of ancient and world coins sold by U.S.based auction firms, or U.S. coins sold by foreign-based firms, which also contained a slew of price records.

"Going into 2023, the market for U.S. coins starts off with a solid foundation, but there are indications of cooling off, as well," said CDN Publisher John

Feigenbaum. "However, it is also clear that the numismatic market has been spared the severe pricing spikes and declines that have befallen other popular collectibles, like sports cards, sneakers, NFTs, including even cryptobased investments."

Heritage Auctions Co-Chairman Jim Halperin said, "2023 looms as

Above: The 2022 United States rare coin market was estimated at more than \$6 billion, according to an analysis by CDN Publishing. The most valuable U.S. coin at auction last year was this 1821 \$5 denomination gold piece ("Half Eagle") that was sold for a record \$4,620,000 by Heritage Auctions. (Photo credit: Heritage Auctions.)

an economic wildcard, with unpredictable and perhaps even more volatile inflation and interest rates than 2022. In such an environment a broad basket of assets, including rare collectibles, could be safer — almost a form of financial insurance against an economic 'black swan,' above and beyond the many joys and psychological benefits of collecting. Heritage will continue to strive to create even more liquidity and transparency in these markets, and to help attract and educate more and more new collectors in the fields we serve."

These sentiments are shared by Stack's Bowers President Brian Kendrella, who said, "2022 was another record year for Stack's Bowers Galleries, as the firm set numerous individual price records and new overall records for several product categories and sale venues. All (of our categories) witnessed significant year-over-year sales increases."



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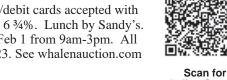
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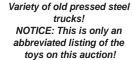
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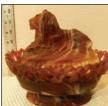
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# There is more to Barbie than just a doll; fans love the accessories

boxes,

tables and

chairs bor-

ers.

rowed from other dolls.

But thanks to her

overwhelming populari-

ty, just three years after

Barbie first took the

stage, Mattel introduced

its first "Barbie's Dream-

house." Made of card-

board, this humble

one-story studio apart-

By Barbie Beem

First there was "Barbiecore," a paint-thetown-pink, mood-boosting lifestyle that went viral on the internet last summer. Then, because spotting trends is its business, the Pantone Color Institute followed up in December by selecting a hot pinkish hue called "Viva Magenta" as its 2023 "Color of the Year." And coming soon to the big screen is the first-ever live-action movie starring a doll marketed more than 60 years ago. The inspiration? Barbie.

Today, in light of these current events, it might appear that some are merely drafting onto a passing craze. And while that might well be true for some, there are lifelong fans of Mattel's iconic 11½ inch doll who have graduated from children at play to lifelong collectors. For them, injecting a bit of Barbie world into their own everyday lives does not require overdosing on pink, but incorporating collectibles.

Barbie was introduced on March 9, 1959, at the American International Toy Fair in New York City. Dressed in a blackand-white striped swimsuit and wearing toe-out



Above: Meet Lauren, Barbie's rival for metal carmodeling jobs, and Skovoola, the pho-rying cases tographer, as well as her little sis Skip- doubling as per. Published in the 1990s, these "Little closets and Golden Books" include innocent hap-room dividpily-ever-after tales.

slide heels, the ponytailed dolls were soon available for sale at local toy stores, along with a dynamite wardrobe, one that included an array of cocktail dresses and formal gowns. The targeted audience for this new toy was elementary schoolaged girls who dreamt

big. Sad to say, ment retailed for \$4.44. What followed were more elaborate fold-out modultimately, and multi-level

dwellings serviced by an elevator, complete with a pool. Upgraded from humble paper abodes, these new digs were plastic and pink, pink, pink.

The potential for marketing possibilities were soon realized, resulting in Barbie-related

merchandise extended beyond doll clothing and accessories. A newly developed process for manufacturing soft-sided vinyl containers was used to produce suitcases for Barbie dolls. That same process was also used to manufacture lunch kits, ones that pictured Barbie (and later, her friends), dressed in her latest fashions. Sold with a matching Thermos bottle, these lunch boxes were among the most popular ones sold for school-age girls in the 1960s.

That was just the beginning. Costume jewelry, sized and priced for

girls, was soon found in dime stores. Hardbound books about Barbie and her beau, Ken, were written and sold with the younger set in mind. "The Barbie Game (Queen of the Prom)" was introduced in 1960. A Barbie magazine was issued. "Barbie Sings," a 1961 45-rpm record that featured "6 teen-age tunes sung by Barbie and Ken ("and you can sing along, too!")," never hit the top of the charts, but no matter. In the ensuing years, subsequent generations of young girls came to discover the glamorous world of Barbie, thanks to the introduction of up-to-date outfits as well as the addition of dolls, which included Barbie's family and friends (and

friends of friends). Inevitably, the original fan base of Mattel's fashion doll with an impossible figure and a wide span of career choices soon outgrew their doll-playing days. But, as it happened, they were still young at heart

See Barbie Doll page 10 Right: "Style icons come and go. . . Well, some of them go." This travel cup features Barbie with a bubblecut hair-do wearing "Solo in the Spotlight."



Above: Sold by FAO Schwarz beginning in 2001, this vinyl tote bag hits all the marks. Its sewn-in tag identifies the line as "Barbie Avenue" by a New York City company called Pyramid.













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### Barbie Doll

FROM PAGE 9

and unwilling to let her go. Why this continued fascination? Other dolls of the time, including Patti Play Pal, Tiny Tears, and Betsy Wetsy, were also popular among these young girls, but their fascination soon waned. Suggested Jimmie Bucci, a lifelong Barbie collector, "I think what makes Barbie fun is the fact that she has such a glamorous life. yet she still seems to be the 'girl next door' that every girl wants, or wanted, at some point, to be." Not to mention, he added, "the girl every guy wanted to meet.'

And so, as the children who had once "played Barbies" grew older with dream homes of their own, they segued into collectors-for-life, and personal accessories for them and their surroundings were soon produced. Thus was set the stage for Barbie-related objects targeted to adult collectors.

Barbie collectibles can be categorized and broken into several groups, including items to be worn, homegoods, and things just for fun. Most notably in the first category are men's neckties women's vests



designed by Nicole Miller; sold in the mid-1990s, they are distinctive, thanks to the illustrations of early Barbie outfits accented with the iconic "Barbie" signature in hot pink. Similarly, jewelry, including sterling silver pins with just one word that says it all ("Barbie" in script) and tie tacks, wristwatches and charm bracelets, all are still sought. Not surprisingly, there are a number of "Barbie" collectable bags, from an FAO Schwarz vinyl tote to a high-gloss "Tovs 'R Us" shopping bag.

> As for homegoods, many "Barbie" accessories were designed for entertaining. Unopened party paper ablecloths and napkins,

> > plates and cups are fun to collect, but difficult to for use. sentimental reasons.

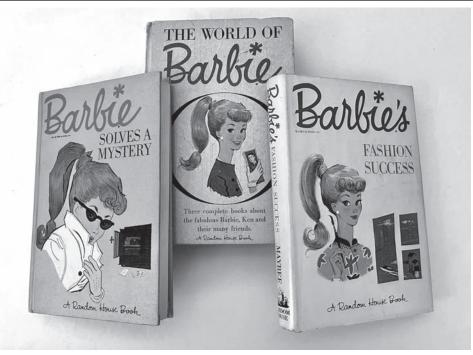
dered Barbie icons to dessert plates with girly slogans ("Friends don't let friends shop alone" and "Life is short. Buy the shoes") to nifty coasters with equally sassy messages (from "Because we deserve it, that's why!" to "Who says we can't have it all?), these entertaining accessories are must-haves for Barbie fans. Barbie and Ken salt and pepper shakers are fun, as are decorative kitchen linens and votive candle holders. Other home accessories with a Barbie theme include picture frames, jewelry boxes, and vases. Among the items that Bucci has collected over the years are Barbie Melmac dinnerware, not to mention vintage Barbie terry cloth tea towels.

And then there are the collectibles that were originally made just for fun. What Barbie fan wouldn't want to decorate a holiday tree with Barbie ornaments? As

Left: For her, a silk vest by Nicole Miller, featuring early Barbies and their outfits, in addition to the distinctive "Barbie" signature. For him, a matching necktie.

Below: A smaller, metal version of an early soft-sided one. Retaining its original tag, it explains that this was the lunchbox of choice for girls growing up in the 1960s.





Above: Girls playing with their Barbie dolls might have found inspiration from these titles, published in the early 1960s.

From cotton cocktail

napkins with embroi-

for sending a card or note to a friend, who says it better than Barbie?

Many of these items were manufactured by Hallmark, commemorating anniversaries in fiveyear increments of the introduction of the doll. Additionally, a legion of collectable Barbie dolls have been issued over the years, including Holiday Barbie dolls as well as Bob Mackie Barbies, ideal for doll lovers who no longer play with their dolls. "If you can name a famous designer, they have probably designed a Barbie doll," noted Bucci.

The good news for

chase Barbie accessories

So go ahead. Celebrate

Below: Cocktail napkins for Barbie fans who have outgrown their taste for Shirley Temples.





Above: There is no indication of who made this sterling silver signature pin, which was offered at a fine jewelry store.



Above: Little wonders, these keychains bring back memories: "The Barbie Game" opens to reveal a miniature playing board, and tucked inside the tiny lunchbox are a thermos and a banana. The contents of the totebag remain a mystery.

when they were new is the fact that they can still be found where ever antiques and collectibles are sold.

those who didn't pur- Barbie. One thing is cer-

Above: Of course fans would make room on their Christmas trees for Barbie. These ornaments might well be reminders of holidays past, when a Barbie doll, complete with clothes and accessories, were left by Santa. Images courtesy of Barbie Beem



Above: Although Barbie was never salty (nor was Ken ever peppery), the pair are conversation starters on any table.

tain: After the current wave has come and gone, Barbie fans will still be treasuring their vintage remembrances of Barbie Millicent Roberts. And the reason why collectors have remained true to a doll that has been idolized (and criticized) for more than six decades is clear. The answer, according to Bucci, is simple: "It really is all about nostalgia."



Above: "Because we deserve it, that's why!" This set of six coasters reminds Barbie fans that "A bad day wearing cute shoes is still a pretty good day!" and "Who says we can't have it

Below: Commemorating the 45th anniversary of the famous doll, these plates express the Barbie philosophy of "Friends don't let friends shop alone" and "Life is short. Buy the shoes."



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