Known as the Modern Toy company from their trademark, the Masudaya Toy Company, Japan's oldest, was started in 1724 and is still in existence. The popular toys they have produced -- including aircraft, boats, cars, trucks, military vehicles, people, household appliances, space exploration, and much more -- depict real life events and have stimulated imaginations for centuries. This outstanding book is the first on Japan's leading toy maker and worldwide exporter. It features over 1200 photos of colorful and charismatic toys, most dating from the 1950s to the 1970s, the Golden Age of Japan's leading export. Toys produced into the early 1980s, including those for foreign markets, are included as well. Descriptions for over 1800 toys include their years of production, type of action, size, and current value. This essential reference guide will appeal to specialized and general toy collectors alike.

My Personal Review:
I think this is a great book. A good selection of photos for the expert collector as well as for the beginner. Good to see reference material on items that you actually have a chance to find at a reasonable price.

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Modern Toys from Japan, 1940s-1980s (Schiffer Book for Collectors) by William C. Gallagher - 5 Star Customer Reviews and Lowest Price!