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Guide to the Collection on Breyer Horses, 1975-2019 123.1651

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English

Describing Archives: A Content Standard

Brian Sutton-Smith Library and Archives of Play at The Strong

The Strong

One Manhattan Square

Rochester, NY 14607

library@museumofplay.org

URL: <https://www.museumofplay.org/collections/brian-sutton-smith-library-archives-of-play/>

Table of Contents

Summary Information	3
Administrative history	3
Collection Scope and Content Note	4
Administrative Information	4
Controlled Access Headings	5

Summary Information

Repository:	Brian Sutton-Smith Library and Archives of Play at The Strong
Creator:	Breyer Animal Creations
Title:	Collection on Breyer horses
ID:	123.1651
Date [inclusive]:	1975-2019
Date [bulk]:	bulk 1975-1976
Physical Description:	0.1 Linear Feet (1 folder)
Language of the Material:	English
Mixed Materials [box]:	Individual Manuscripts Box 6
[folder]:	3
Abstract:	The papers consists of advertisements and promotional materials of Breyer Animal Creations, a manufacturer of plastic model animals. The materials date from 1975 to 2019, with a bulk of the materials dated 1975 to 1976. The collection is comprised of color photocopies of advertisements used in magazines, catalogs, and other publications, sketches, correspondence, and photographs.

Preferred citation for publication

Collection on Breyer horses, Brian Sutton-Smith Library and Archives of Play at The Strong.

[^ Return to Table of Contents](#)

Administrative history

The Breyer Molding Company was founded in 1950 in Chicago, Illinois by Sam Stone and Charles Schiff. The company was commissioned by F.W. Wentworth to create a model horse for a mantelpiece clock. After completing the commission, the company was inundated with requests for just the horse, and they moved into production becoming Breyer Animal Creation. Breyer specializes in plastic model horses, cast using two or three forms, but also produces other plastic animal forms, model accessories,

structures, and porcelain horses. Breyer Animal Creations was acquired in 1984 by Reeves International and became the Breyer Animal Creation Division of Reeves International.

Reeves International was founded in 1946 as a toy distributor for European toys. From 1946 to 1970 Reeves was one of the top toy distributors in the United States. In 1998 Anthony Fleishmann purchased Reeves International from his father, Walter Fleishmann. Reeves International continues to design and distribute Breyer Horses, CollectA toys, and their own line of Reeves Toys.

[^ Return to Table of Contents](#)

Collection Scope and Content Note

This collection consists mostly of color photocopies of advertisements of Breyer horses from catalogs and magazines and other promotional images. The advertisements show the different series offered (traditional, classic, and gift sets), the Marguerite Henry gift set, "The Making of a Horse" flier, and includes an advertisement for Eastman Kodak's Tenite plastic used to make Breyer models. Most of the photocopies have detailed source information handwritten on the reverse side.

The papers also contain four model photographs; No. 20 "Misty of Chincoteague," No. 3000 "The Black Stallion and Alec," No. 2095 "The Black Stallion: Model, softbound book and four-color poster," and an unlabeled model photograph. Of interest are the color photocopy of correspondence from Colonel Toby Brown, Crown Equerry to Queen Elizabeth, and a color photocopy of the original sketch for "Hamilton" by Jennifer Scott.

[^ Return to Table of Contents](#)

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Publication Statement

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Conditions Governing Access

The collection is open for research use by staff of The Strong and users of its library and archive.

Conditions Governing Use

Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, they have given permission for The Strong to make copies in all media for museum, educational, and research purposes.

Custodial History

The Breyer horses ephemera was donated to The Strong in June 2023 as a gift by the Breyer Animal Creations Division of Reeves International and accessioned by The Strong under Object ID 123.1651. The papers were received in one folder. The papers arrived with 28 plastic horses or sets, a calendar, and other library materials.

Processed by

Stephanie Ball, February 2024

[^ Return to Table of Contents](#)

Controlled Access Headings

- Plastic toys
- Advertisements
- Toy horses
- Breyer Animal Creations
- Reeves International Inc. (Firm)