
Collector's Corner

Collecting Toys: A Great American Pastime

(NAPSA)—As a rule, time is kind to toys. Quickly shifting from mere playthings to treasured collectibles, toys rack up value—both monetary and the sentimental kind—as they bring joy and smiles to an ever-widening audience.

The spokesmodel for the collecting craze could be none other than Barbie, who's been adorning shelves and defying bodily proportions for more than 40 years. Matchbox cars got boys into the game, with thousands of designs based on the latest automobile models.

The hoarding hobby got a boost in the late 1970s with the release of the first *Star Wars* film and accompanying action figures—a trend that continued with the flick's two sequels and 1999 prequel, *The Phantom Menace*.

The 1980s saw the birth of Cabbage Patch Kids, with their cherubic faces and individualized birth certificates. The 1990s spawned a different sort of baby—the Beanie kind—that continues to be popular with collectors.

Today, toy lovers are crying “fowl” and going gaga over Rubba Ducks®, a new and endearing interpretation of that icon of American culture—the classic yellow rubber ducky. Since their introduction in spring 2001, these birds have literally taken wing, flying off store shelves and nesting on desks, in toy chests and, of course, bathtubs.

“Rubba Ducks have all the elements of hit novelty toys,” says Chris Byrne, The Toy Guy™. “They’re



The duck stops here—on your desk, on the collectibles shelf or in your bathtub.

whimsical, collectable and affordable. Plus, as a classic with a twist, they have inherent humor.”

Each of the Rubba Ducks is uniquely designed to embody its character, and includes personal information about their favorite pastimes and more. Their distinctive personalities are also communicated through tattoos on their tail feathers. Though not necessarily for the bathtub, each of the collectibles is tub-worthy and guaranteed to always float upright.

“Each Rubba Duck reminds you of someone you know,” says Mark Boldt, who created the collection of quackers, “and that’s the magic that makes them so adorable. People just love matching them up to their friends and family.”

The ducks retail for under \$10.00 and are available at toy retailers and specialty stores nationwide. To learn more, visit www.rubbaducks.com.