

# MOM'S JOY ROOM

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## CERTIFICATE OF AUTHENTICITY & VALUATION



MARKET VALUE

**\$175-300**

*Realistic quick-sale price, private/shop market*

ESTIMATED WORTH

**\$325-450**

*Ceiling for MCM ride-on toy specialty collectors*



*Mobo Bronco pressed steel ride-on pedal horse, England, circa 1950s*

### Mobo Bronco Ride-On Horse

*Mobo Toys (D. Sebel & Co.) — Birmingham, England — circa 1950s*

#### HISTORY

Introduced in 1948 by **Mobo Toys** (a brand of D. Sebel & Co.), the "Bronco" was the company's flagship pressed-steel ride-on horse and quickly became one of the most recognizable children's toys of mid-century Britain, produced through the 1950s and into the early 1960s as post-war British manufacturing ramped back up and pressed-steel toys became widely affordable for middle-class families. Unlike simple rocking horses, the Bronco used a clever galloping-action mechanism: as a child pumped the stirrups up and down, an internal linkage rolled the horse forward on its wheeled hooves while rocking the body in a rhythm that mimicked a real cantering gait — a genuinely inventive piece of mid-century toy engineering that set Mobo apart from competitors still making static rockers.

Finished in gleaming enamel paint with a molded mane, tail, and saddle, the Bronco was exported around the world, including significant numbers into North America, and remains today a beloved icon of mid-century modern (MCM) childhood memorabilia. It is prized both as a functional, ride-able vintage toy for collectors who restore mechanisms to full working order,

and as a decorative display piece for those drawn to its bold post-war graphic design — the cream body with black spotted/dappled markings and red saddle being one of the most recognizable color schemes Mobo produced. D. Sebel & Co. went on to produce several other ride-on animal variants, but the Bronco remains the company's best known and most collected model.

#### NOTABLE INFORMATION

- ♦ Maker: Mobo Toys (D. Sebel & Co.), Birmingham, England
- ♦ Model: "Bronco" pressed steel ride-on pedal horse
- ♦ Era: circa 1950s
- ♦ Mechanism: stirrup-pump galloping action on rolling wheeled hooves
- ♦ Finish: cream/white body with black mane, tail, and muzzle detailing, spotted/dappled body markings, and a red saddle with painted plaid blanket detail
- ♦ Material: pressed steel construction, leather-style bridle strap

**Collector's note:** Vintage Mobo Bronco horses are a well-documented and consistently in-demand category among mid-century toy and MCM decor collectors, with clean, presentable examples regularly bringing \$175-300 depending on paint condition, completeness of the bridle/saddle hardware, and whether the pedal mechanism still functions smoothly. Because these were children's ride-on toys, some amount of honest play wear, touch-up, or repainting over the decades is common and expected — original, untouched factory paint in excellent working condition can push values toward \$450 or higher with the right MCM-focused collector, while heavily worn or non-mechanical examples trend lower. This example presents with good, bright color and all major decorative elements intact. Market Value reflects realistic private-sale/shop pricing; Estimated Worth reflects the ceiling a dedicated vintage ride-on toy or MCM decor collector might pay.

*"A galloping icon of post-war British childhood — pump the stirrups, and this little pressed-steel bronco still canters like it's 1955."*

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Sandy Wade, Proprietor

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