

Finding Aid to the Andrew Berton Collection of Toy and Game Product Sell Sheets, 1969-2012

Summary Information

Title: Andrew Berton collection of toy and game product sell sheets

Creator: Andrew Berton (primary)

ID: 121.9733

Date: 1969-2012 (inclusive); 1987-2009 (bulk)

Extent: 7.25 linear feet

Language: The materials in this collection are in English, German, Dutch, Spanish, Russian, French, Japanese, and Taiwanese.

Abstract: This collection is comprised of international toy and game product sell sheets from manufacturers and individual entrepreneurs as collected and organized by Andrew Berton. The bulk of the materials are dated between 1987 and 2009.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong
One Manhattan Square
Rochester, New York 14607
585.263.2700
library@museumofplay.org

Administrative Information

Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, he has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

Custodial History: The Andrew Berton collection of toy and game product sell sheets were donated to The Strong in December 2021 as a gift from Andrew Berton. The papers were accessioned by The Strong under Object ID 121.9733. The papers were received from Andrew Berton in seven boxes.

Preferred citation for publication: Andrew Berton collection of toy and game product sell sheets, Brian Sutton-Smith Library and Archives of Play at The Strong.

Processed by: Nicole Pease, June 2023

Controlled Access Terms

Personal Names

- Berton, Andrew

Corporate Names

- Buffalo Games
- Iron Crown Enterprises
- Milton Bradley Company
- Oriental Trading Co.
- Oxford Games Ltd.

- Parker Brothers, Inc.
- Playthings (magazine)
- Tyco Games
- Venice Connection
- Walt Disney Company
- World Wide Games

Subjects

- Board games -- United States -- History -- 20th century
- Board games
- Catalog
- Dolls
- Educational toys
- Games -- Marketing
- Games
- Infant toys
- Preschool toys
- Product sell sheets
- Stuffed animals (Toys)
- Toys -- Marketing
- Toys

Biographical Note

Born and raised in the United Kingdom, Andrew Berton began collecting antique penny slot machines at the age of twelve. He joined GKN in 1970 as a trainee engineer and later graduated from Loughborough University in 1977 with a Bachelor of Science degree. Berton moved to Australia in 1980, working as a financial and business administrator prior to opening a café. In 1989, Berton moved to the United States and founded Excel Development Group, Inc., a toy and game licensing agency. He has served as President of Excel Development for more than 30 years.

Berton is the designer of games including Aussie Snap (1986), Spellbinder (1987), Battle Cry! (1989), 13 Dead End Drive (1993), and Calamityville (2005). Berton won the Australian Toy Associate “Endeavour Award” for Aussie Snap.

Collection Scope and Content Note

Materials in this collection date from 1969 to 2012 with the bulk of content dating from 1987 to 2009. Content includes original and photocopied product sell sheets, press kit photographs, magazine articles, serials, catalogs, and game instructions. Materials represent products from multiple countries including the United States, United Kingdom, Germany, China, Spain, the Netherlands, France, Japan, and Taiwan. Some pages are backed on paper with adhesive or appear cut down to a uniform size. Additionally, there is some duplication of product sell sheets when the subject applies to multiple categories.

Contents are arranged into three series, one of which is further divided into seven subseries, and preserves the creator's original organization and classification of materials into categories.

Related Materials

Trade catalogs and other additional materials from Andrew Berton are housed in the library stacks of the [Brian Sutton-Smith Library & Archives of Play](#).

System of Arrangement

Series I: Doll product sell sheets, 1986-2007

Series II: Game product sell sheets, 1969-2012

Series III: Toy product sell sheets, 1983-2012

Subseries A: Activity toy product sell sheets, 1983-2009

Subseries B: Construction toy sell sheets, 1985-2012

Subseries C: Infant and preschool toy product sell sheets, 1987-2012

Subseries D: Plush toy and puppet product sell sheets, 1985-2010

Subseries E: Sports activities product sell sheets, 1990-2008

Subseries F: Vehicle and ride-on product sell sheets, 1987-2008

Subseries G: All other toy product sell sheets, 1983-2012

Contents List

Series I: Doll product sell sheets, 1986-2007

Scope and Content Note: This series contains product sell sheets related to dolls and doll accessories. Materials are arranged by subject type in alphabetical order.

Box 1

- Folder 1 Large dolls, 1991-2006 and n.d.
- Folder 2 Large doll accessories, 1997 and n.d.
- Folder 3 Feature dolls, 1992-1999 and n.d.
- Folder 4 Fashion dolls, 1995-2007 and n.d.
- Folder 5 Mini dolls and accessories, 1986-2001 and n.d.
- Folder 6 Soft dolls, rag dolls, 1997-2005 and n.d.
- Folder 7 Doll houses, doll furniture, 1994-2001 and n.d.

Series II: Game product sell sheets, 1969-2012

Scope and Content Note: This series includes magazine articles, game instructions, product sell sheets, press kit photographs, magazines, and catalogs. These materials relate to games, including puzzles and card games, and are arranged by subject in alphabetical order.

Box 1

- Folder 8 Adult games – charades, 1993-2005 and n.d.
- Folder 9 Adult games – drinking games, 2005-2011 and n.d.
- Folder 10 Adult games – employment games, 1990 and n.d.
- Folder 11 Adult games – horoscope games, 1993-1998 and n.d.
- Folder 12 Adult games – interaction games, 1989-2007 and n.d.
- Folder 13 Adult games – legal games, 1998-2005 and n.d.
- Folder 14 Adult games – psychological games and rules, 1969-2009 and n.d.

Box 2

- Folder 1 Adult games – questions and answers (Q&A) games, 1989-2008 and n.d.
- Folder 2 Adult games – risqué games, 1988-2007 [adult content]
- Folder 3 Adult games – vanity plates games, 1992-1996
- Folder 4 Card games – accessories and trading card accessories, 1993-1997 and n.d.
- Folder 5 Card games – collectible trading cards, 1990-2006
- Folder 6 Card games – cribbage, 1992-2000 and n.d.
- Folder 7 Card games – for adults, 1987-2009 and n.d.
- Folder 8 Card games – for children, 1990-2008 and n.d.
- Folder 9 Card games – for families, 1989-2009 and n.d.
- Folder 10 Card games – tarot, 1999 and n.d.
- Folder 11 Card games – word games, 1991-2004 and n.d.
- Folder 12 Children's games, 1983-2009 and n.d. (folder 1 of 2)
- Folder 13 Children's games, 1983-2009 and n.d. (folder 2 of 2)

Box 3

- Folder 1 Children's games – dinosaurs and animals, 1991-2008 and n.d.
- Folder 2 Dice games, 1991-2010 and n.d.

Folder 3	Educational games – alphabet games, n.d.
Folder 4	Educational games – black history games, 1991-1995 and n.d.
Folder 5	Educational games – history games, 1991-2009 and n.d.
Folder 6	Educational games – language games, 1988-2012 and n.d.
Folder 7	Educational games – math games, 1992-2007 and n.d.
Folder 8	Educational games – miscellaneous games, 2006-2007 and n.d.
Folder 9	Educational games – money games, 2006 and n.d.
Folder 10	Educational games – religion games, 1989-2007 and n.d.
Folder 11	Educational games – safety and manners games, 1985-2003 and n.d.
Folder 12	Educational games – science and biology games, 2004-2007 and n.d.
Folder 13	Electronic games – handheld games, battleship, chess, backgammon, 1990-2006 and n.d.
Folder 14	Entertainment games – T.V., music, and film games, 1989-2008 and n.d.
Folder 15	Environmental games, 1990-2002 and n.d.

Box 4

Folder 1	Family games, 1991-2009 and n.d.
Folder 2	Family games – Christmas, 1989-2004 and n.d.
Folder 3	Family games – reminiscing, 2002-2009 and n.d.
Folder 4	Finance games, 1989-2009 and n.d.
Folder 5	Floormat games, 1993-2007 and n.d.
Folder 6	Floormat games – environment, 1991-1994 and n.d.
Folder 7	Floormat games – floor puzzles, 1993 and n.d.
Folder 8	Floormat games – hopscotch, 1988-1994 and n.d.
Folder 9	Floormat games – interlocking mats, 1993-1996 and n.d.
Folder 10	Gambling games, 1990-2007 and n.d.
Folder 11	Geography games, 1988-2009 and n.d.
Folder 12	Girls' and women's games, 1991-2007 and n.d.
Folder 13	Health games, 1991-2006
Folder 14	Love games – dating and intimacy games, 1991-1998 and n.d. [adult content]

Box 5

Folder 1	Outdoor games – discs/pitching and miscellaneous, 1993-2008 and n.d.
Folder 2	Party games, n.d.
Folder 3	Political games, 1992-2010 and n.d.
Folder 4	Puzzles – accessories, 1995-2004 and n.d.
Folder 5	Puzzles – ball bearing puzzles, 2000 and n.d.
Folder 6	Puzzles – children's puzzles, 1992-2004 and n.d.
Folder 7	Puzzles – cube/block puzzles, 1990-2005
Folder 8	Puzzles – electronic puzzles, 1988-2003 and n.d.
Folder 9	Puzzles – foam puzzles, 1993-1996 and n.d.
Folder 10	Puzzles – geography, 1991-1993 and n.d.
Folder 11	Puzzles – geometric/tangrams, n.d.
Folder 12	Puzzles – jigsaws, 1991-2004 and n.d. (folder 1 of 2)
Folder 13	Puzzles – jigsaws, 1991-2004 and n.d. (folder 2 of 2)
Folder 14	Puzzles – jigsaws (3D), 1997-2001 and n.d.

Folder 15	Puzzles – magnetic puzzles, 1990-1997 and n.d.
Folder 16	Puzzles – mechanical puzzles, 2002-2003 and n.d.
Folder 17	Puzzles – miscellaneous, 1992-2008 and n.d.
Folder 18	Puzzles – nails/iron puzzles, 1992-2005 and n.d.
Folder 19	Puzzles – spherical puzzles, 1991-2004 and n.d.
Folder 20	Puzzles – wooden puzzles, 1995-2002 and n.d.
Folder 21	Skill and action games – balance, 1992-1997 and n.d.

Box 6

Folder 1	Skill and action games – miscellaneous, 1990-1999 and n.d.
Folder 2	Skill and action games – motorized, 1992 and n.d.
Folder 3	Skill and action games – POGS/milk caps, 1994-2006 and n.d.
Folder 4	Skill and action games – target/darts, 1989-2007 and n.d.
Folder 5	Space games, 1990-2008 and n.d.
Folder 6	Sports games – baseball, 1991-2002 and n.d.
Folder 7	Sports games – basketball, 1990-2008 and n.d.
Folder 8	Sports games – cricket, n.d.
Folder 9	Sports games – fishing, 1999 and n.d.
Folder 10	Sports games – golf, 1990-2004 and n.d.
Folder 11	Sports games – miscellaneous, 1988-2009 and n.d.
Folder 12	Sports games – NFL/football, 1990-2007 and n.d.
Folder 13	Sports games – racetrack, 1992-2009 and n.d.
Folder 14	Sports games – soccer, 1988-2005 and n.d.
Folder 15	Sports games – tennis, 1990s
Folder 16	Strategy games – backgammon, 1991 and n.d.
Folder 17	Strategy games – checkers, 1987-2008 and n.d.

Box 7

Folder 1	Strategy games – chess, 1990-1999 and n.d.
Folder 2	Strategy games – circular chess, 1990-2004 and n.d.
Folder 3	Strategy games – dominoes, 2003-2009 and n.d.
Folder 4	Strategy games – miscellaneous, 1989-2009 and n.d. (folder 1 of 2)
Folder 5	Strategy games – miscellaneous, 1989-2009 and n.d. (folder 2 of 2)
Folder 6	Strategy games – multi-chess, 1990-2002 and n.d.
Folder 7	Strategy games – tic-tac-toe, 2007 and n.d.
Folder 8	Tabletop games, 1991-2003 and n.d.
Folder 9	VCR games, 1992 and n.d.
Folder 10	War games, 1992-2005 and n.d.
Folder 11	Roleplaying games, 1995-2011 and n.d.
Folder 12	Word games – anagrams, 1991-2005 and n.d.
Folder 13	Word games – electronic games, 2003 and n.d.
Folder 14	Word games – interaction games, 1987-2009 and n.d.

Box 8

Folder 1	Word games – letter/tile games, 1990-2006 and n.d.
Folder 2	Word games – scrabble, 1989-1998 and n.d.

Series III: Toy product sell sheets, 1983-2012

Scope and Content Note: The materials in this series relate to toys and are divided into subseries including activity toys, construction toys, infant and preschool toys, plush and puppet toys, sports activities, vehicle and ride-on toys, and all other toys. Contents include product sell sheets, catalogs, and a newsletter.

Subseries A: Activity toy product sell sheets, 1983-2009

Scope and Content Note: This subseries contains product sell sheets and catalogs relating to activity toys and are arranged alphabetically by subject.

Box 8

Folder 3	Activity kits, 1992-2005 and n.d. (folder 1 of 2)
Folder 4	Activity kits, 1992-2005 and n.d. (folder 2 of 2)
Folder 5	Beads and jewelry, 1991-2004 and n.d.
Folder 6	Biological kits, 1990-2003 and n.d.
Folder 7	Books and coloring, 1991-2009 and n.d.
Folder 8	Electronic kits, 1998-2004 and n.d.
Folder 9	Excavation and archeology activity toys, n.d.
Folder 10	Fabric crafts, 2001-2006 and n.d.
Folder 11	Flower crafts, 2001 and n.d.
Folder 12	General activity toys (science kits), 1994-2006
Folder 13	General education activity toys (including manners/chores), 1991-2002 and n.d.

Box 9

Folder 1	Hair crafts, 1983-2004 and n.d.
Folder 2	Mechanical design toys, 1990-2001 and n.d.
Folder 3	Media supplies (paint, crayons, etc.), 1992-2009 and n.d.
Folder 4	Modeling compounds, 1993-2009 and n.d.
Folder 5	Paper crafts, 1996-2003 and n.d.
Folder 6	Planetariums/kaleidoscopes activity toys, 1991-1993 and n.d.
Folder 7	Sand art, 1991-1996 and n.d.
Folder 8	Sewing and weaving, 1990-2001 and n.d.
Folder 9	Special needs activity toys, 1993-1999

Subseries B: Construction Toy Sell Sheets, 1985-2012

Scope and Content Note: This subseries includes product sell sheets and catalogs relating to construction toys. Materials are arranged alphabetically by subject.

Box 9

Folder 10	Action sets, 1994-2001 and n.d.
Folder 11	Flat pieces, 1991-2005 and n.d.
Folder 12	Girders and knobs, 1992-2006 and n.d.
Folder 13	Knobs and shapes, 1991-2004 and n.d.
Folder 14	Large bricks and soft blocks, 1992-1998 and n.d.
Folder 15	Plastic blocks, 1985-2007 and n.d.
Folder 16	Play tables and miscellaneous tables, 1992-1995 and n.d.

Box 10

- Folder 1 Preschool construction toys, 1991-2012 and n.d.
- Folder 2 Tubes and knobs, 1997-2006 and n.d.

Subseries C: Infant and preschool toy product sell sheets, 1987-2012

Scope and Content Note: Materials in this subseries contain product sell sheets and catalogs and are arranged alphabetically by subject. Contents relate to toys for infants and preschool-aged children.

Box 10

- Folder 3 Bath toys, 1987-2003 and n.d.
- Folder 4 Electronic audio toys, 1994-2003 and n.d.
- Folder 5 Electronic learning toys, 1991-2003 and n.d.
- Folder 6 Infant development toys, 1990-2003 and n.d.
- Folder 7 Infant parenting aids, 1993-2004 and n.d.
- Folder 8 Learning toys, 1990-2012 and n.d.
- Folder 9 Nursery furniture and prams, 1993-2003 and n.d.
- Folder 10 Preschool parenting aids, 1990-2007 and n.d.
- Folder 11 Pull/push toys, 1996-2009 and n.d.
- Folder 12 Role-play toys (tea sets, costumes, telephone toys, etc.), 1988-1998 and n.d.
- Folder 13 Sound and music toys, 1992-1998 and n.d.
- Folder 14 Village scenery, 1991-2003 and n.d.

Box 11

- Folder 1 Wooden toys, 1993-2001 and n.d.

Subseries D: Plush toy and puppet product sell sheets, 1985-2010

Scope and Content Note: Arranged alphabetically by subject, subseries contents include product sell sheets relating to plush toys and puppets.

Box 11

- Folder 2 Classic bears, 1990-2001 and n.d.
- Folder 3 Electronic plush toys, 1985-2007 and n.d.
- Folder 4 "General feature", 1990-2010 and n.d.
- Folder 5 Puppets, 1991-2006 and n.d.
- Folder 6 Traditional plush toys, 1993-2008 and n.d.
- Folder 7 Transforming plush toys, 2006-2008 and n.d.
- Folder 8 Warming plush toys, 1992-1994 and n.d.

Subseries E: Sports activities product sell sheets, 1990-2008

Scope and Content Note: The contents in this subseries relate to sports activities and are arranged alphabetically by subject. They include product sell sheets.

Box 11

- Folder 9 Balance and flipping toys, 1992-1996 and n.d.
- Folder 10 Balls, 1990-2003 and n.d.
- Folder 11 Bats, rackets, and balls, 1991-2008 and n.d.
- Folder 12 Boomerangs, 1993-1998 and n.d.

Box 12

Folder 1	Discs, 1994-2001 and n.d.
Folder 2	General sports activities and category list, 1993-2005 and n.d.
Folder 3	Juggling toys, 1992-2003 and n.d.
Folder 4	Jumping and bouncing toys, 1993-1994 and n.d.
Folder 5	Skates and skis, 1993-2004 and n.d.
Folder 6	Spinning tops, 1999 and n.d.
Folder 7	Tethered balls, 1995-2003 and n.d.
Folder 8	Tubes, 2002 and n.d.
Folder 9	Yo-yos, 1991-2002 and n.d.

Subseries F: Vehicle and ride-on product sell sheets, 1987-2008

Scope and Content Note: Subseries contents include product sell sheets and a *Lilliput* newsletter (Volume II). Materials are arranged alphabetically by subject and relate to toy vehicles or ride-on toys.

Box 12

Folder 10	Battery powered ride-ons, 2000 and n.d.
Folder 11	Floats and sails, 1996-2003 and n.d.
Folder 12	Flying toys, 1992-2004 and n.d.
Folder 13	Kites, 1992-2000 and n.d.
Folder 14	Matchbox cars, 1990-2003 and n.d.
Folder 15	Miscellaneous ride-on, n.d. [air pogo]
Folder 16	Non-pedal ride-ons, 2000-2004 and n.d.
Folder 17	Pedal ride-ons, 1989-2002 and n.d.
Folder 18	Race sets, 1995-2002 and n.d.
Folder 19	Remote control cars and toys, 1996-2004 and n.d.
Folder 20	Ride-on accessories, 1991-2003 and n.d.
Folder 21	Rocking horses and hobby sticks, 1987-2003 and n.d.
Folder 22	Skateboards, 1992 and n.d.
Folder 23	Sleds, n.d.
Folder 24	Trains, 1991-2003 and n.d.
Folder 25	Trains scenery and accessories, 1997-1998 and n.d.
Folder 26	Tricycles, 1995 and n.d.
Folder 27	Trucks, 1992-2008 and n.d.

Subseries G: All other toy product sell sheets, 1983-2012

Scope and Content Note: This subseries is comprised of product sell sheets and catalogs relating to toys not included in prior subseries. Subjects include action figures, magnetics, water toys, novelties and more. Materials are arranged alphabetically by subject.

Box 13

Folder 1	Action figures – accessories, 1993-2004 and n.d.
Folder 2	Action figures – fantasy, 1998-2003 and n.d.
Folder 3	Action figures – human, 2002-2006 and n.d.
Folder 4	Action figures – model, 1992-1994 and n.d.

Folder 5	Action figures – novelty, 2001-2004 and n.d. [adult content]
Folder 6	Action figures – transforming, 1993 and n.d.
Folder 7	Balloons, 1994-2003 and n.d.
Folder 8	Bubble toys, 1990-1994 and n.d.
Folder 9	Cameras and viewers, 1993-1996 and n.d.
Folder 10	Candy items, 1993-2003 and n.d. [adult content]
Folder 11	Clocks, 1999 and n.d.
Folder 12	Computer and TV equipment, 1995 and n.d.
Folder 13	Cups and straws, 1992-1993 and n.d.
Folder 14	Fortune and lotto, 1990-1991 and n.d.
Folder 15	Furniture – general and environment, 1990-2012 and n.d.
Folder 16	Glowing/lighted toys, 1991-2003 and n.d.
Folder 17	Guns and projectiles, 1987-2000 and n.d.
Folder 18	Inflatable furniture, n.d.
Folder 19	Jewelry, 1983-1994 and n.d.
Folder 20	Key rings and miscellaneous (including miniature figurines, pins, computer novelties, ballpark models), 1990-1993
Folder 21	Magic toys, 1991-2000 and n.d.
Folder 22	Magnetics – fridge magnets, 1992-2003 and n.d.

Box 14

Folder 1	Magnetics – games, 1991-2002 and n.d.
Folder 2	Magnetics – toys, 1991-2012 and n.d.
Folder 3	Model kits – airplanes, 1991-1996 and n.d.
Folder 4	Model kits – houses, 1997 and n.d.
Folder 5	Model kits – skeletal, n.d.
Folder 6	Model kits – vehicles, n.d.
Folder 7	Novelties – audio, 1992-2007 and n.d.
Folder 8	Novelties – inflatables, 1983-2002 and n.d.
Folder 9	Novelties – miscellaneous, 1986-2007 and n.d.
Folder 10	Novelties – wearables (incl. tattoos, hats, watches), 1994-2009 and n.d.
Folder 11	Pet toys, 2000 and n.d.
Folder 12	Playground equipment, 1999-2000 and n.d.
Folder 13	Role-play toys, 1994-2003 and n.d.
Folder 14	Sand toys, 1993-2003 and n.d.
Folder 15	Savings banks, 1991-2006 and n.d.
Folder 16	Snow toys, 1989-2000 and n.d.

Box 15

Folder 1	Sound and music equipment, 1990-2002 and n.d.
Folder 2	Squeeze and stress toys, 1999 and n.d.
Folder 3	Stickers, 1992-2003 and n.d.
Folder 4	Water toys – miscellaneous, 1994-2008 and n.d.
Folder 5	Water toys – pool toys, 1993-2007 and n.d.
Folder 6	Water toys – water bombs, guns, and projects, 1989-2006 and n.d.
Folder 7	Water toys – water sprinklers, 1993-2004 and n.d.