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Guide to the Norman Blumenthal Papers, 1958-1991 — 123.4310

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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/>

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Summary Information

Repository:	Brian Sutton-Smith Library and Archives of Play at The Strong
Creator:	Blumenthal, Norman
Title:	Norman Blumenthal papers
ID:	123.4310
Date [inclusive]:	1958-1991
Date [bulk]:	1978-1990
Physical Description:	1.0 Linear Feet (1 flat box)
Language of the Material:	English
Abstract:	This collection consists of program development documents for the television game shows <i>Concentration</i> and <i>Tic-Tac-Dough</i> . The papers date from 1958 to 1991, with the bulk of materials dating from 1978 to 1990. The papers are comprised of rebuses and question and answer cards.

Preferred Citation

Norman Blumenthal papers, Brian Sutton-Smith Library and Archives of Play at The Strong.

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Biographical Note

Norman Blumenthal (1925-2022) was a television producer known for his work in children's shows and on game shows including *Concentration* and *Tic-Tac-Dough*. After serving in the US Navy during World War II, Blumenthal attended the Brooklyn Museum Art School and worked for commercial art agencies before beginning his TV career at CBS in the 1950s. He and his wife, Sylvia, had three children, Howard, Bob, and Lori.

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Collection Scope and Content Note

The papers consist of materials from the career of Norman Blumenthal, including rebuses used to screen contestants for *Concentration*, and question and answer cards from *Tic-Tac-Dough*.

Concentration is an American television game show created by Jack Barry and Dan Enright which was broadcast in several versions from 1958 to 1991. The game is based on the children's memory game "Concentration," combined with rebuses. Norman Blumenthal developed the rebuses for the original series.

Tic-Tac-Dough is an American television game show created by Jack Barry and Dan Enright which aired on NBC from 1956 to 1959, CBS from 1978 to 1986, and in syndication in 1990. Two contestants competed to fill in a board based on the paper game of tic-tac-toe by correctly answering trivia questions from various categories

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System of Arrangement

Series I: *Concentration*, 1958-1991

Series II: *Tic-Tac-Dough*, 1978-1990

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Administrative Information

Publication Statement

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Conditions Governing Access

The Norman Blumenthal papers are open for research use by staff of The Strong and users of its library and archives.

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.

Processed by

Laura Boland, May 2024.

Immediate Source of Acquisition

The papers were donated to The Strong in January 2024 as a gift of Howard, Robert, and Lori Blumenthal, in honor of their father, Norm. The papers were accessioned under Object ID 123.4310. The Howard Blumenthal papers were also included in the accession.

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Related Materials

Related Materials

Howard Blumenthal papers, Brian Sutton-Smith Library and Archives of Play at The Strong.

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Controlled Access Headings

- National Archives of Game Show History
- Television game shows
- Television game shows -- United States -- History
- Tic-Tac-Dough (Game show)
- Concentration (Game show)
- Drawings

- Rebus

Collection Inventory

Series I: *Concentration*, 1958-1991

Series Scope and Content Note

This series contains rebus puzzles used to screen contestants for the television game show *Concentration*. The materials consist of two copies of compiled puzzles which are arranged in the original order.

Title/Description	Instances	
Rebus puzzles, undated	box 1	folder 1
Rebus puzzles, second copy, undated	box 1	folder 2

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Series II: *Tic-Tac-Dough*, 1978-1990

Series Scope and Content Note

This series contains question and answer cards used for the television game show *Tic-Tac-Dough*. The cards are arranged alphabetically by subject category. The cards were undated, however, some questions refer to events which took place after 1959, indicating they date from a later run of the show. Note that there are several different formats and typefaces used on the cards which may correspond to their creation.

Title/Description	Instances	
Art, trivia cards, 1978-1990	box 1	folder 3-4
The Bible, trivia cards, 1978-1990	box 1	folder 5
Famous quotes, trivia cards, 1978-1990	box 1	folder 6-7
Grab bag, trivia cards, 1978-1990	box 1	folder 8-9
Headlines, trivia cards, 1978-1990	box 1	folder 10
Movies, trivia cards, 1978-1990	box 1	folder 11-12
Sports, trivia cards, 1978-1990	box 1	folder 13-15
State capitols [sic], trivia cards, 1978-1990	box 1	folder 16
Television, trivia cards, 1978-1990	box 1	folder 17-18
U.S. history, trivia cards, 1978-1990	box 1	folder 19-20
Number cards, 1978-1990	box 1	folder 21
Topics A-Z, trivia cards, 1978-1990	box 1	folder 22-24

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