



Guide to the Plastic Toy & Novelty Company Records, 1960-1987 — 119.4190

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Description is written in: English.

Describing Archives: A Content Standard

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

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Summary Information

Repository:	Brian Sutton-Smith Library and Archives of Play at The Strong
Title:	Plastic Toy & Novelty (PTN) Company records
ID:	119.4190
ID [aspace_uri]:	/repositories/3/resources/339
Date [inclusive]:	circa 1960-1987
Physical Description:	0.33 Linear Feet (1 document box)
Language of the Material:	English
Mixed Materials [box]:	1
Abstract:	This collection consists of the production records of New York City based toy manufacturer, Plastic Toy & Novelty Company. The materials are dated from 1960 to 1987. The papers are comprised of Mold Cards, setup, and production notes.

Preferred Citation for Publication

Plastic Toy & Novelty Company records, Brian Sutton-Smith Library and Archive of Play at The Strong.

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Historical Note

Michael Denmark, along with a business partner, founded Plastic Toy & Novelty (later known as PTN) in the early 1950s. Denmark first sold toys from a pushcart to toy wholesalers in lower Manhattan. The company later specialized in plastic preschool toys, such as ride-ons, sand toys, puzzles, and play sets. PTN's popular products included a sneaker ride-on, sand chair, combo kitchen, and Peggity Pony ride-on. All of the company's products were produced in the United States and included work with designer Mel Appel. PTN ceased operations in the late 1980s.

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Collection Scope and Content Note

This collection consists of the records of New York City based toy manufacturer, Plastic Toy & Novelty Company. The materials are dated from 1960 to 1987. The papers are comprised of production crew set up notes, Mold Cards, blueprints, and facility cost analysis. The production crew setup and rates consists of step-by-step line assembly instructions for each toy and how many pieces per hour each crew can produce. The Mold Cards note the information on each mold the toys were made from. The blueprints and architectural drawings are for Plastic Toy & Novelty Company's final location in Millstown, New Jersey.

The collection has been divided into three series. The physical materials are housed in one document box. The archivist has maintained the original order of the collection.

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System of Arrangement

Series I: Facilities, 1986-1987

Series II: Mold Cards, circa 1960-1987

Series III: Production crew setups and rates, 1973

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Administrative Information

Publication Statement

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Conditions Governing Access

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

Immediate Source of Acquisition

The papers were donated to The Strong in July 2019 as a gift of Miles J. Denmark in memory of Mickey, Lenny, and Seymour Denmark. The records were accessioned by The Strong under object ID 119.4190 and were shipped by Miles Denmark in ten boxes [nine of the ten boxes contained toys].

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Related Materials

Related Materials

Along with the box of archival materials, Miles Denmark donated to The Strong nine boxes of library materials and objects. Included in the donation were 39 trade catalogs and trade sheets that were transferred to the library and 58 toys produced by Plastic Toy & Novelty Company such as the Little Pro Tennis Shoe Ride-On, Combo Kitchen, Combo Workbench, Sand Chair, Power 4 Trac Ride-On, and more.

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Collection Inventory

Series I: Facilities, 1986-1987

box 1

ID [aspace_uri]: /repositories/3/archival_objects/53753

Series Scope and Content Note

This series contains documents related to the relocation of the factory from Brooklyn, New York to Millstown, New Jersey in 1987. It includes blueprints [copies and originals], a cost comparison analysis [handwritten], a sell sheet for a potential office building, and correspondence. The series is arranged alphabetically by folder title.

Title/Description	Instances	
Blueprints - Milltown New Jersey factory, 1987 ID [aspace_uri]: /repositories/3/archival_objects/53756	box 1	folder 1
Building cost comparisons, circa 1986 ID [aspace_uri]: /repositories/3/archival_objects/53757	box 1	folder 2
Correspondence - Factory relocation, 1986-1987 ID [aspace_uri]: /repositories/3/archival_objects/53758	box 1	folder 3

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Series II: Mold Cards, circa 1960-1987

box 1

ID [aspace_uri]: /repositories/3/archival_objects/53754

Series Scope and Content Note

This series contains copies of "Mold Cards" from the production of toys in the factory. Mold Cards consist of information on each mold the toys were made from including shot weight, molding cost, type of powder, waste factor, total cost and more. The cards were arranged in alphabetical order by toy. The archivist maintained that order.

Title/Description	Instances	
"A", circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53759	box 1	folder 4
Bowling set and scooters, circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53760	box 1	folder 5
"B", circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53761	box 1	folder 6
"C", circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53773	box 1	folder 7
"D-P", circa 1960-1987	box 1	folder 8

ID [aspace_uri]: /repositories/3/archival_objects/53762

Pails, circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53763	box 1	folder 9
Ride-ons, circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53765	box 1	folder 10
"R-S", circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53764	box 1	folder 11
"S", circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53766	box 1	folder 12
"T", circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53767	box 1	folder 13
"V", circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53768	box 1	folder 14
"W", circa 1960-1987 ID [aspace_uri]: /repositories/3/archival_objects/53769	box 1	folder 15

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Series III: Crew setups and rates, circa 1973

box 1

ID [aspace_uri]: /repositories/3/archival_objects/53755

Series Scope and Content Note

This series contains crew setup and rate sheets. The sheets provide step-by-step assembly instructions and the piece rate each crew produces per hour. The papers were removed from a binder labeled "Production - Crew Setups and Rates" for preservation. The papers were in order of toy model number and the original order was maintained.

Title/Description	Instances	
Model 109-832B, 1973 ID [aspace_uri]: /repositories/3/archival_objects/53770	box 1	folder 16
Model 832K-8503, 1973 ID [aspace_uri]: /repositories/3/archival_objects/53771	box 1	folder 17
Model 865B-8693, 1973	box 1	folder 18

ID [aspace_uri]: /repositories/3/archival_objects/53772

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