



Guide to the Toy Instruction Manual Collection, 1962-1975 — 118.9052

This finding aid was produced using ArchivesSpace on July 04, 2025.

Description is written in: English.

Describing Archives: A Content Standard

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

The Strong

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Summary Information

Repository:	Brian Sutton-Smith Library and Archives of Play at The Strong
Source - Compiler:	Davis, Mark Jonathan
Title:	Toy instruction manual collection
ID:	118.9052
ID [aspace_uri]:	/repositories/3/resources/350
Date [inclusive]:	1962-1975
Physical Description:	0.33 Linear Feet (1 document box, 36 folders)
Language of the Material:	English
Graphic Materials [box]:	1
Abstract:	This collection consists of toy instruction and assembly manuals collected by Mark Davis. The manuals are dated from 1962 to 1975 and include Lincoln Logs, Scream'n Demons, Tinkertoy, GI Joe, and more. The materials are comprised of assembly instructions, order forms, and general instructions.

Preferred Citation for Publication

Toy instruction manual collection, Brian Sutton-Smith Library and Archives of Play at The Strong.

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Collection Scope and Content Note

This collection consists of toy instruction and assembly manuals collected by Mark Davis. The manuals are dated from 1962 to 1975 and include Lincoln Logs, Scream'n Demons, Tinkertoy, GI Joe, and more. The materials are comprised of assembly instructions, order forms, and general instructions.

The collection is in alphabetical order by toy company and the collection had been described at item level for improved discovery. The physical materials are housed in one box.

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Administrative Information

Publication Statement

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Conditions Governing Access

The collection is 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.

Immediate Source of Acquisition

The collection was donated to The Strong in September 2018 as a gift of Mark Jonathan Davis. The papers were accessioned by The Strong under object ID 118.9052.

Processing Information

Collection was originally cataloged as circulating library materials. The collection was transferred to the archives in 2025 for increased discovery.

Processed by

Stephanie Ball, July 2025.

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Related Materials

Separated Materials

Along with the toy instruction manuals, Mark Davis also donated twelve trade catalogs and related books. The materials can be found in the library catalog.

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Controlled Access Headings

- View-Master reels
- Lincoln Logs (Trademark)
- Construction toys
- Toys
- Wooden toys
- Toys -- History
- Playsets (Toys)
- Meccano models
- Mr. Potato Head (Trademark)
- G.I. Joe figures
- Etch A Sketch
- Parker Brothers, Inc.
- Mattel, Inc.
- Hasbro, Inc.
- Fisher-Price (Firm)
- Playskool, Inc.
- Toy Tinkers, Inc.
- Aurora Products Corp.
- Edmund Scientific Co.
- Davis, Mark Jonathan

Collection Inventory

Title/Description	Instances		
Adams, undated ID [aspace_uri]: /repositories/3/archival_objects/54894	box 1	folder 1	
Cups and balls, undated ID [aspace_uri]: /repositories/3/archival_objects/54930	box 1	folder 1	object 1
Aeromania, undated ID [aspace_uri]: /repositories/3/archival_objects/54895	box 1	folder 2	
Puddle Jumpers, undated ID [aspace_uri]: /repositories/3/archival_objects/54931	box 1	folder 2	object 1
AMT Corporation, undated ID [aspace_uri]: /repositories/3/archival_objects/54896	box 1	folder 3	
Star Trek Exploration Set, undated ID [aspace_uri]: /repositories/3/archival_objects/54932	box 1	folder 3	object 1
Aurora Products Corporation, 1967-1973 ID [aspace_uri]: /repositories/3/archival_objects/54897	box 1	folder 4	
Tar Pit snap together kit, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54933	box 1	folder 4	object 1
Allosaurus snap together kit, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54934	box 1	folder 4	object 2
Cave snap together kit, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54935	box 1	folder 4	object 3
Cro-Magnon Man snap together kit, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54936	box 1	folder 4	object 4
Cro-Magnon Woman snap together kit, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54937	box 1	folder 4	object 5
Neanderthal Man snap together kit, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54938	box 1	folder 4	object 6
Pteranodon snap together kit, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54939	box 1	folder 4	object 7
Saber Tooth Tiger snap together kit, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54940	box 1	folder 4	object 8
Skittle Bowl, 1967	box 1	folder 4	object 9

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Godzilla, 1969 ID [aspace_uri]: /repositories/3/archival_objects/54942	box 1	folder 4	object 10
Groovy Grabber, 1970 ID [aspace_uri]: /repositories/3/archival_objects/54943	box 1	folder 4	object 11
Jungle Swamp, 1972 ID [aspace_uri]: /repositories/3/archival_objects/54944	box 1	folder 4	object 12
Giant Wooly Mammoth, 1972 ID [aspace_uri]: /repositories/3/archival_objects/54945	box 1	folder 4	object 13
Regular Pendulum Pool, 1973 ID [aspace_uri]: /repositories/3/archival_objects/54946	box 1	folder 4	object 14
Forged Foil Cougar, undated ID [aspace_uri]: /repositories/3/archival_objects/54947	box 1	folder 4	object 15
Bachmann, undated ID [aspace_uri]: /repositories/3/archival_objects/54898	box 1	folder 5	
HO Contemporary House assembly instructions, undated ID [aspace_uri]: /repositories/3/archival_objects/54948	box 1	folder 5	object 1
Brumberger, undated ID [aspace_uri]: /repositories/3/archival_objects/54899	box 1	folder 6	
310 Art-A-Matic, undated ID [aspace_uri]: /repositories/3/archival_objects/54949	box 1	folder 6	object 1-2
Child Guidance Toys, circa 1964 ID [aspace_uri]: /repositories/3/archival_objects/54900	box 1	folder 7	
Kiddie Land order form, undated ID [aspace_uri]: /repositories/3/archival_objects/54950	box 1	folder 7	object 1
Magnetic Doll House, circa 1964 ID [aspace_uri]: /repositories/3/archival_objects/54951	box 1	folder 7	object 2
Colorforms, 1962 ID [aspace_uri]: /repositories/3/archival_objects/54901	box 1	folder 8	
Bozo the Clown, 1962 ID [aspace_uri]: /repositories/3/archival_objects/54952	box 1	folder 8	object 1
Dart Industries, 1969 ID [aspace_uri]: /repositories/3/archival_objects/54902	box 1	folder 9	
Bird Watcher [Tupperware Toys], 1969	box 1	folder 9	object 1

ID [aspace_uri]: /repositories/3/archival_objects/54953			
Edmund Scientific Co., 1966	box 1	folder 10	
ID [aspace_uri]: /repositories/3/archival_objects/54903			
Star and Satellite Path Finder, 1966	box 1	folder 10	object 1
ID [aspace_uri]: /repositories/3/archival_objects/54954			
Fisher-Price, undated	box 1	folder 11	
ID [aspace_uri]: /repositories/3/archival_objects/54904			
Beginner's Circus, undated	box 1	folder 11	object 1
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GAF Corporation, undated	box 1	folder 12	
ID [aspace_uri]: /repositories/3/archival_objects/54905			
View-Master Theater Tour booklet, undated	box 1	folder 12	object 1
ID [aspace_uri]: /repositories/3/archival_objects/54956			
General Mills Fun Group, 1971	box 1	folder 13	
ID [aspace_uri]: /repositories/3/archival_objects/54906			
Self-Hardening Play Stone Molding Compound, 1971	box 1	folder 13	object 1
ID [aspace_uri]: /repositories/3/archival_objects/54957			
Hasbro Industries, 1968-1972	box 1	folder 14	
ID [aspace_uri]: /repositories/3/archival_objects/54907			
GI Joe Adventure Team Action Pack, 1972	box 1	folder 14	object 1-3
ID [aspace_uri]: /repositories/3/archival_objects/54958			
Mickey Mouse Gum Ball Vending Bank, undated	box 1	folder 14	object 4
ID [aspace_uri]: /repositories/3/archival_objects/54959			
Scream'n Demons the Mean Machines!, undated	box 1	folder 14	object 5
ID [aspace_uri]: /repositories/3/archival_objects/54960			
Mr. Potato Head, 1968	box 1	folder 14	object 6
ID [aspace_uri]: /repositories/3/archival_objects/54961			
Hot Foot Racer, 1970	box 1	folder 14	object 7
ID [aspace_uri]: /repositories/3/archival_objects/54962			
Mr. Potato Head, 1969	box 1	folder 14	object 8
ID [aspace_uri]: /repositories/3/archival_objects/54963			
Hassenfeld Brothers, Inc., circa 1967	box 1	folder 15	
ID [aspace_uri]: /repositories/3/archival_objects/54908			
Mr. Potato Head Parts, undated	box 1	folder 15	object 1

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Sno-Cone Machine, undated ID [aspace_uri]: /repositories/3/archival_objects/54965	box 1	folder 15	object 2
Talking GI Joe, 1967 ID [aspace_uri]: /repositories/3/archival_objects/54966	box 1	folder 15	object 3
Mr. Potato Head [and other vegetable heads], undated ID [aspace_uri]: /repositories/3/archival_objects/54967	box 1	folder 15	object 4
Ideal Toy Corportation, 1968-1973 ID [aspace_uri]: /repositories/3/archival_objects/54909	box 1	folder 16	
Building Guide and Plans, 1968 ID [aspace_uri]: /repositories/3/archival_objects/54968	box 1	folder 16	object 1
Motorific Racing Cars: Grand Prix Miniatures, undated ID [aspace_uri]: /repositories/3/archival_objects/54969	box 1	folder 16	object 2
Nebulizer Ionization Instructions, 1969 ID [aspace_uri]: /repositories/3/archival_objects/54970	box 1	folder 16	object 3
Toss Across, 1969 ID [aspace_uri]: /repositories/3/archival_objects/54971	box 1	folder 16	object 4
Fitting a Helmet Instructions, 1970 ID [aspace_uri]: /repositories/3/archival_objects/54972	box 1	folder 16	object 5
Upset, 1972 ID [aspace_uri]: /repositories/3/archival_objects/54973	box 1	folder 16	object 6
Skeeters Lift'n Loop Action Set, 1972 ID [aspace_uri]: /repositories/3/archival_objects/54974	box 1	folder 16	object 7-8
Bumper Shot, 1973 ID [aspace_uri]: /repositories/3/archival_objects/54975	box 1	folder 16	object 9
Invicta, 1972 ID [aspace_uri]: /repositories/3/archival_objects/54910	box 1	folder 17	
Master Mind, 1972 ID [aspace_uri]: /repositories/3/archival_objects/54976	box 1	folder 17	object 1
Kenner Products Company, 1964-1970 ID [aspace_uri]: /repositories/3/archival_objects/54911	box 1	folder 18	
Modern-As-Tomorrow Girder & Panel Building Set, 1964 ID [aspace_uri]: /repositories/3/archival_objects/54977	box 1	folder 18	object 1
More Play Ideas with Gloppy, 1967	box 1	folder 18	object 2

ID [aspace_uri]: /repositories/3/archival_objects/54978			
How to Draw with Kenner's Spirotot, 1968	box 1	folder 18	object 3
ID [aspace_uri]: /repositories/3/archival_objects/54979			
New Rotodraw, 1970	box 1	folder 18	object 4
ID [aspace_uri]: /repositories/3/archival_objects/54980			
Lakeside Industries, circa 1968	box 1	folder 19	
ID [aspace_uri]: /repositories/3/archival_objects/54912			
Motorized Crashmobile, circa 1968	box 1	folder 19	object 1
ID [aspace_uri]: /repositories/3/archival_objects/54981			
Life-Like Products, Inc., undated	box 1	folder 20	
ID [aspace_uri]: /repositories/3/archival_objects/54913			
Fortress Lizard, undated	box 1	folder 20	object 1
ID [aspace_uri]: /repositories/3/archival_objects/54982			
Mattel, Inc., 1968-1975	box 1	folder 21	
ID [aspace_uri]: /repositories/3/archival_objects/54914			
Make These Fun Action Tog'l Toys, 1968	box 1	folder 21	object 1-2
ID [aspace_uri]: /repositories/3/archival_objects/54983			
Make These Funny Tog'l People, 1968	box 1	folder 21	object 3
ID [aspace_uri]: /repositories/3/archival_objects/54984			
How to Use Freight Cars, circa 1970	box 1	folder 21	object 4
ID [aspace_uri]: /repositories/3/archival_objects/54985			
Flying Aces, 1975	box 1	folder 21	object 5
ID [aspace_uri]: /repositories/3/archival_objects/54986			
Meccano ltd., undated	box 1	folder 22	
ID [aspace_uri]: /repositories/3/archival_objects/54915			
Dinky Toys no. 104, undated	box 1	folder 22	object 1
ID [aspace_uri]: /repositories/3/archival_objects/54987			
Monogram Models, Inc., 1972-1974	box 1	folder 23	
ID [aspace_uri]: /repositories/3/archival_objects/54916			
Snap Tite Model Kits, 1974	box 1	folder 23	object 1
ID [aspace_uri]: /repositories/3/archival_objects/54988			
Snap Tite Model Kit No. 8278, 1972	box 1	folder 23	object 2
ID [aspace_uri]: /repositories/3/archival_objects/54989			
Ohio Art Company, undated	box 1	folder 24	

ID [aspace_uri]: /repositories/3/archival_objects/54917			
Etch A Sketch, undated ID [aspace_uri]: /repositories/3/archival_objects/54990	box 1	folder 24	object 1
Parker Brothers, 1970 ID [aspace_uri]: /repositories/3/archival_objects/54918	box 1	folder 25	
Vertigo: The Balancing Puzzle, 1970 ID [aspace_uri]: /repositories/3/archival_objects/54991	box 1	folder 25	object 1
PlaySkool, undated ID [aspace_uri]: /repositories/3/archival_objects/54919	box 1	folder 26	
Tyke Truck and Walker Chair, undated ID [aspace_uri]: /repositories/3/archival_objects/54992	box 1	folder 26	object 1
PlayTools, undated ID [aspace_uri]: /repositories/3/archival_objects/54993	box 1	folder 26	object 2
Original Lincoln Logs, undated ID [aspace_uri]: /repositories/3/archival_objects/54994	box 1	folder 26	object 3-4
Pressman Toy Corporation, undated ID [aspace_uri]: /repositories/3/archival_objects/54920	box 1	folder 27	
Crystal Climbers, undated ID [aspace_uri]: /repositories/3/archival_objects/54995	box 1	folder 27	object 1
Pyro Plastics Corporation, circa 1960s ID [aspace_uri]: /repositories/3/archival_objects/54921	box 1	folder 28	
Plastic Hobby Craft L kits, circa 1960s ID [aspace_uri]: /repositories/3/archival_objects/54996	box 1	folder 28	object 1
Questor Education Products Company, undated ID [aspace_uri]: /repositories/3/archival_objects/54922	box 1	folder 29	
Giant Tinkertoy, undated ID [aspace_uri]: /repositories/3/archival_objects/54997	box 1	folder 29	object 1
Remco Industries, Inc., 1969-1971 ID [aspace_uri]: /repositories/3/archival_objects/54923	box 1	folder 30	
Klick 'N Ready Kite Instructions, 1971 ID [aspace_uri]: /repositories/3/archival_objects/54998	box 1	folder 30	object 1
Tremco Tru Smoke Diesel Trucks, 1969 ID [aspace_uri]: /repositories/3/archival_objects/54999	box 1	folder 30	object 2
Schwinn Bicycle Company, 1967	box 1	folder 31	

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Assembly instructions, 1967 <u>ID [aspace_uri]: /repositories/3/archival_objects/55000</u>	box 1	folder 31	object 1
Toy Tinkers, 1965 <u>ID [aspace_uri]: /repositories/3/archival_objects/54925</u>	box 1	folder 32	
Tinkertoy, 1965 <u>ID [aspace_uri]: /repositories/3/archival_objects/55001</u>	box 1	folder 32	object 1
Transogram Company, Inc., 1968 <u>ID [aspace_uri]: /repositories/3/archival_objects/54926</u>	box 1	folder 33	
Transogram Hocus Pocus, 1968 <u>ID [aspace_uri]: /repositories/3/archival_objects/55002</u>	box 1	folder 33	object 1
Topper Toys, undated <u>ID [aspace_uri]: /repositories/3/archival_objects/54927</u>	box 1	folder 34	
Johnny Lightning Rocket 500 Indy, undated <u>ID [aspace_uri]: /repositories/3/archival_objects/55003</u>	box 1	folder 34	object 1
Johnny Lightning LM 500 Race Track , undated <u>ID [aspace_uri]: /repositories/3/archival_objects/55004</u>	box 1	folder 34	object 2
Johnny Lightning JP Power Compressor, undated <u>ID [aspace_uri]: /repositories/3/archival_objects/55005</u>	box 1	folder 34	object 3
TV Magic Cards, 1970 <u>ID [aspace_uri]: /repositories/3/archival_objects/54928</u>	box 1	folder 35	
TV Magic Cards, 1970 <u>ID [aspace_uri]: /repositories/3/archival_objects/55006</u>	box 1	folder 35	object 1
Victor Stanzel Company, undated <u>ID [aspace_uri]: /repositories/3/archival_objects/54929</u>	box 1	folder 36	
Flying the Trigger Jet Plane, undated <u>ID [aspace_uri]: /repositories/3/archival_objects/55007</u>	box 1	folder 36	object 1-2