

# The Archives Catalog of The Strong

The Archives Catalog of The Strong contains detailed descriptive information about the Archival Collections housed in the Brian Sutton-Smith Library and Archives of Play. The descriptive information is organized into a document called a **Finding Aid**. A Finding Aid is written by archivists and describes the history of a collection and the arrangement of materials to help a user navigate the contents of the collection and identify materials relevant to their research. For more information on using The Strong's Collections Catalogs see JP Dyson's blog [How to Find Things in The Strong's Collections](#).

A Finding Aid can be divided into two sections **Front Matter** and **Inventory**.

Guide to the Steven Epstein Papers, 1941-2014 — 124.2287

## Summary Information

<b>Repository:</b>	Brian Sutton-Smith Library and Archives of Play at The Strong
<b>Creator:</b>	Epstein, Steven R.
<b>Title:</b>	Steven Epstein papers
<b>ID:</b>	124.2287
<b>Date [inclusive]:</b>	1976-2014
<b>Date [bulk]:</b>	1983-1997
<b>Physical Description:</b>	8.15 Linear Feet (1 document box, 2 A/V boxes, 1 flat box, 1 oversized folder)
<b>Language of the Material:</b>	English
<b>Abstract:</b>	This collection consists of the papers of Steven Epstein, owner of the Broadway Arcade in Manhattan, New York and founder of the Professional & Amateur Pinball Association (PAPA). The materials are dated from 1976 to 2014, with the bulk of the materials dated from 1983 to 1997. The papers are comprised of newspaper clippings, correspondence, scrapbooks, promotional materials, VHS cassettes, and more.

## Preferred Citation for Publication

Steven Epstein papers, Brian Sutton-Smith Library and Archives of Play at The Strong.

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## Historical Note

Steven Epstein was the owner of the Broadway Arcade in New York City, a game designer, and founder

**Front Matter** - includes summary information that describes the collection as a whole [Abstract, Biographical Note, Scope and Content, Arrangement, and other administrative information].

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## Collection Inventory

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### Series I: Personal, 1941-2014

#### Series Scope and Content Note

This series documents the personal life and interests of Steven Epstein. It includes newspaper articles about Epstein's involvement with the ARKS Foundation [a not-for-profit to support recovery from Anorexia Nervosa] and an article in *GQ Magazine* about Epstein. The series also includes reference articles that discuss general pinball, Steve Kordek, a fictional short story about a pinball player, and "Profits ...in Pennies: Your Guide to Success in Modern Arcade and Sportland Operation" from 1941.

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**Inventory** – Provides an outline that identifies the Series, Boxes, Folders, and in some cases items within the collection. The Inventory section also provides more in-depth information to each Series or Subseries.

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Guide to the Steven Epstein Papers, 1941-2014 — 124.2287

Of note are two proposals by Epstein for "Arcadia 21" and "The Great American Amusement Emporium." "Arcadia 21" and "The Great American Amusement Emporium" were proposals for two different family fun complexes that included an arcade or pinball component, cineplexes, restaurants, and other activities.

Title/Description	Instances	
Scrapbook - black portfolio, 1985-1997	box 4	object 1
Scrapbook - photo album, 1985-1997	box 4	object 2

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### Series II: Broadway Arcade, 1980-2014

#### Series Scope and Content Note

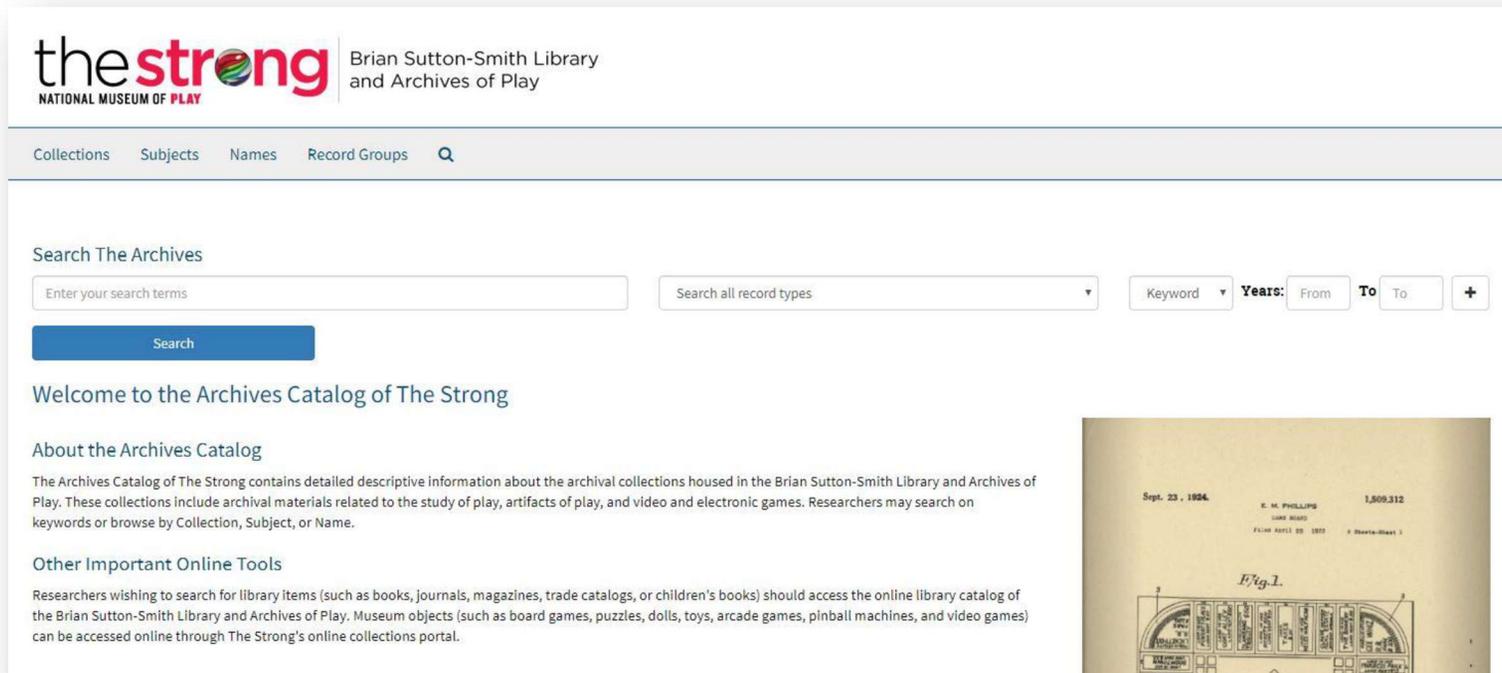
This series documents Epstein's role in turning the Broadway Arcade into the "Pinball Capital of the World." The materials consist of newspaper clippings about the arcade, correspondence, promotional materials, photographs, and VHS cassettes.

Of note is the ad copy for the *Village Voice*. Epstein mentioned in an interview that advertising in the *Village Voice* was a turning point for the arcade.

Many of the VHS cassettes in this series contain promotional slides and a call used to promote the Broadway

A PDF of the Finding Aid or "Guide" to a collection can be found in the "External Documents" section or by clicking the "Print" icon in the top right corner.

## How-to Search the Archives Catalog



The screenshot shows the homepage of the Archives Catalog. At the top left is the logo for 'the strong NATIONAL MUSEUM OF PLAY' and the text 'Brian Sutton-Smith Library and Archives of Play'. Below the logo is a navigation bar with tabs for 'Collections', 'Subjects', 'Names', and 'Record Groups', followed by a search icon. The main content area features a search bar with the placeholder text 'Enter your search terms', a dropdown menu for 'Search all record types', and a 'Keyword' dropdown. To the right of the search bar are 'Years:' fields for 'From' and 'To', and a '+' button. A blue 'Search' button is located below the search bar. Below the search bar, there is a heading 'Welcome to the Archives Catalog of The Strong' and a section titled 'About the Archives Catalog' with a paragraph of text. To the right of this text is a thumbnail image of a document page with a technical drawing labeled 'Fig. 1'. Below the 'About' section is a section titled 'Other Important Online Tools' with a paragraph of text.

From the main page of the [Archives Catalog](#) [shown above], you can search on keywords using the search bar or browse through the tabs above the search bar [Collections, Subjects, Names, or Classifications].

This document provides information on how to do the following:

- Keyword search
- Read details about a component
- Browse by Collections
- Browse by Subjects
- Browse by Names
- Browse by Record Group
- Request materials for use while in the research library and archives

Keyword searching is easy! Type in the name, title, or topic in which you're interested and then click "Search."



The screenshot shows a search interface with the following elements:

- Title: "Search The Archives"
- Search Input Field: Contains the text "pong". This field is circled in red.
- Record Type Filter: A dropdown menu with the text "Search all record types" and a downward arrow.
- Search Button: A blue button with the text "Search".

Search all record types where  
keyword(s): pong

Showing Results: 1 - 10 of 38

1 2 3 4

Relevance Sort

Pong (Game)  
Subject

Pong - "Home Pong" console concept art, Barney Huang, 1975  
File - map-case: 3, drawer: 2, Folder: 9

**Scope and Content Note** This subseries houses the cabinet concept drawings from the industrial design department. These concepts were drawn in the early stages of cabinet development, and informed the decision on final assembly. Also included in the series are industrial design notes and reference materials. Notes, sketches, and artists will be included in the folder description. Designers include Regan Cheng, Barney Huang, Mike Jang, Ken Hata, Milt Loper, and Mike Querio. The series is arranged alphabetically by game...

**Found in:** Brian Sutton-Smith Library and Archives of Play at The Strong / Atari Coin-Op Division corporate records / Series VII: Cabinet artwork, concepts, designs, and drawings / Subseries A: Cabinet concept and industrial design drawings

The Laws of Ping-Pong, as Amended and Adopted by the American Ping-Pong Association, Parker Brothers, Inc., ©1935, 1939  
File - Box: 3, Folder: 69

**Scope and Content Note** This series contains instructions for games published between 1893 and 1952, with the bulk of the games from the 1920s through the 1940s. They have been arranged in alphabetical order, and when possible, dates have been identified based on the copyright date of the instructions. Parker Brothers manufactured the majority of these games, though products from several other companies appear. Some of the instructions have minor notations in Howard's handwriting.

**Found in:** Brian Sutton-Smith Library and Archives of Play at The Strong / LeRoy Howard papers / Series II: Published game instructions

Published sell sheets, Atari Coin-Op, letters P-Q [Peter Pack Rat, Pac Mania, Paperboy, PAT 9000 (2), Pit Fighter, Pole Position, Pole Position II, Pong, Pong Doubles, Pool Shark, Popeye (2), Pot Shot, Primal Rage, Pursuit (Kee Games), Quantum, Quiz Show]  
File - Box: 68, Folder: 1

**Scope and Content Note** This subseries contains the various sell sheets for Atari Coin-Op games. These materials demonstrate the evolution of the process of creating sell sheets, including copy, mockup, and final film proof. Also included are published, final sell sheets. These sell sheets were used to market Atari games in print advertisements, as well as at trade shows. (Folder titles followed by an asterisk indicate that damaged materials have been photographed and discarded; digital images exist.)

**Found in:** Brian Sutton-Smith Library and Archives of Play at The Strong / Atari Coin-Op Division corporate records / Series VIII: Advertising and marketing / Subseries B: Sell sheets and print advertisements

You will then see the first page of results for your search. On the right-hand side of the results page, you will see additional filters. You can further sort your keyword results by “Archival Record,” “Collection,” “Record Group,” or “Subject.”

Once you discover a result about which you would like to learn more information, just click on that result.

The next page will give you specific details about the component, such as which Collection the file/component is from, along with its physical location.

## Pong – “Home Pong” console concept art, Barney Huang, 1975

 **File – map-case: 3, drawer: 2, Folder: 9**

Brian Sutton-Smith Library and Archives of Play at The Strong | Atari Coin-Op Division corporate records | Series II: Cabinet artwork, concepts, designs, and drawings, 1973 - 1999  
| Subseries A: Cabinet concept and industrial design drawings | Pong – “Home Pong” console concept art, Barney Huang, 1975

This particular file is from the Atari Coin-Op Division corporate records, Series II, Subseries A, and is located in Map Case 3, Drawer 2, Folder 9.

To browse the full extent of Collections, click on the “Collections” tab.

The screenshot shows the website for the Brian Sutton-Smith Library and Archives of Play, part of the National Museum of Play. The header includes the logo and the text "Brian Sutton-Smith Library and Archives of Play". Below the header is a navigation bar with tabs for "Collections", "Subjects", "Names", and "Record Groups", along with a search icon. The main content area displays "Showing Collections: 1 - 10 of 172". A pagination bar shows numbers 1 through 18, with "1" highlighted and "Next" indicated. A sort dropdown menu is set to "Title (ascending)" with a "Sort" button. The first collection listed is "IUP collection of electronic gaming media coverage", identified as "Collection - Box: 1-8" with identifier "111.477". Its abstract describes a collection of VHS cassettes, Beta cassettes, a CD-ROM, and a DVM cassette containing recorded news stories, recordings of G4 Television, and various live recordings of festivals and conventions from the late 1990s and early 2000s. The second collection is "A Visit from St. Nicholas manuscript", identified as "Item - item: manuscript" with identifier "77.807". Its abstract states that the Strong Museum has one of only four known original signed manuscripts of the famous poem, "A Visit from St. Nicholas," better known as "'Twas the Night Before Christmas." Although sometimes disputed, New York scholar Clement Clark Moore (1799-1863) allegedly wrote the poem in 1822. Published anonymously in a Troy, New York newspaper in 1823, the poem became an instant success. This copy is signed by Moore, dated August 1853, and reads at the bottom "Written many years ago; I cannot say...". The third collection is "AGPI collection of Norman Hasselriis papers", identified as "File - Box: Individual Manuscripts" with identifier "116.5455-d". Its abstract notes that these materials, collected by AGPI, include two typed manuscripts from Norman Hasselriis on the history of card games. The manuscripts, titled "An Invitation to a Whist Party" and "A Short Whistory of Bridge," each have an annotation reading "from his unpublished book." The fourth collection is "AGPI collection of Sally Sugarman papers", identified as "File - Box: Individual Manuscripts" with identifier "116.5455-c". Its abstract states that these materials, collected by AGPI, include two manuscripts from Sally Sugarman: "Children's Games as Cultural Commentary" (paper presented at Popular Culture Conference, Toronto, Canada, March 8, 1990) and "Children on Board: Images from Candy Lands" (noted as "forthcoming in a Popular Culture book Images of Childhood").

When you want to learn more about a Collection, just click on that record to access details about the Collection, including its linked Controlled Access Terms [People, Corporate Names, or Subjects], Notes [including Historical/Biographical information, Scope and Content information, System of Arrangement, and much more].

On the right side of the page, you will see the “Collection Organization” panel, which you can expand to see what is contained in each Series/Subseries/Component of a collection.

Collections Subjects Names Record Groups

## Barbie Liberation Organization collection

Collection — Box: 1 Identifier: 94.86

Brian Sutton-Smith Library and Archives of Play at The Strong | Barbie Liberation Organization collection

Collection Overview **Collection Organization**

The Barbie Liberation Organization collection is a small compilation of flyers, instructions, and planning documents. The collection also includes two VHS tapes about the BLO's plan to switch voice boxes in G.I. Joe action figures and Teen Talk Barbie dolls.

The Barbie Liberation Organization collection has been arranged into two series. This collection is housed in one archival document box.

**Dates**  
1993 - 1994

**Creator**

- Barbie Liberation Organization (Organization)

**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 donors have 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.

Search Collection

From year To year

Search

### Collection organization

- Barbie Liberation Organization collection
  - Series I: Barbie Liberation Organization...
    - Barbie Liberation Organization (BL...
  - Series II: VHS tapes, 1993
    - VHS Tape 1: "News Reels" [News se...
    - VHS Tape 2: "BLO" [BLO mission an...

TIP: You can access a downloadable/printable PDF of the collection's finding aid under the heading "External Documents" or by clicking on the "Print" icon in the top right corner.

Extent  
0.2 Linear Feet (1 box)

Expand All

- Additional Description
- Subjects
- Record Groups
- Related Names
- Finding Aid & Administrative Information
- Physical Storage Information
- External Documents
  - Finding Aid to the Barbie Liberation Organization Collection, 1993-1994

Brian Sutton-Smith Library and Archives of Play Barbie Liberation Organization Collection

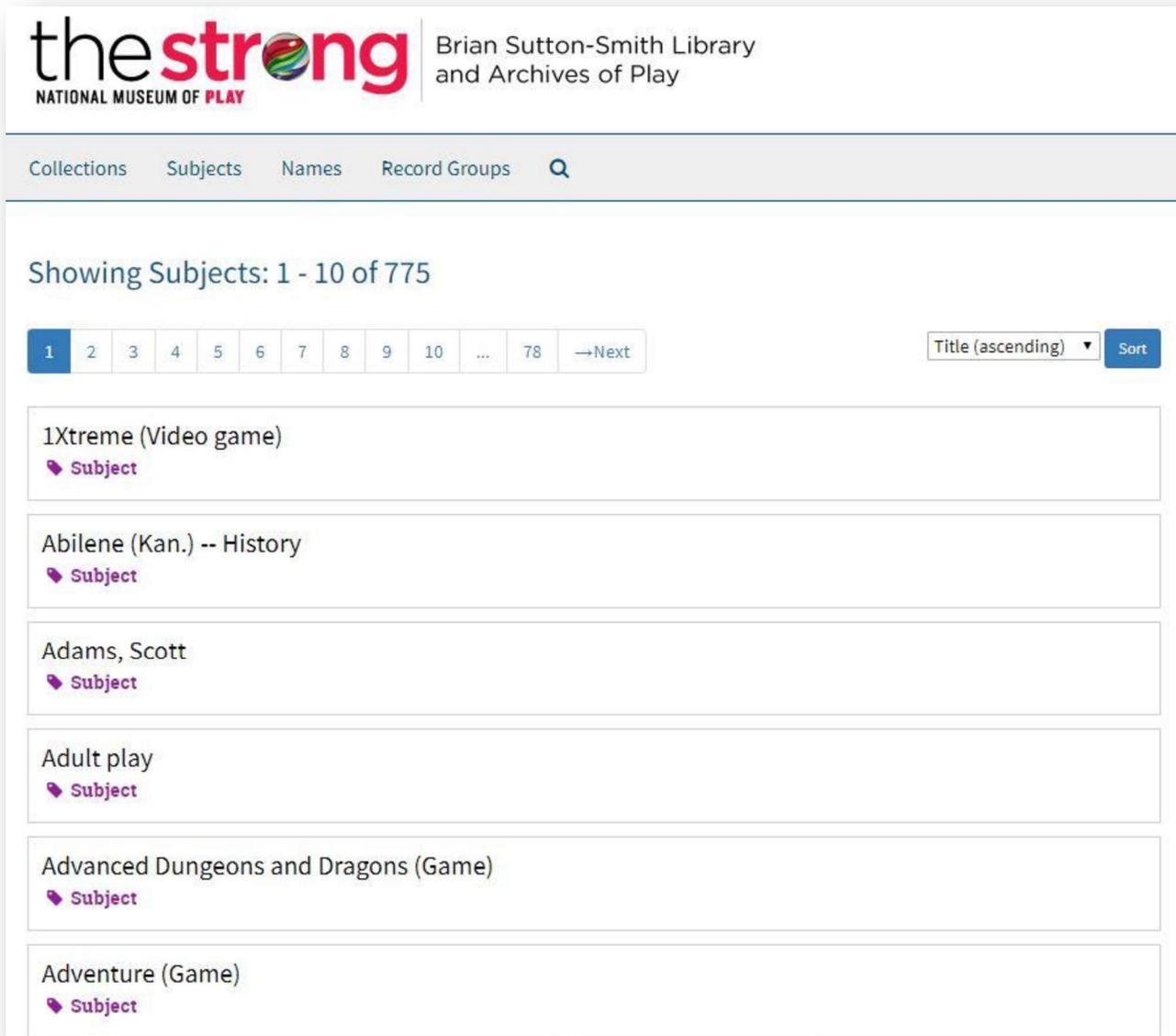
**Finding Aid to the  
Barbie Liberation Organization Collection, 1993-1994**

**Summary Information**  
**Title:** Barbie Liberation Organization collection  
**Creator:** Barbie Liberation Organization (BLO)  
**ID:** 94.86  
**Date:** 1993-1994  
**Extent:** 0.2 linear feet  
**Language:** English  
**Abstract:** The Barbie Liberation Organization collection is a compilation of flyers, instructions, and plans for the organization's notorious doll voice box-switching project.

**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 donors have not transferred intellectual property rights (including, but not limited to, any copyright, trademark, and associated rights

To browse the Subject terms within the Archives Catalog, click on the “Subjects” tab.



The screenshot shows the 'Subjects' tab of the Archives Catalog. At the top left is the logo for 'the strong NATIONAL MUSEUM OF PLAY' and the text 'Brian Sutton-Smith Library and Archives of Play'. Below the logo is a navigation bar with tabs for 'Collections', 'Subjects', 'Names', and 'Record Groups', along with a search icon. The main content area displays 'Showing Subjects: 1 - 10 of 775'. A pagination bar shows page numbers 1 through 10, an ellipsis, 78, and a 'Next' button. A sort dropdown menu is set to 'Title (ascending)' with a 'Sort' button. The list of subjects includes: 1Xtreme (Video game), Abilene (Kan.) -- History, Adams, Scott, Adult play, Advanced Dungeons and Dragons (Game), and Adventure (Game). Each subject entry has a small purple icon and the word 'Subject' below it.

Upon selecting a Subject, you can see which Collections have been tagged with that particular term. You can then click on each Collection record to learn more.

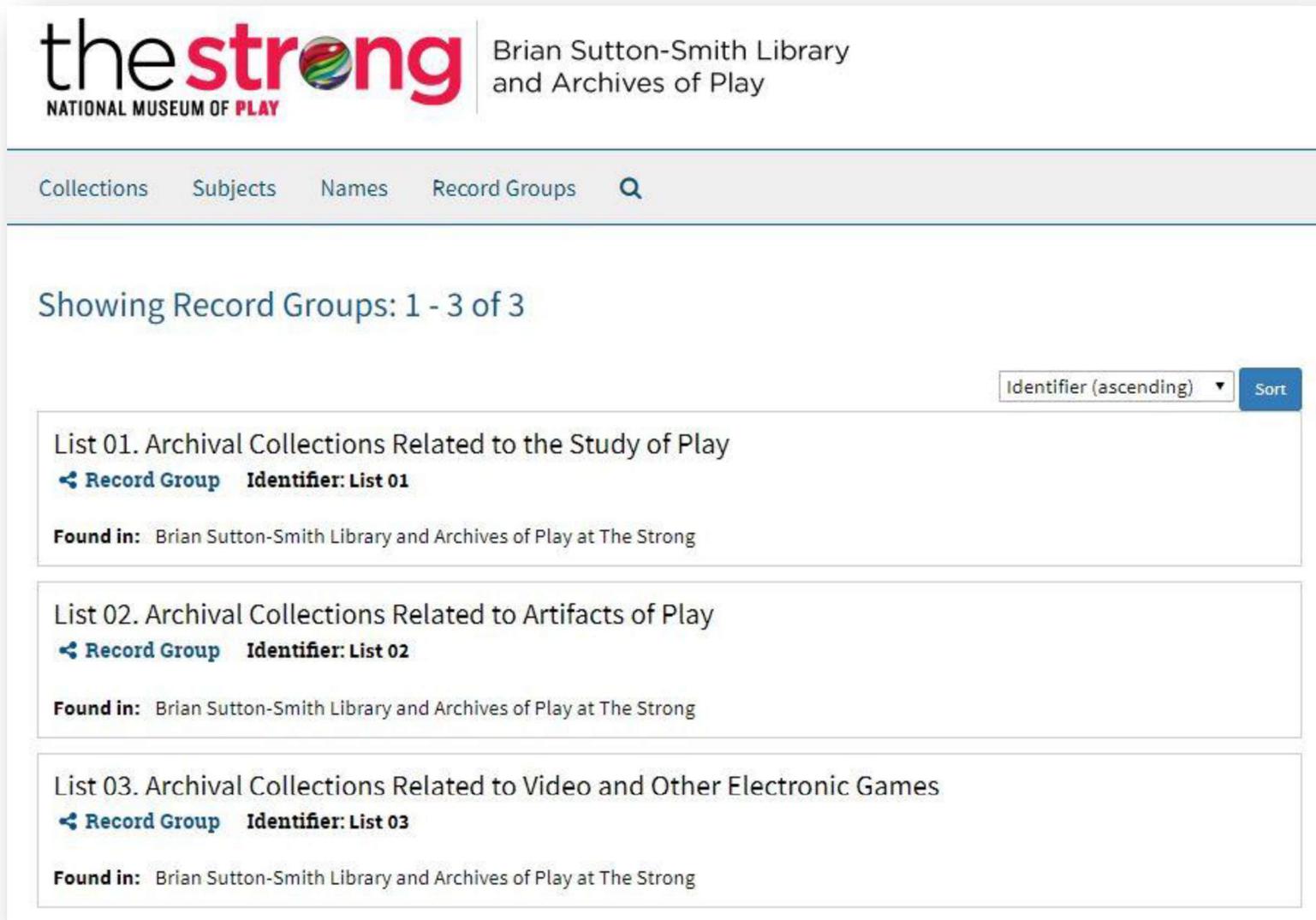
To browse by Name within the Archives Catalog, click on the “Names” tab.

The screenshot shows the 'Names' tab in the Archives Catalog. The header includes the logo for 'the strong NATIONAL MUSEUM OF PLAY' and the text 'Brian Sutton-Smith Library and Archives of Play'. Below the header is a navigation bar with tabs for 'Collections', 'Subjects', 'Names', and 'Record Groups', along with a search icon. The main content area displays 'Showing Names: 1 - 10 of 791'. A pagination bar shows page numbers 1 through 10, an ellipsis, 80, and a 'Next' button. A sort dropdown menu is set to 'Title (ascending)' with a 'Sort' button. The list of names includes:

- 3M Company  
[Organization](#)
- Abate, Salvatore ("Sam") T.  
[Person](#)
- Abbot, Mike  
[Person](#)
- Abbott, Bob  
[Person](#)
- Abbott, Robert  
[Person](#)
- Activision (Firm)  
[Organization](#)

Upon selecting a Name, you can see which Collections have been tagged with that particular term. You can then click on each Collection record to learn more.

To browse by classification of materials, click on the “Record Groups” tab. You’ll see the three categories of Archival Collections here at The Strong. Click on a Record Group to view a list of all collections that fall under that category.



The screenshot shows the website for The Strong National Museum of Play. The header includes the logo "the strong NATIONAL MUSEUM OF PLAY" and the text "Brian Sutton-Smith Library and Archives of Play". A navigation bar contains links for "Collections", "Subjects", "Names", "Record Groups", and a search icon. Below the navigation bar, the text "Showing Record Groups: 1 - 3 of 3" is displayed. To the right of this text is a dropdown menu set to "Identifier (ascending)" and a blue "Sort" button. The main content area lists three record groups, each with a left-pointing arrow icon, the text "Record Group", and the identifier "List 01", "List 02", or "List 03". Below each record group is the text "Found in: Brian Sutton-Smith Library and Archives of Play at The Strong".

the strong  
NATIONAL MUSEUM OF PLAY

Brian Sutton-Smith Library  
and Archives of Play

Collections Subjects Names Record Groups 🔍

Showing Record Groups: 1 - 3 of 3

Identifier (ascending) Sort

List 01. Archival Collections Related to the Study of Play  
← Record Group Identifier: List 01  
Found in: Brian Sutton-Smith Library and Archives of Play at The Strong

List 02. Archival Collections Related to Artifacts of Play  
← Record Group Identifier: List 02  
Found in: Brian Sutton-Smith Library and Archives of Play at The Strong

List 03. Archival Collections Related to Video and Other Electronic Games  
← Record Group Identifier: List 03  
Found in: Brian Sutton-Smith Library and Archives of Play at The Strong

When requesting physical materials to view from the Archives, please complete the [Researcher Request form](#) and indicate:

- Collection title
- Box number and/or Folder number, *or*
- Map Case number, with Drawer number and Folder number

**the strong**  
NATIONAL MUSEUM OF PLAY

One Manhattan Square  
Rochester, NY 14607  
585-263-2700  
[museumofplay.org](http://museumofplay.org)

**Researcher Requests Form**

Name of Researcher: \_\_\_\_\_

Date(s) of Research Visit: \_\_\_\_\_

*Please submit requests at least one week in advance for an optimal research visit. Attached lists also welcome.*

**Library materials (books, trade catalogs, serials, etc.)**  
Browse/search in [Library Catalog](#). Indicate call number/title of requested item or years/issues of serials.

Example:     1) GV1469.3 .L36 2016 - Art of Atari / Tim Lapetino  
              2) NK9509.99.A94 T69 1983 - Toy Catalog 1983 / Hasbro, Aviva  
              3) GAMES Magazine. 1981-1986 (all issues)

Library materials: [If none are requested, please indicate "n/a" or "none."]

Archival materials:  
LeRoy Howard Collection—Series I, Box 1

Phillip Orbanes Papers—Series III, V, and V  
Series III—Subseries C, Boxes 4&5

Sid Sackson collection  
Series III—  
Box 24-Folders 65&75  
Box 31-Folders 1-3  
Box 74-Folders 6, 10, 23-33

Digital materials may be viewed on-site using a designated computer terminal in the library reading room. Select digital materials can be found on [The Strong's Universal Access](#) webpage.

Questions? Library staff can be reached by email at [library@museumofplay.org](mailto:library@museumofplay.org), by [online form](#), or by phone at 585-410-6349.