



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

## Guide to the Duncan Family Yo-yo Collection

NMAH.AC.0807

Cassie Domek

2002

Archives Center, National Museum of American History  
P.O. Box 37012  
Suite 1100, MRC 601  
Washington, D.C. 20013-7012  
archivescenter@si.edu  
<http://americanhistory.si.edu/archives>

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Duncan Family Yo-yo Collection
<b>Identifier:</b>	NMAH.AC.0807
<b>Date:</b>	1928-2002
<b>Extent:</b>	14 Cubic feet (40 boxes)
<b>Creator:</b>	Duncan, Donald F., Jr. Duncan Yo-Yo Company.
<b>Language:</b>	English  Collection is in English. Some materials in Spanish.

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## Administrative Information

### Acquisition Information

This collection was donated to the Archives Center, National Museum of American History, Smithsonian Institution, by the Duncan family in March, 2002.

### Separated Materials

The Division of Culture and the Arts holds related artifacts. See accession #2002.0246, #2004.0029, #2007.0158.

### Materials in the Archives Center, National Museum of American History

Bob Rule Papers, circa 1950-2002 (AC0855)

### Processing Information

Collection processed by Cassie Domek, 2002.

### Preferred Citation

Duncan Family Yo-yo Collection, 1928-2002, Archives Center, National Museum of American History.

### Restrictions

Collection is open for research.

## Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

## Accruals

An addenda consisting of 35 photographs documenting Tommy Reyes, a yo-yo demonstrator, was donated by Robert Reyes on December 17, 2017.

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## Biographical / Historical

Donald F. Duncan (1892-1971), a businessman who had successfully marketed parking meters and ice cream, began to sell yo-yos after seeing them on a visit to California. Duncan founded Donald F. Duncan, Inc. in 1930, running it with the help of family members and soon got the word yo-yo trademarked. Duncan marketed the yo-yo successfully by using traveling demonstrators, many who were Filipinos, to hold contests around the country to increase demand. Duncan claimed the yo-yo was once a primitive hunting weapon in the Philippines and whose name meant "come-come". Duncan also used the slogan, "If it isn't a Duncan, it isn't a Yo-Yo."

As the company became more successful a plant in Luck, WI was constructed to be near the maple used to produce the yo-yos. The management division remained in Chicago, where it shared some of the same staff as the Duncan Parking Meter Company. The company also began to branch out, trying to create new toys and products, including a line of tops and selling plastic yo-yos. In the early 1960s the company, now run by Donald F. Duncan, Jr., began an aggressive and expensive marketing campaign using television ads, creating a huge demand for yo-yos that the Luck plant could not keep up with.

By 1965 Donald F. Duncan, Inc. was in financial trouble. The company was unable to keep up with demand for yo-yos, losing out to other brands. They lost an expensive legal battle Royal Tops over trademark infringement. The court ruled that the word yo-yo was the generic word for the toy. In 1965 the company's creditors wanted their money and the company filed for bankruptcy. The company was auctioned off in 1966, with the Flambeau Corporation, owners of the plastic yo-yo molds, buying the Duncan name and continuing to produce Duncan Yo-Yos.

In the early 1970s, Donald F. Duncan Jr. wanted to return to the yo-yo business. He created and received a patent for a plastic yo-yo that was balanced to maximize spin time, allowing tricks to be performed better and longer. Duncan created a series of companies, Duncraft, Inc., in 1976, Duracraft, Inc., in 1977, and finally Playmaxx, Inc., in 1987, to market his new yo-yo. These companies, based in Arizona, were primarily run by Duncan and his wife Donna. They focused on school demonstrations and other programs to sell yo-yo's. The yo-yo, known as the ProYo, has removable sides allowing it to be display any type of logo. In addition to Playmaxx, the Duncan's also ran a yo-yo museum, the Yozeum. By the end of the 1990s, Playmaxx was no longer in business and the Duncan's moved to Bartlesville, Oklahoma, where they operated the Yozeum.

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## Scope and Contents

The Duncan Family Yo-Yo Collection consists of papers, photographs, advertising materials, scrapbooks, clippings and audio-visual materials. These materials trace the rise and fall of the companies owned by

the Duncan family as well as the world of yo-yo's. The materials date from 1929 to 2002, with the bulk of the material focused on the Donald F. Duncan, Inc., and the companies that would become Playmaxx, Inc.

The collection is arranged in seven series. Series one contains business material pertaining to Donald F. Duncan, Inc., and its spin off companies. Series two contains material about Donald F. Duncan, Inc. It contains business records, correspondence, photographs, advertising materials, contest materials, information about demonstrators, and sales. Series three describes the creation of Duncraft, Inc. and how it changed names to Duracraft, Inc., finally becoming Playmaxx, Inc. The series contains material on the creation of a small business, photographs, advertising materials, instructional materials, patents and correspondence. Series four contains newspaper clippings arranged by dates. Series five contains information on the competitors of Donald F. Duncan, Inc. and Playmaxx, Inc. as well as information on the Flambeau Corporation who had bought out the Duncan name and was continuing to sell yo-yos. Series six contains information on yo-yos in general. It has materials including articles, magazines, books, music, information on the Smothers Brothers, and miscellaneous material. Series seven contains audio-visual materials including commercials, videos, audio tape and records.

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## Arrangement

Collection is divided into eight series.

### **Series 1, Donald F. Duncan, Inc. Records, 1930-1985**

Subseries 1, Minute books, 1930-1967

Subseries 2, Correspondence, 1930-1985

Subseries 3, Organizational Materials, 1959, 1962

Subseries 4, Conference Reports, 1962-1963

Subseries 5, Financial materials, 1959-1965

Subseries 6, Employee and Personnel Materials, 1962-1964

Subseries 7, Sales Materials, 1958-1965

Subseries 8, Advertising & Promotional Materials, 1957, 1962-1965

Subseries 9, Production Materials, 1954-1980

Subseries 10, Instructional Materials, 1950-1963

Subseries 11, Scrapbooks, 1930s

Subseries 12, Photographs, 1957 and undated

Subseries 13, Other Companies, 1956-1967

Subseries 14, Empty Binders, undated

### **Series 2: Playmaxx, 1967-2000**

Subseries 1, Corporate Records, 1987-1995

Subseries 2, Correspondence, 1967-2000

Subseries 3, Advertising and Promotional materials, 1982-1990

Subseries 4, Financial Materials, 1990-1995

Subseries 5, Employee and Personnel materials, 1990-1995

Subseries 6, Sales Materials, 1981-1997

Subseries 7, Patents, 1974-1997

Subseries 8, Production Materials, 1980-1992

Subseries 9, Newsletters and Releases, 1978, 1997

Subseries 10, Programs, 1981-1997

Subseries 11, Duracraft, 1977-1986

Subseries 12, Competitors, 1976-1997

Subseries 13, Miscellaneous, 1997

**Series 3: Yo-Yo's, 1928-2002**

Subseries 1, Newspaper clippings, 1929-1999

Subseries 2, Articles, 1952-1998

Subseries 3, Books, 1978-2000

Subseries 4, Instructional Materials, undated

Subseries 5, Magazine, 1958-2002

Subseries 6, Newsletters, 1988-1999

Subseries 7, Music, 1930-1964

Subseries 8, Competitors, 1958-1992

Subseries 9, Contests, 1997-2000

Subseries 10, Photographs, undated

Subseries 11, Miscellaneous, 1930-2002

**Series 4, Other Toys, 1935-1991**

Subseries 1, Toys, 1935-1991

Subseries 2, Photographs of Other Toys, undated

Subseries 3, Photographs of Tops, undated

**Series 5, Audiovisual Materials, 1946-1996**

## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Toy industry
- Toys
- Yo-yos

Types of Materials:

- Advertisements
- Business records -- 20th century
- Clippings -- 20th century
- Motion pictures (visual works)
- Photographs -- 20th century
- Scrapbooks
- Training films

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## Container Listing

### Series 1: Donald F. Duncan, Inc. Records, 1930 - 1985

#### Subseries 1.1: Minute Books, 1930-1967

Box 1, Folder 1	Donald F. Duncan Inc. Corporate Minute Book, 1930-1939 <a href="#">Image(s)</a>
Box 1, Folder 2	Donald F. Duncan Inc. Corporate Minute Book, 1939 February 17-1942 December 26
Box 1, Folder 3	Donald F. Duncan Inc. corporate minute book, 1958-1964
Box 1, Folder 4	Donald F. Duncan Inc. Meeting Notes, 1958 <a href="#">Image(s)</a>
Box 1, Folder 5	Donald F. Duncan Toy Company copy of minutes, 1953-1962
Box 1, Folder 6	Donald F. Duncan Toy Company, 1953-1967
Box 1, Folder 7	Duncan Sales Company, 1953-1962
Box 1, Folder 8	Duncan Sales Company Minutes (copies), 1959-1962
Box 2, Folder 1	Model Aircraft Products Inc., 1933-1934
Box 2, Folder 2	Cheerio Toys Inc, 1955-1962

#### Subseries 1.2: Correspondence, 1930-1985 (not inclusive)

Box 3, Folder 1	Allen, Bob, 1952, 1961
Box 3, Folder 2	Akers, Barney, 1963
Box 3, Folder 3	Dawson, Win, 1963
Box 3, Folder 4	Duncan, Donald F., 1964
Box 3, Folder 5	Duncan, Jack, 1964 (includes Christmas cards)
Box 3, Folder 6	Duncan, Janet, 1985



Box 3, Folder 7	Duncan, Russell and Ives, S.A.,, 1959
Box 3, Folder 8	Ennis, Thomas,, 1962
Box 3, Folder 9	Fillery, Johnny,, undated
Box 3, Folder 10	Ives, Tom,, 1930-1933, 1944
Box 3, Folder 11	Kelly, Earl A.,, undated
Box 3, Folder 12	King, Charles S.,, 1965
Box 3, Folder 13	Lee, Timothy G.,, 1963
Box 3, Folder 14	Leeds, Jimmie,, 1962
Box 3, Folder 15	Meacham, L.W.,, 1962
Box 3, Folder 16	Morse, Mrs. M.H.,, 1966
Box 3, Folder 17	Ronken, Mrs. Oscar,, 1966
Box 3, Folder 18	Schlee, Wilf,, 1961
Box 3, Folder 19	Seide, Jule J.,, 1959
Box 3, Folder 20	Somera, George,, 1947
Box 3, Folder 21	Weil, Chester,, 1962

### Subseries 1.3: Organizational Materials, 1959, 1962

Box 3, Folder 22	Letterhead (corporate identity), undated
Box 3, Folder 23	Management Reorganization Plan, 1959
Box 3, Folder 24	Management Reorganization Plan Response, 1959
Box 3, Folder 25	Organizational Structure Appraisal, 1962

### Subseries 1.4: Conference Reports, 1962-1963

Box 3, Folder 26	Conference reports, 1962 August 17-1962 December 20
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- Box 3, Folder 27            Conference report, 1963 January 24-1963 August 22
- Box 3, Folder 28            Conference report The Bruns Advertising Agency, 1962 July 31-1962 August 13
- Box 3, Folder 29            Conference Report California Spinning Top Market, 1963

#### Subseries 1.5: Financial Materials, 1959-1965

- Box 3, Folder 30            Profit and loss, 1959
- Box 2, Folder 3             Bankruptcy action, 1965
- Box 2, Folder 4             Budgets, 1964-1965
- Box 3, Folder 31            Purchasing, 1962
- Box 3, Folder 32            Direct costing, 1963
- Box 3, Folder 33            Cost system proposal, undated
- Box 3, Folder 34            General ledger control accounts, undated
- Box 3, Folder 35            "Where Our Dollar Goes", 1963

#### Subseries 1.6: Employee and Personnel Materials, 1962-1964

- Box 3, Folder 36            Employee address list, undated
- Box 3, Folder 37            Key personnel, 1963-1964
- Box 3, Folder 38            Management biographies, 1962
- Box 3, Folder 39            Job descriptions, 1958
- Box 3, Folder 40            Business cards , undated
- Box 3, Folder 41            Donald F. Duncan Inc. newsletters, 1962-1963
- Box 3, Folder 42            News releases for Donald F. Duncan Inc., 1962
- Box 3, Folder 43            Clyde Mortensen resignation, 1963

- Box 3, Folder 44            Fixing company problems memo, undated
- Box 3, Folder 45            Life and health insurance, 1964
- Box 3, Folder 46            Letters of introduction for Donald F. Duncan, 1962

### Subseries 1.7: Sales Materials, 1958-1965

- Box 3, Folder 47            Address cards for sales, undated
- Box 3, Folder 48            Address book list of sales representatives, undated
- Box 4, Folder 1             Sales Representatives Operating Manual, 1959
- Box 4, Folder 2            Representatives manual and agreement, 1959
- Box 4, Folder 3            Field Representative Manual, 1963
- Box 4, Folder 4            Premium Sales Manual, undated
- Box 4, Folder 5            Premium sales personal organizer of W.H. Schelee, 1962
- Box 4, Folder 6            Representatives guidelines for places to stay, undated
- Box 4, Folder 7            Names of field representatives and field supervisors (copy of photograph), undated
- Box 4, Folder 8            Management Notes, 1954-1958, 1965
- Box 4, Folder 9            Field representative meeting, 1962
- Box 4, Folder 10           Sales representatives and their areas, 1965
- Box 4, Folder 11           Manufacturers representatives promotions, 1960-1961
- Box 4, Folder 12           Sales representatives — memos, 1959
- Box 4, Folder 13           Market managers and field supervisors forms memo, 1964
- Box 4, Folder 14           Account Records (Alabama-Montana), 1960
- Box 4, Folder 15           Account Records (Nebraska- Wyoming), 1960

Box 4, Folder 16	Analysis of demonstrators' accounts, 1958
Box 4, Folder 17	Order acknowledgment card, undated
Box 4, Folder 18	Order control procedure, 1963
Box 4, Folder 19	Order forms, undated
Box 4, Folder 20	Executive Yo-Yo orders, 1960
Box 5, Folder 1	Customer Master Listing, 1962 April
Box 5, Folder 2	Customer Master Listing, 1963 July
Box 5, Folder 3	Customer Master Listing 1, 1964 November
Box 5, Folder 4	Price Lists (Bo-Yo), undated
Box 5, Folder 5	Price Lists (Canada), 1963
Box 5, Folder 6	Price Lists (Mister Yo-Yo Preschool line), 1964
Box 5, Folder 7	Price Lists (Sportsline), 1965
Box 5, Folder 8	Price Lists (Yo-Yo's), 1957-1963
Box 5, Folder 9	Duncan Sales Campaigns Notebook, 1956-1957
Box 5, Folder 10	Distribution Instructions, undated
Box 5, Folder 11	Buyers Ads — General, undated
Box 5, Folder 12	Buyers Ads — Sportsline, 1965
Box 5, Folder 13	Buyers Catalogs, 1962-1963 (includes Canada)
Box 5, Folder 14	Distribution Trips, 1963 (California and New York)
Box 5, Folder 15	Canadian market, 1963
Box 5, Folder 16	Product breakdown, 1962-1964

Box 5, Folder 17      Top ten toys market research, undated

Box 5, Folder 18      Promotional Sales analysis, 1963

Box 5, Folder 19      Commissions, 1960

Box 5, Folder 20      Confidential plan to increase sales, undated

Box 5, Folder 21      Credit slips, 1965

### Subseries 1.8: Advertising and Promotional Materials, 1957, 1962-1965

Box 6, Folder 1      Advertising Logos

Box 6, Folder 2      Catalog sheet, undated

Box 6, Folder 3      Packaging — Beginners Yo-Yo, undated  
[Image\(s\)](#)

Box 6, Folder 4      Packaging — Bo-Yo Yo-Yo, undated

Box 6, Folder 5      Packaging — Butterfly Yo-Yo, undated

Box 6, Folder 6      Packaging — Disney Yo-Yo, undated

Box 6, Folder 7      Packaging — Imperial Yo-Yo, undated

Box 6, Folder 8      Packaging — Satellite Yo-Yo, undated

Box 6, Folder 9      Packaging — Tournament Yo-Yo, undated

Box 6, Folder 10      Premium Buyer's Guide, April 1962

Box 6, Folder 11      Bo-Yo, 1965

Box 6, Folder 12      Duncan Yo-Yo Kids, 1962

Box 6, Folder 13      Yo-Yo Art, undated

Box 6, Folder 14      Tenite Acetate, 1962

Box 6, Folder 15      Toy and Hobby Wholesaler, 1962 November

Box 6, Folder 16	Toys and Novelties, 1957-1964
Box 6, Folder 17	Promotional plans and lists, 1963 and undated
Box 6, Folder 18	Promotions — Television Time, 1963 and 1965
Box 6, Folder 19	Promotional ads — various, 1952-1963
Box 6, Folder 20	Coca-Cola Yo-Yo Promotion Manual (for foreign countries), 1963
Box 6, Folder 21	Coca-Cola Export Corporation Volume Vin Special Promotions Section VIE Duncan Yo-Yo Campaign, undated
Box 38, Folder 7	Coca-Cola poster undated (in Spanish)
Box 34, Folder 1-2	Proofs — Sportsline Yo-Yo, undated
Box 34, Folder 3	Proofs — How To Wind and Spin tops, undated
Box 34, Folder 4	Proofs — Duncan Imperial Snap Top, undated
Box 34, Folder 5	Proofs — Imperial Yo-Yo, undated
Box 34, Folder 6	Proofs — Kites, undated
Box 34, Folder 7	Proofs — Spinning top champion, undated
Box 29, Folder 1	Proofs — Chico Special Pro Yo, undated
Box 29, Folder 2-3	Proofs — Beginners Spinning Top, undated
Box 29, Folder 4	Proofs — Display of Tops, undated
Box 29, Folder 5-6	Proofs — Executive Yo-Yo, undated
Box 29, Folder 7	Proofs — Hummingbird Yo-Yo, undated
Box 29, Folder 8	Proofs — Imperial Back, undated
Box 29, Folder 9	Proofs — Mardi Gras Yo-Yo, undated
Box 29, Folder 10	Proofs — Sir Duncan Spinning Top, undated

Box 29, Folder 11	Proofs— Yo-Yo 's, undated
Box 29, Folder 12	Proofs — United of Omaha, undated
Box 29, Folder 13	Proofs — Duncan Quarter Court Table Tennis, undated
Box 29, Folder 14	Proofs — Sonic Satellite Yo-Yo, undated
Box 29, Folder 15	Proofs — Imperial Spinning Top, undated
Box 29, Folder 16	Proofs — Bowling Ball Yo-Yo, undated
Box 29, Folder 17	Proofs— Eight Ball Yo-Yo, undated
Box 29, Folder 18	Proofs — Baseball Yo-Yo, undated
Box 29, Folder 19	Proofs— Basketball Yo-Yo, undated
Box 29, Folder 20	Proofs— Golf Ball Yo-Yo, undated
Box 29, Folder 21	Proofs — Yo-Yo cards, undated
Box 29, Folder 22	Proofs — Beginners Yo-Yo, undated
Box 29, Folder 23	Proofs — Yo-Yo Instructions, undated
Box 29, Folder 24	Proofs — Twin Spin Spinning Top, undated
Box 29, Folder 25	Proofs — Sir Duncan Spinning Top, undated
Box 29, Folder 26	Proofs — Cyclone Spinning Top, undated
Box 29, Folder 27	Proofs — Fire-Fly Yo-Yo, undated
Box 29, Folder 28	Proofs — Spin Top Instructions, undated
Box 29, Folder 29	Proofs — Tournament Spin Top, 1963
Box 29, Folder 30	Proofs — Tournament Spin Top 590
Box 29, Folder 31	Proofs — Tournament Spinning Top, undated
Box 29, Folder 32	Proofs — Imperial Spinning Top, undated

- Box 29, Folder 33-34 Proofs — Whistler Spin Top, undated
- Box 6, Folder 22 Scrapbook of ads promotions photographs and clippings, 1947-1952  
[Image\(s\)](#)
- Mason (Jack) Skenes, Jack Russell, campaign manager, Jim Kennedy (?) and Jack Norris -- demonstrator [black and white photoprint], 1950  
*1 Item (5.5" x 7.25").*
- [Image\(s\): Mason \(Jack\) Skenes, Jack Russell, campaign manager, Jim Kennedy \(?\) and Jack Norris -- demonstrator \[black and white photoprint\].](#)
- Employees of Duncan Yo-yo Company demonstrate yo-yos to a crowd in Cuba in 1950; photographer unidentified.
- Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.
- Silver gelatin on paper.
- Local Numbers  
AC0807-0000008.tif (AC Scan)
- In Box 6, Folder 22.
- Names: Duncan Yo-Yo Company.  
Topic: Yo-yos  
Place: Cuba  
Genre/ Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin
- Box 6, Folder 23 Scrapbook of ads promotions photographs and clippings, 1948-1953  
[Image\(s\)](#)
- Box 38, Folder 1 Bif-Bat Poster, 1977
- Box 38, Folder 4 Various posters, undated
- Box 35, Folder 6 Promotions using food, undated  
[Image\(s\)](#)
- Box 35, Folder 2 Point of Purchase ads, undated  
[Image\(s\)](#)
- Box 25, Folder 3 Clipped words used in advertising, undated
- Box 38, Folder 9 Yo Kids and Campbell's Kids



Box 38, Folder 10          Yo-Yo Signs

### Subseries 1.9: Production Materials, 1954-1980

Box 6, Folder 24          Don Duncan Jr. Idea Notebook, 1963-1976

Box 6, Folder 25          New ideas statement of policy form, undated

Box 6, Folder 26          New product policy, 1962

Box 6, Folder 27          New product development, 1963-1965

Box 6, Folder 28          New product ideas and development, 1964

Box 6, Folder 29          New products (toys), undated

Box 6, Folder 30          New product evaluation form, undated

Box 7, Folder 1          Luck Plant Die Inventory, 1957

Box 7, Folder 2          Luck Plant Employee time off, 1964-1965

Box 7, Folder 3          Luck Plant labor relations, 1953

Box 7, Folder 4          Luck Plant inventory, 1962

Box 7, Folder 5          Minimum inventory proposal, undated

Box 7, Folder 6          Luck Plant line development, undated

Box 7, Folder 7          Luck Plant production reports, 1954-1955

Box 7, Folder 8          Luck Wisconsin Diamond Jubilee, 1980

Box 7, Folder 9          Luck Wisconsin industrial development program, undated

Box 7, Folder 10          Product list, 1956

Box 7, Folder 11          Product cost estimates — memos, 1954-1957

Box 7, Folder 12          Cost summaries, 1957

Box 7, Folder 13          Standard product cost sheets, 1964

Box 7, Folder 14	Product analysis, 1964
Box 7, Folder 15	Potential product evaluation reference sheet, 1964-1965
Box 7, Folder 16	Packing information, undated
Box 7, Folder 17	Bo-Yo Production method, 1965
Box 7, Folder 18	Executive Yo-Yo, undated
Box 7, Folder 19	N. Wagner's notes, undated
Box 7, Folder 20	Woodworking equipment list, undated
Box 7, Folder 21	Clippings, undated

#### Subseries 1.10: Instructional Materials, 1949-1963

Box 8, Folder 1	Campbell Kid Play Kit Book, 1963
Box 8, Folder 2	Giant Book of Tricks, 1961 <a href="#">Image(s)</a>
Box 8, Folder 3	Supervisors Handbook, 1963
Box 8, Folder 4	Trick Book, 1950 <a href="#">Image(s)</a>
Box 8, Folder 5	Trick Book No. 14, 1960 <a href="#">Image(s)</a>
Box 8, Folder 6	Trick Book No. 15, 1960
Box 8, Folder 7	Trick Book, 1962
Box 8, Folder 8	Contest Rules for Recreation and Education Departments, undated
Box 8, Folder 9	Contest fliers, 1950 <a href="#">Image(s)</a>
Box 8, Folder 10	Yo-Yo Certificates, undated
Box 8, Folder 11	Fun Club Membership card, undated

Box 8, Folder 12	General permit Los Angeles California, 1949
Box 8, Folder 13	Letters to champions, 1956-1960
Box 8, Folder 14	Summer yo-yo camps, undated
Box 8, Folder 15	Yo-Yo score sheet, undated
Box 8, Folder 16	California Yo-Yo State Championships, 1957-1962
Box 8, Folder 17	Coca-Cola Contest Mexico, 1957
Box 8, Folder 18	Coca-Cola Entrant Award, 1960
Box 8, Folder 19	Coca-Cola Tournament Italy, 1959
Box 8, Folder 20	Long Meadow Farms yo-yo championship card, undated
Box 8, Folder 21	Entrant Awards, 1957
Box 8, Folder 22	Champion plaques, undated
Box 8, Folder 23	Clippings about contests, undated
Box 38, Folder 6	Posters about contests, undated
Box 8, Folder 24	Demonstrators, undated

#### Subseries 1.11: Scrapbooks, 1930s

Box 36, Folder 1	Scrapbook of clippings, 1930s
Box 37, Folder 6	Scrapbook of clippings, 1930s <a href="#">Image(s)</a>
Box 35, Folder 7	Scrapbooks of foreign materials, 1933-1938
Box 26, Folder 1	Scrapbook of Luck Wisconsin #2
Box 27, Folder 1	Scrapbook of Tom Ives Business Trip, 1931

[Image\(s\)](#)

[Photograph marked "Regal" in a scrapbook : black and white photoprint],  
ca. 1920-1940

*1 Item (1.5" x 1".)*

[Image\(s\): \[Photograph marked "Regal" in a scrapbook : black and white photoprint\].](#)

"Regal" may be Pedro Flores, a Filipino American largely responsible for the popularity of the yo-yo in the United States beginning in the 1920s; founded Flores Yo-yo Company; photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

## Local Numbers

AC0807-0000004.tif (AC Scan)

In Box 27, Folder 1.

Names:	Duncan Yo-Yo Company. Flores Yo-yo Corporation
Topic:	Filipino American businesspeople Toys Yo-yos
Genre/ Form:	Photographs -- 1920-1940
Culture:	Filipino Americans -- 1920-1940

## Subseries 1.12: Photographs, 1948-1950, 1957, undated

Box 28, Folder 1	Akers Barney
Box 28, Folder 2	Army Christmas Party
Box 28, Folder 3	Banquet Dinner
Box 28, Folder 4	Baseball
Box 28, Folder 5	Bob Allen's Daughter "Duchess", 1952
Box 28, Folder 6	Contests and Demonstrators

[Image\(s\)](#)

Texarkana, Texas, April 1952 [black and white photoprint], 1952

1 Item (3.5" x 3.5".)

[Image\(s\): Texarkana, Texas, April 1952 \[black and white photoprint\].](#)

Duncan Yo-Yo Company., Collector

Four boys with representative from Duncan Yo-Yo Company; photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers

03080708.tif (AC Scan)

In Box 28, Folder 6.

Topic:	Schoolboys Yo-yos
Place:	Texarkana (Tex.) Texas
Genre/ Form:	Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin

Box 28, Folder 7	Cox H.W. Railway Express Agent Official in Chicago
Box 37, Folder 4	Demonstration of a yo-yo in [Havana Cuba?], circa 1950
Box 28, Folder 8	Demonstrators in Amsterdam
Box 28, Folder 9	Duncan Don Jr. <a href="#">Image(s)</a>
Box 28, Folder 10	Duncan Don Sr. <a href="#">Image(s)</a>
Box 28, Folder 11	Famous People
Box 28, Folder 12	Field Representatives <a href="#">Image(s)</a>
Box 28, Folder 13	Filipino Demonstrators <a href="#">Image(s)</a>
Box 28, Folder 14	Food Displays
Box 28, Folder 15	Ives Tom

	<a href="#">Image(s)</a>
Box 35, Folder 1	Luck Aerial <a href="#">Image(s)</a>
Box 28, Folder 16	Luck WI and Production <a href="#">Image(s)</a>
Box 28, Folder 17	Mexico Contest, 1957
Box 28, Folder 18	Miscellaneous
Box 28, Folder 19	Negatives
Box 28, Folder 20	New Toy Photo
Box 28, Folder 21	New York Toy Fair <a href="#">Image(s)</a>
Box 28, Folder 22	People
Box 28, Folder 23	Press Releases and Photos
Box 28, Folder 24	Primate with Yo-Yo <a href="#">Image(s)</a>
Box 28, Folder 25	TV Spots
Box 28, Folder 26	Window Displays <a href="#">Image(s)</a>
Box 28, Folder 27	Wisconsin Wood Products
Box 28, Folder 28	Tommy Reyes, demonstrator, 1948-1950
Box 8, Folder 25	Luck Wisconsin, 1949-1961
Box 8, Folder 26	Yo-Yos and Displays
Box 8, Folder 27-28	Miscellaneous (copies), undated <a href="#">Image(s)</a>

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## Series 2: Playmaxx, 1967-2000

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Box 10, Folder 3	Legal use of Duncan Name, 1990
Box 10, Folder 4	Agendas, 1995
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Box 10, Folder 7	Confidential Business Plans, 1988-1995 (not inclusive)
Box 10, Folder 8	Corporate Summary, 1994
Box 10, Folder 9	Miscellaneous, undated
Box 10, Folder 10	Miscellaneous notes, 1989-1995

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Box 11, Folder 3	Johnson, Anne,, 1998
Box 11, Folder 3	Johnson, James,, 1993
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Box 11, Folder 15 Pro Yo

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Box 11, Folder 15 Pro Yo Gunfighters Collection

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Box 11, Folder 15 Ad Yo

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Box 13, Folder 3      Promotions — Central America, 1992

Box 13, Folder 4      Promotions — Coca Cola, 1982

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Box 13, Folder 9      Promotions — Pro Yo, 1988

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Box 14, Folder 7          Duncan Donald F. Jr. #3805443, 1974

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Box 14, Folder 9          Burroughs Robert C. #4555235, 1985

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Box 14, Folder 19      Campaign Manager Appearance and Conduct Policy, 1988

Box 14, Folder 20      Class Instruction Procedures, undated

Box 38, Folder 12      Yo Yo Clinic Signs, 1988, undated

Box 14, Folder 21      Don Duncan' s "Build- A-Skill" Yo-Yo Program Fliers, undated

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Box 14, Folder 23      Don Duncan's ProYo Instructional Program Flier, undated

Box 14, Folder 24      Don Duncan Yo-Yo League, undated

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Box 14, Folder 29      The "PEP" Line (ProYo Educational Program), 1990

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Box 23, Folder 3	Estes Model Rockets, undated
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Box 18, Folder 6	Foreign language, undated
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### 3.2: Articles, 1952-1998

Box 18, Folder 8	Yo-Yo: A Very Brief History
Box 18, Folder 9	Brandt Catharine "Top Spinner of Oak Hills" Power, 1957

- Box 18, Folder 10 Heifer Harold "Factasia" True Detective 1952 October
- Box 18, Folder 11 Leonard T. Michael "What You Should Know About the Physics of Yo",  
undated
- Box 18, Folder 12 McEvoy J.P. and Peggy "Interview with a Toy King" Reader's Digest, 1955  
January
- Box 18, Folder 13 McQuade Molly "Toying Around" Chicago Journal, 1983
- Box 18, Folder 14 Watson Don "Captain Yo" "Paths to the State of Yo", 1990-1991
- Box 18, Folder 15 Webb Dewey "The String and I" New Times, 1998 August 24-30
- Box 18, Folder 16 Zuckerman Edward "Quest for the Perfect Yo-Yo" Reader's Digest, 1987

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- Box 18, Folder 18 Baier Harry Yo-Yo World Trick Book, 1997
- Box 18, Folder 19 Cook Christopher Collectible American Yo-Yos, 1997
- Box 19, Folder 1 Dickson Paul The Mature Person 's Guide to Kites Yo-Yos Frisbees and Other  
Childlike Diversions, 1977
- Box 19, Folder 2 Dundas James L. Collecting Yo-Yos, 2000
- Box 19, Folder 3 Eyck John E. The Yo-Yo Book, 1998
- Box 19, Folder 4 Kiyabu Sky The Totally Un- Authorized Book of Tuning Yo-Yos, 1999
- Box 19, Folder 5 Levine Shar and Bob Bowden Awesome Yo-Yo Tricks, 2000
- Box 19, Folder 6 Malko George The One and Only Yo-Yo, 1978
- Box 19, Folder 7 McBride Mark The Yonomicon, 1998
- Box 19, Folder 8 Meisenheimer Lucky J. Lucky's Collectors Guide to 2Cf Century Yo-Yos, 1999
- Box 19, Folder 9 Olney Ross R. The Amazing Yo-Yo, 1980

Box 19, Folder 10	Richie The Hydrogen Bomb and Even More Yo-Yo Stuff, 1998
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Box 20, Folder 18	The Yo-Yo: A Toy Fly Wheel American Scientist, 1984 March-April
Box 20, Folder 19	Made in America: Just Say Yo! Amtrak Express, 1991 September-October
Box 20, Folder 20	A Yo-Yo Like Bounce Back Arizona Trend, 1998 May
Box 20, Folder 21	British Toys and Hobbies Briefing, 1988 January
Box 20, Folder 22	British Toys and Hobbies Directory British Toys Abroad, 1988
Box 20, Folder 23	Broker Agent, 1998 August
Box 20, Folder 24	A Century of Chicago Toys 1880-1980 Chicago History, 1982 Fall and Winter
Box 20, Folder 25	The Amazing Yo-Yo Datsun Discovery, 1983 May-June
Box 20, Folder 26	Yo Baby Yo Entrepreneur, 1992 January
Box 20, Folder 27	Not Just Another Yo-Yo GMAC Quest, 1989 February
Box 20, Folder 28	Libelle 1958 November 22
Box 20, Folder 29	Los Angeles FM and Fine Arts, 1965 January
Box 20, Folder 30	Go Yo-Yo Newsweek, 1961 May 22
Box 20, Folder 31	Return of the YoYo Newsweek, 1975 January 20
Box 20, Folder 32	Fancy Stringwork Nostalgia, 1987 July-August
Box 21, Folder 1	Round and Round Oklahoma Today, 2002 January-February
Box 21, Folder 2	Up and Down it Goes Sky, 1991 January
Box 21, Folder 3	That Gilded Yo-Yo an Elusive Prize Smithsonian, undated
Box 21, Folder 4	Southwest Art, 1997 October
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Box 21, Folder 8                      DeMott News and Views, April/May 1988

Box 21, Folder 9                      Yo-Yo Times, 1988-1991

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Box 21, Folder 11                      Brasel Alice "Yo-Yo"

Box 21, Folder 12                      Howard E. "Everybody Yo-Yoing Now", 1931

Box 21, Folder 13                      Jacobs Rene and P.J. Milli "Yo-Yo (Avec Son Yo-Yo)"

Box 21, Folder 14                      McGinn Matt "The Red Yo-Yo", 1964

Box 21, Folder 10                      Alien Carter "She Ain't Got No Yo-Yo", 1953

Box 21, Folder 15                      Miller Jack Fuzzie and Ree Miller "My Yo-Yo", 1930

Box 21, Folder 16                      Oh! Ho! Yo-Yo, 1941

Box 21, Folder 17                      Yo Yo Song, undated

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Box 21, Folder 20                      Hummingbird Toy Company Ltd., 1988-1992

Box 21, Folder 21                      Flambeau Plastics Corporation — Catalog and Price List, 1972-1977

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Box 21, Folder 23	Flambeau Plastics Corporation — Sales Training
Box 21, Folder 24	Flambeau Plastics Corporation — Sauey Bill (President of Flambeau Plastics Corp.), 1970
Box 21, Folder 25	Flambeau Plastics Corporation — Fliers undated
Box 21, Folder 26	Flambeau Plastics Corporation — Miscellaneous: Contest stickers Yo Yolympics
Box 21, Folder 26	Flambeau Plastics Corporation — Miscellaneous: Official Guidelines, 1978
Box 21, Folder 26	Flambeau Plastics Corporation — Miscellaneous: Clyde Mortensen, 1968
Box 21, Folder 26	Flambeau Plastics Corporation — Miscellaneous: Reasoner Report, 1973
Box 21, Folder 26	Flambeau Plastics Corporation — Miscellaneous: Spinning top, undated
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Box 21, Folder 27	Fli-Back Company, 1964
Box 21, Folder 28	Tri-ang, 958
Box 21, Folder 29	Markoa Corporation (consumer survey on plastic toy trains), 1964
Box 21, Folder 30	Meccano Ltd., 1965
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Box 32, Folder 7	Sportsline Mounted
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Box 32, Folder 10	Yo-Yo Sales Displays
Box 32, Folder 11	Yo-Yo Trophies
Box 33, Folder 1	Baybrook Jennifer
Box 33, Folder 2	Benell Bernard



Box 33, Folder 3	Don Duncan Jr. and Family
Box 33, Folder 4	Duncan Eagle Return Top Logo
Box 33, Folder 5	Gundell Holger
Box 33, Folder 6	Jack Russell and Family
Box 33, Folder 7	Mauk Merrill
Box 33, Folder 8	Oliver Loxy
Box 33, Folder 9	Miscellaneous
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Box 33, Folder 11	Photos of yo yo patches
Box 33, Folder 12	Return of the Yo-Yo Tour Nashville
Box 33, Folder 13	Sengpiel Linda
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Box 22, Folder 12	Duncan Book Information, 1988
Box 22, Folder 13	Duncan Management Solutions Ltd., undated
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Box 22, Folder 15	Kellogg's Yo-Yo Ad, 1989
Box 22, Folder 16	Lucky' s Guide for Collectors, 1995
Box 22, Folder 17	National Yo-Yo Museum, 1991

Box 22, Folder 18	Peanuts Yo-Yo Ad
Box 22, Folder 19	Ragan Bob "The Yo-Yo Fad" Poem
Box 22, Folder 20	Request for Book Review of World on a String undated
Box 22, Folder 21	The Return of the Yo-Yo (at various malls), 1990-1992
Box 22, Folder 22	Roy Rogers Yo-Yo, undated
Box 22, Folder 23	Smothers Brothers (Tom and Dick), 1988-1992
Box 22, Folder 24	Start of Something Big Television Show (hosted by Steve Alien features the yo-yo), 1985
Box 22, Folder 25	Toys in Space, 1985
Box 22, Folder 26	Welcome to the Brave New Wireless World Illustration www.onmasazine.com, 2002
Box 22, Folder 27	Yo-Yo Players International Lifetime Honorary Member Card
Box 22, Folder 28	Yo-Yo Themed Greeting Cards, undated
Box 22, Folder 29	Yo-Yo Trademarks (photocopies), 1932-1995
Box 22, Folder 30	Yo Yos The Musical, 1980
Box 22, Folder 31	Yozeum (pamphlets)
Box 22, Folder 32	Yo Yo string packaging, undated
Box 22, Folder 33	Yo Yo patches, 1938-1993 <a href="#">Image(s)</a>
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Box 35, Folder 4	Bang-A-Ball Ads
Box 38, Folder 5	Bang-A-Ball Poster
Box 24, Folder 2	Boomerang How to throw undated
Box 24, Folder 3	Kites (ads prices correspondence trick sheets), 1963-1966
Box 24, Folder 4	Marble Mania, 1991
Box 24, Folder 5	Model Airplanes Model Airplane News, 1935-1936
Box 24, Folder 6	Quarter Court Table Tennis, 1965
Box 24, Folder 7	Tops Duncan Spinning, 1959-1963

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Box 30, Folder 1	Bang-A-Ball
Box 30, Folder 2	Bang-A-Ball Art
Box 30, Folder 3	Bild'n Bricks
Box 30, Folder 4	Campbell Kids Play-Kit
Box 30, Folder 5	Campbell Soup
Box 30, Folder 6	Deluxe Pla-Kit
Box 30, Folder 7	Duncan Trick Book String Yo-Yo Pack
Box 30, Folder 8	Duncan Vacation Play-Kit
Box 30, Folder 9	Hand Ball
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Box 30, Folder 11	Quarter Court
Box 30, Folder 12	Salesman Kit
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### Subseries 4.3: Photographs of Tops, undated

Box 31, Folder 1	Displays
Box 31, Folder 2	Photos of Negatives of Top Instruction
Box 31, Folder 3	Spinning Tops Spare Parts
Box 31, Folder 4	Tops
Box 31, Folder 5	Top Demonstration Part 1
Box 31, Folder 6	Top Demonstration Part 2
Box 31, Folder 7	Top Demonstration Part 3
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## Series 5: Audiovisual Materials, 1946 - 1996

Disk OD 807.1	Duncan Yo-Yo Song
Box 40, Item RTC 807.1; Disk OD 807.1	Duncan Yo-Yo Song 45rpm audio disc
Reel OT 807.2	[Tour of Duncan Yo-Yo Factory] 30:00 minute, open reel audio tape Radio story probably for Monitor Radio Interviewer: Bea Baxter Interviewees: Donald Duncan, Jr. (company president), a Duncan Yo-Yo factory employee, and Ted Anderson (Yo-Yo specialist).
Box 40, Item RTC 807.2	[Tour of Duncan Yo-Yo Factory]
Reel OF 807.1	[Duncan Return Tops Yo-Yo -Television Commercial] , 1964-12-29 16mm black and white composite optical track, 50 ft.
Reel OF 807.2	[Duncan Spin-Tops - Television Commercial] 1964 December 29. 16mm black and white composite optical track, 50 ft.
Box 25, Video OV 807.1	[Duncan Yo-Yo Factory Construction in Luck, WI] 1946-1949 60 minute, black & white, silent, 1/2" VHS
Box 25, Video OV 807.2	[Duncan Yo-Yo Parade in Luck, WI] 1949 (copy one) <i>1 videocassettes (vhs)</i> Parade featuring the Duncan Yo-Yo with yo-yo demonstrations and factory scenes of women working with string, punching time cards and taking a coffee break. 05:48 minutes, color and black & white, silent, 54" VHS
Box 25, Video OV 807.3	[Duncan Yo-Yo Parade in Luck, WI] 1949 (copy two) <i>1 videocassettes (vhs)</i> Parade featuring the Duncan Yo-Yo with yo-yo demonstrations and factory scenes of women working with string, punching time cards and taking a coffee break. 05:48 minutes, color and black & white, silent, 1/2" VHS
Box 25, Video OV 807.4	[Vid-E-Yo, the complete program for learning the yo-yo. . .the ProYo Way, by Playmaxx] <i>1 videocassettes (vhs)</i> 1985, 1990. Instructional video featuring lessons and tricks. 1 :07 minutes, color
Box 25, Video OV 807.5	Yo-Yo race commercial for Pro-Yo #1] , undated <i>1 videocassettes (vhs)</i> 30 seconds, 1/2" VHS. [Club House Commercial] undated

- Box 25, Video OV  
807.6 Flambeau Yo-Yo Tape "How To Be An Expert with Tom Parks] , undated  
*1 videocassettes (vhs)*  
60:00 minutes, color, 1/2" VHS Instructional video.
- Box 25, Video OV  
807.7 [Five Masters of the Yo—Barney Akers, Bob Rule, Harvey Lowe, Dale Myberg  
and Tom Smothers] , undated  
*1 videocassettes (vhs)*  
7:20 minutes, color, 1/2" VHS
- Box 25, Video OV  
807.8 [Barney Akers and Tom Smothers] , undated  
*1 videocassettes (vhs)*  
41:00 minutes, color, 1/2" VHS Demonstration of yo-yo tricks.
- Box 25, Video OV  
807.9 [Smothers Brothers-Outtakes of Barney Akers, Harvey Lowe, Bob Rule, Dale  
Myberg] , circa 1979  
*1 videocassettes (vhs)*  
Begins with a Duncan Sports Yo-Yo in Japanese? Features various yo-yo and  
tops clips. 24:10 minutes, color, 1/2" VHS
- Box 25, Video OV  
807.10 [Dale Oliver School Demonstration and Basic Instruction] , undated  
*1 videocassettes (vhs)*  
1:06:00 minutes, color, 1/2" VHS
- Box 25, Video OV  
807.11 [Desert Classic Yo-Yo Contest] , 1996  
*1 videocassettes (vhs)*  
2:00:00 minutes, color, 1/2" VHS
- Box 25, Video OV  
807.11A [Desert Classic Yo-Yo Contest] , 1996  
*1 videocassettes (vhs)*  
2:00:00 minutes, color, 1/2" VHS (copy two)
- Box 25, Video OV  
807.12 [Yo-Yo Championships] , 1993  
*1 videocassettes (vhs)*  
2:03:00 minutes, color, 1/2" VHS
- Box 25, Video OV  
807.13 [Yo-Yo Championships] , 1994  
*1 videocassettes (vhs)*  
Tape 1, 1 :21 :00 minutes, color, 1/2" VHS
- Box 25, Video OV  
807.14 [Yo-Yo Championships] , 1994  
*1 videocassettes (vhs)*  
Tape 2, 1:45:00 minutes, color, 1/2" VHS
- Box 25, Video OV  
807.15 [Yo-Yo & Tops Video: From Paul Kyrpie to Don Duncan] , undated  
*1 videocassettes (vhs)*

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