



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Duncan Family Yo-yo Collection

NMAH.AC.0807

Cassie Domek

2002

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Duncan Family Yo-yo Collection
Date:	1928-2002
Identifier:	NMAH.AC.0807
Creator:	Duncan, Donald F., Jr. Duncan Yo-Yo Company.
Extent:	14 Cubic feet (40 boxes, 2 map folders)
Language:	Collection is in English. Some materials in Spanish.

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 (now Division of Cultural and Community Life) 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 but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

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.

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.

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.

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

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
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
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
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
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
	<p>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".)</p> <p>Language: English.</p> <p>Notes: AC0807-0000008.tif (AC Scan)</p> <p>Silver gelatin on paper.</p> <p>In Box 6, Folder 22.</p> <p>Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Employees of Duncan Yo-yo Company demonstrate yo-yos to a crowd in Cuba in 1950; photographer unidentified.</p> <p>Names: Duncan Yo-Yo Company.</p> <p>Topic: Yo-yos</p> <p>Place: Cuba</p> <p>Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin</p>
Box 6, Folder 23	Scrapbook of ads promotions photographs and clippings, 1948-1953
Box 38, Folder 1	Bif-Bat Poster, 1977
Box 38, Folder 4	Various posters, undated
Box 35, Folder 6	Promotions using food, undated

Box 35, Folder 2	Point of Purchase ads, undated
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
Box 8, Folder 3	Supervisors Handbook, 1963
Box 8, Folder 4	Trick Book, 1950
Box 8, Folder 5	Trick Book No. 14, 1960
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
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
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

[Photograph marked "Regal" in a scrapbook : black and white photoprint], ca. 1920-1940
1 Item (1.5" x 1".)
Language: English.
Notes: AC0807-0000004.tif (AC Scan)
Silver gelatin on paper.
In Box 27, Folder 1.

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

Names: Flores Yo-yo Corporation
 Duncan Yo-Yo Company.

Topic: Toys
 Yo-yos
 Filipino American businesspeople

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

[Texarkana, Texas, April 1952 \[black and white photoprint\], 1952](#)
 1 Item (3.5" x 3.5".)

Collector: Duncan Yo-Yo Company.

Language: English.

Notes: 03080708.tif (AC Scan)
 Silver gelatin on paper.
 In Box 28, Folder 6.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Four boys with representative from Duncan Yo-Yo Company; photographer unidentified.

Topic: Yo-yos
 Schoolboys

Place: Texas
 Texarkana (Tex.)

Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin

Box 28, Folder 7	Cox H.W. Railway Express Agent Official in Chicago
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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.
Box 28, Folder 10	Duncan Don Sr.
Box 28, Folder 11	Famous People
Box 28, Folder 12	Field Representatives
Box 28, Folder 13	Filipino Demonstrators
Box 28, Folder 14	Food Displays
Box 28, Folder 15	Ives Tom
Box 35, Folder 1	Luck Aerial
Box 28, Folder 16	Luck WI and Production
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
Box 28, Folder 22	People
Box 28, Folder 23	Press Releases and Photos
Box 28, Folder 24	Primate with Yo-Yo
Box 28, Folder 25	TV Spots
Box 28, Folder 26	Window Displays
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
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Box 8, Folder 27-28	Miscellaneous (copies), undated
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Subseries 1.13: Other Companies, 1956-1967

Box 9, Folder 1	Cheerio Toys — buyers ads, undated
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Box 9, Folder 2	Cheerio Toys — distributor agreement, 1956
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Box 9, Folder 3	Cheerio Toys — letterhead
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Box 9, Folder 4	Cheerio Toys — order form
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Box 9, Folder 5	Duncan Parking Meter Company, 1957
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Box 9, Folder 6	Duncan Sales Company, 1959-1960
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Box 9, Folder 7	Duncan Toy Company, 1953-1967
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Box 9, Folder 8	Duracraft Inc. Corporate Seal, undated
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Subseries 1.14: Empty Binders, undated

Box 39, Folder 1	Duncan Sales Company Corporate Records Binder, undated
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Box 39, Folder 2	Duncan Policy Manual Binder, undated
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Box 39, Folder 3	Duncan Field Manual Binder, undated
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Box 39, Folder 4	Mr. Pro-Yo Binder, undated
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Box 39, Folder 5	Pro-Yo Playmaxx Binder, undated
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Series 2: Playmaxx, 1967-2000

Subseries 2.1: Corporate Records, 1987-1995

Box 10, Folder 1	Articles of Incorporation, 1987-1989
Box 10, Folder 2	Annual Report and Certificates of Disclosure, 1993
Box 10, Folder 3	Legal use of Duncan Name, 1990
Box 10, Folder 4	Agendas, 1995
Box 10, Folder 5	Company letterhead, undated
Box 10, Folder 6	Address cards, undated
Box 10, Folder 7	Confidential Business Plans, 1988-1995 (not inclusive)
Box 10, Folder 8	Corporate Summary, 1994
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Box 18, Folder 11	Leonard T. Michael "What You Should Know About the Physics of Yo", undated
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Box 22, Folder 17	National Yo-Yo Museum, 1991
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Box 22, Folder 22	Roy Rogers Yo-Yo, undated
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Box 22, Folder 25	Toys in Space, 1985
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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
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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 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

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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 Notes: 16mm black and white composite optical track, 50 ft.
Reel OF 807.2	[Duncan Spin-Tops - Television Commercial] Notes: 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] Notes: 1946-1949 60 minute, black & white, silent, ½" VHS
Box 25, Video OV 807.2	[Duncan Yo-Yo Parade in Luck, WI] 1949 (copy one) 1 Videocassettes (VHS) Notes: 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) 1 Videocassettes (VHS) Notes: 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, ½" VHS
Box 25, Video OV 807.4	[Vid-E-Yo, the complete program for learning the yo-yo. . .the ProYo Way, by Playmaxx] 1 Videocassettes (VHS) Notes: 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 1 Videocassettes (VHS) Notes: 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) Notes: 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) Notes: 7:20 minutes, color, 1/2" VHS
Box 25, Video OV 807.8	[Barney Akers and Tom Smothers], undated 1 Videocassettes (VHS) Notes: 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) Notes: 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) Notes: 1:06:00 minutes, color, 1/2" VHS
Box 25, Video OV 807.11	[Desert Classic Yo-Yo Contest], 1996 1 Videocassettes (VHS) Notes: 2:00:00 minutes, color, 1/2" VHS
Box 25, Video OV 807.11A	[Desert Classic Yo-Yo Contest], 1996 1 Videocassettes (VHS) Notes: 2:00:00 minutes, color, 1/2" VHS (copy two)
Box 25, Video OV 807.12	[Yo-Yo Championships], 1993 1 Videocassettes (VHS) Notes: 2:03:00 minutes, color, 1/2" VHS
Box 25, Video OV 807.13	[Yo-Yo Championships], 1994 1 Videocassettes (VHS) Notes: Tape 1, 1 :21 :00 minutes, color, 1/2" VHS
Box 25, Video OV 807.14	[Yo-Yo Championships], 1994 1 Videocassettes (VHS) Notes: 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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