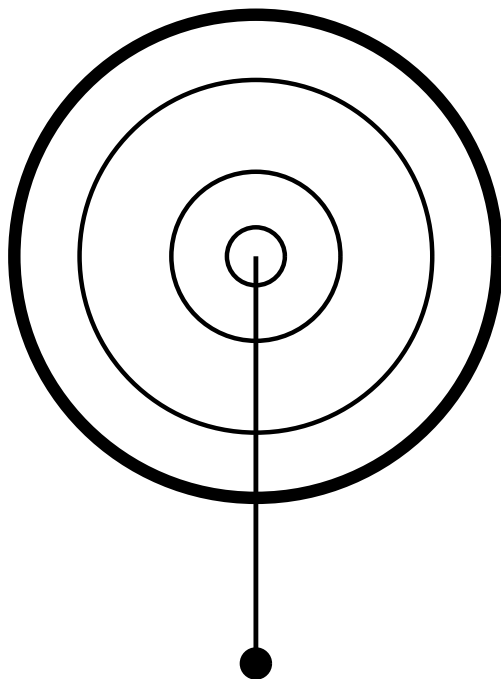


THE YOYO ARCHIVE ZINE

KEEP THE HISTORY.

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PEOPLE. OBJECTS. PAPER TRAILS.

YOYOARCHIVE.ORG

A YO-YO NEEDS A STORY.

A worn rim tells you a yo-yo was played. It cannot tell you who played it, or why someone kept it for thirty years.

Those details live in handwritten notes, contest flyers, catalogs, and photographs. Separate them from the object and part of its history goes missing.

This issue follows a few threads through American yo-yo history. Choose a throw from your collection and record its story while you can still ask about the gaps.

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SELLING THE SPIN.

By early 1929, Pedro Flores had more than 100,000 wooden yo-yos manufactured. He hired skilled players to demonstrate tricks: people needed to see what the toy could do. [1]

Donald F. Duncan Sr. bought initial rights, then secured the remaining Flores assets, including the trademark, by October 1932. [1]

Duncan expanded promotion through newspaper contests, some tied to selling subscriptions. Demonstrations gave new players a reason to pick up a yo-yo. [1]

1929 / FLORES BUILDS SCALE

1932 / DUNCAN SECURES THE NAME

Keep the catalog.
Keep the contest flyer.

A TRICK PASSED HAND TO HAND.

Duncan sent demonstrators around the country to teach tricks and run contests. Newspaper partnerships helped draw crowds. [1]

A demonstration photo can reveal a shop, a neighborhood, or a player whose name never appeared on the box.

Keep the caption. Ask who is pictured, where the photo was taken, and how its date is known. Record memories in the speaker's own words, with their name.

THREE QUESTIONS TO ASK

Who taught you?

Where did you learn?

What was your first yo-yo?

TUNE IT. PLAY IT.

1978 / NO JIVE 3-IN-1 [2]

Tom Kuhn's wooden No Jive could be taken apart. Reversing its halves offered Classic, Butterfly, and Pagoda shapes: several ways to play one yo-yo.

1990 / SILVER BULLET 2 [3]

The aluminum SB-2 paired a ball-bearing axle with an adjustable gap, giving players control over its setup. It belongs in the story of modern bearing play.

LOOK PAST THE COLOR

Note the axle, response, and modifications. A swapped part may be invisible in a photo.

Model dates do not date every surviving example.

KEEP THE PAPER TRAIL.

PHOTOGRAPH IT

Capture both sides, the profile, markings, and packaging. Include a ruler if you need a scale reference.

WRITE DOWN THE SOURCE

Record who supplied it and when. Save the listing or receipt with the photos.

SEPARATE FACT FROM MEMORY

Label a date as confirmed, estimated, or remembered. A guess should stay a guess.

KEEP THE SMALL STUFF

Keep instructions, spare parts, price stickers, and inserts. They may help identify a version.

ONE THROW. ONE RECORD.

Start here. Keep the fuller record with
your photographs.

MAKER / MODEL

COLOR / MARKINGS

DATE / HOW YOU KNOW

ACQUIRED FROM / WHEN

AXLE / RESPONSE / CHANGES

THE STORY / WHO TOLD IT

THE RECORD KEEPS GROWING.

An old photo, catalog, instruction sheet, or correction can fill a gap. Send it with names, dates, and permission to share whenever you have them.

CONTRIBUTE

yoyoarchive.org/contact

SOURCES / FOLLOW THE RECORD

[1] Smithsonian, Yo-Yo History in America
[avpreservation.si.edu/
spotlight/yo-yo](http://avpreservation.si.edu/spotlight/yo-yo)

[2] The Yoyo Archive, No Jive 3-in-1
[yoyoarchive.org/products/
tom-kuhn-no-jive-3-in-1](http://yoyoarchive.org/products/tom-kuhn-no-jive-3-in-1)

[3] The Yoyo Archive, Silver Bullet 2
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tom-kuhn-silver-bullet-2](http://yoyoarchive.org/products/tom-kuhn-silver-bullet-2)