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...GUM FED in a sea of yo-yos is Lynn (Pinky) Ridgeway, 10-year-old Luck, Wis., yo-yo champion. Page 17

Wisconsin Town Is Yo-Yo 'Capital'



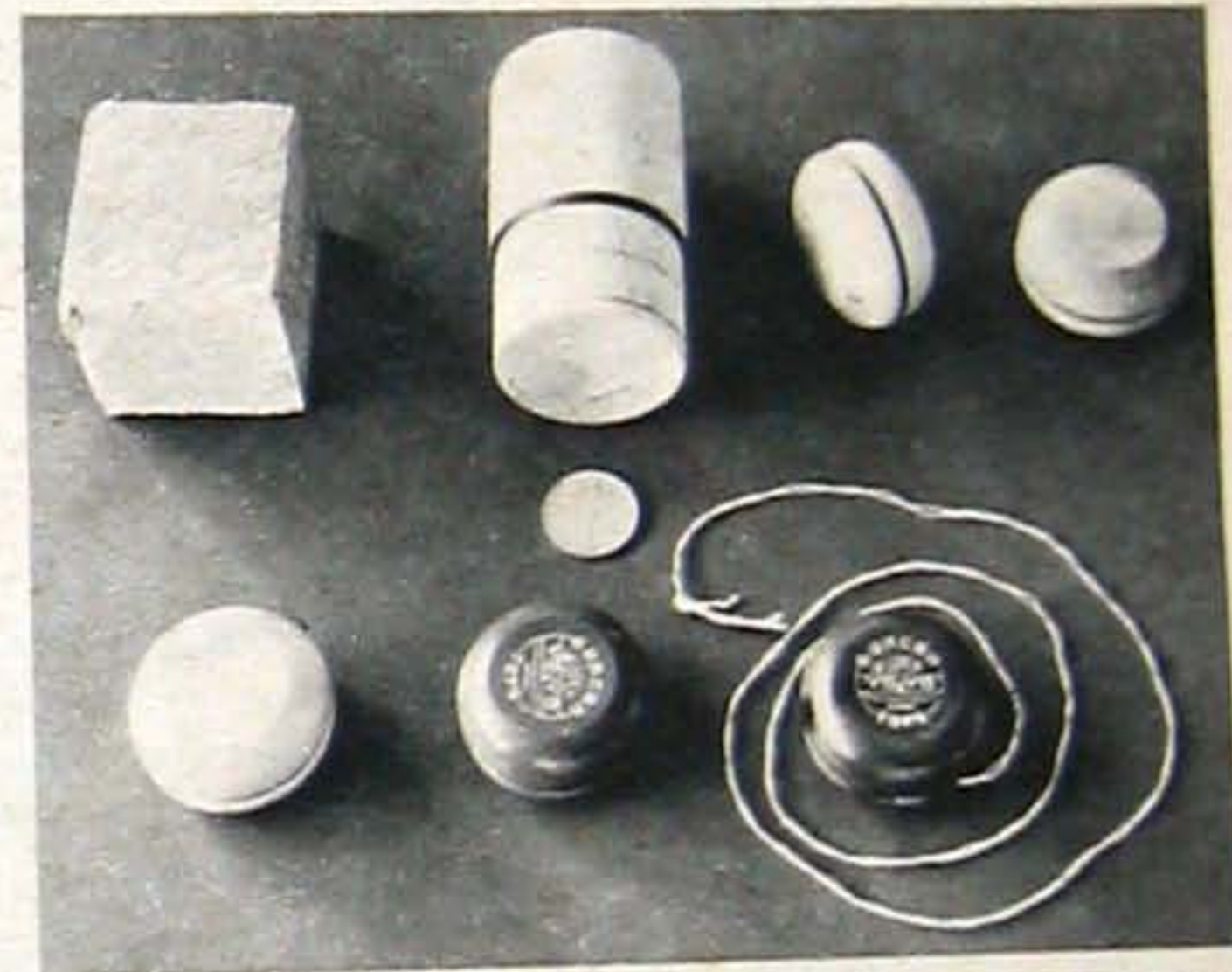
Yo-yos on a conveyor belt are automatically sprayed with paint, then dried, then given a stripe of contrasting paint in a machine watched by Benjamin Schebo.

THE YO-YO CHAMPION pictured on the cover comes by his talent naturally. His parents work at the world's foremost yo-yo factory at Luck, Wis., some 65 miles northeast of the Twin Cities.

The Luck firm, known as Donald F. Duncan, Inc., owns the Yo-Yo name and turns out some eight million of the toy tops a year in a wide variety.

One million board feet a year of fine Wisconsin hard maple goes into the wooden tops. Most of the wood comes from an area within 100 miles of Luck. In addition, plastic yo-yos are assembled at the plant. The 94 employes come from Luck, Frederic and the rural areas near by.

The yo-yo type of toy is believed to have originated in the Philippines. Playing with yo-yos became a fad in the United States about 25 years ago. Demand has now steadied to that of a widespread popular toy for children of all ages.



A block of wood goes through these changes to become a yo-yo. The wood is first turned, then cut to size, smoothed, painted, stamped and strung.



This automatic lathe, being checked by Paul Westring, is one of several that turn out the wooden tops in one piece.



After shaping by a lathe, the yo-yos are given polish in a huge bin that tumbles them for 45 minutes with sawdust. Elmer Martin looks over the results of the polishing process.

continued

Some Finishing Steps



The name goes on the tops in gold leaf. Lily Mohnsen operates the stamping machine.



Stringing yo-yos at the Luck factory takes some 4,000 miles of cord during the year. Here Mrs. Myra Jensen strings some of the new tops.

Milwaukee Journal Photos by Fred L. Tonne



Jewels are inserted in special models by Mrs. Ruby Anderson. Included in the plant's equipment is a dry kiln with a capacity of 42,000 board feet.



Shipping clerk Arnold Hanson stockpiles thousands of newly-manufactured yo-yos in various shapes and colors to meet world demands.