

Pedro Flores

(April 26, 1896-January 3, 1964)

Entrepreneur

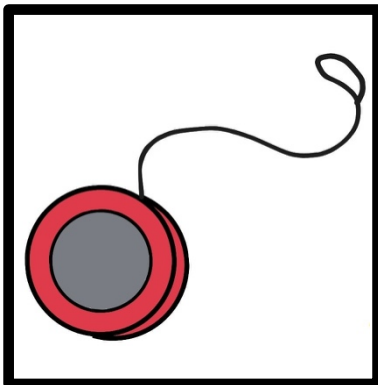
Filipino American

Place of Birth: Vintar,
Ilocos Norte, Philippines

Place of Death:

Coshocton, Ohio

Invention: Yo-Yo (Slip-String Design)



Cheng Lu (SFSU 2025)

Pedro was an immigrant who moved to the United States in 1915. He grew up with yo-yos in the Philippines, where the name “yo-yo” originated. The toy existed in various cultures throughout the world. Pedro did not patent the first yo-yo; James L. Haven and Charles Hittrick did in 1866. In the 1920s, Pedro started a company. He registered/copyrighted and trademarked the yo-yo name, and revolutionized the toy with a crucial “slip-string” design that allowed for tricks like “sleeping.” The toy gained popularity. In 1930, Pedro sold his company to Duncan Toy Company, which expanded the yo-yo nationwide.