



The New York Public Library
Schomburg Center for Research in Black Culture,
Manuscripts, Archives and Rare Books Division

Guide to the

Olmec Toys, Inc. collection

1985-1995

Sc MG 783

Summary

Creator: Olmec Toys, Inc.

Title: Olmec Toys, Inc. collection

Date: 1985-1995

Size: 1 folder

Source: Gift, Eugenia Evans Clarke, 2008

Abstract: Founded in 1985 by Yla Eason, Olmec Toys, Inc. was the largest minority-owned toy company in the United States. It also had the industry's largest selection of black and Hispanic toys. By 1995 the product line extended to a variety of boy action figures, toys and dolls that included African-American, Hispanic and Asian baby dolls, toddler dolls and fashion dolls. Olmec coined the phrase "ethnically correct," referring to the doll's appropriate color as well as its sculpted facial features to accurately represent each doll's ethnicity. In 1994 Olmec had its product line in many major retail stores throughout the country, but it went bankrupt within several years. The Olmec Toys, Inc. Collection consists primarily of printed material acquired by one of its investors. Included are notices to shareholders about expansion of the product line and the purchasing of shares, minutes of meetings, an auditor's report, product catalogs, a sample comic book that was packed inside each box, and photographs of the original two action figures.

Access: Advance notice required.

Physical Location: Sc MG 783

Preferred citation: Olmec Toys, Inc. collection, Schomburg Center for Research in Black Culture, Manuscripts, Archives and Rare Books Division, The New York Public Library

Related Materials:

Also located at; New York Public Library, Manuscripts, Archives and Rare Books Division, Schomburg Center for Research in Black Culture, 515 Malcolm X Boulevard, New York, N.Y. 10037

Creator History

Founded in 1985 by Yla Eason, Olmec Toys, Inc. was the largest minority-owned toy company in the United States. It also had the industry's largest selection of black and Hispanic toys. By 1995 the product line extended to a variety of boy action figures, toys and dolls that included African-American, Hispanic and Asian baby dolls, toddler dolls and fashion dolls. Olmec coined the phrase "ethnically correct," referring to the doll's appropriate color as well as its sculpted facial features to accurately represent each doll's ethnicity. In 1994 Olmec had its product line in many major retail stores throughout the country, but it went bankrupt within several years.

Scope and Content Note

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Key Terms

Subjects

African American business enterprises
Black dolls -- Marketing
Character dolls -- Marketing
Dolls -- Marketing
Educational toys -- Marketing
Minority business enterprises -- United States
Self-esteem in children
Toy industry -- United States
Toys -- Marketing

Names

Eason, Yla
Olmec Toys, Inc.