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JAY McSHAN Music

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NATIONAL WALKATHON DERBY CO.

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BATTLE OF THE CHAMPIONS

WALKATHON SPEED DERBY

A Sam Fox Production

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[page 3]

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SECOND PLACE

THIRD PLACE

THANKS

To the thousands upon thousands of Walkathon fans that my Battle of the Champions Speed Derby Ruling Contests have played to, may I thank you most sincerely. Rest assured that it has been a pleasure to have known you and entertained you with a somewhat different form of amusement.

To those loyal men and women that have comprised my organization for the past ten years let me say that our dealings have been most pleasant, that we have all worked to one ultimate end—SUCCESS and no one realizes more than I the help each of you have

been towards this successful finish.

Contestants, the cream of the crop, the pick of the country and, of course, the backbone of the contest; you all are to be doubly congratulated. Believe me when I say there are none better, cleaner or more likeable than you have been, and as an integral part of my organization, you are the tops.

It is my most sincere wish that to all of you, the public, my organization, and contestants, that success be with you.

SAM FOX

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### BATTLE OF THE CHAMPIONS—SPEED DERBY RULING WALKATHON

The Speed Derby Walkathon represents the very pinnacle of this interesting form of sport and amusement. It has been the means of elevating what has in the past been considered a “racket” run along loose immoral, unscientific methods to a highly interesting form of sport and amusement.

The producers of Walkathon derbys in the past few years are to be thanked for their untiring efforts against great odds in bringing this sensational form of amusement to where it is today and as you have yourself witnessed it throughout this contest.

The producers of this contest have had no bed of roses, with the advent of fly-by-night promoters to this field who started so-called Walkathons, lacking sufficient funds to properly carry on such an undertaking finally found it necessary to abscond with whatever door receipts they may have taken in, leaving contestants and merchants and various tradespeople holding the sack.

Sam Fox, who has had unlimited faith in this new Battle of the Champions, Walkathon, can now with the inception of his contest winning Nation-wide recognition feel that theirs is an effort well spent and remarkably done.

The usual Walkathon contests were severely criticized by the press, pulpit and the public as well as city officials, due to the three and four and even five months duration which couldn't possibly be on the level from the contestants' standpoint, they couldn't take it, and improper management, insufficient incompetent organization only served to create a condition bound to leave a bad taste in everyone's mouth and no doubt such promoters justified these criticisms, but with the methods of this producing company, who have ample finances, are business men, and every location is a ready reference for

the next one.

This type of Walkathon is intriguing, sensational and possesses a peculiar psychology almost unexplainable, and as you read further in this souvenir program, you will be presented with authentic facts that are based on years of personal observation and experience in conducting these contests by the writer.

Facts that are indisputable and which can be proven, so may we make one little request of you, dear reader, see one of these contests, a time or two, give it a lot of study, then judge for yourself.

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#### MILDRED MOORE IN ICE 28 MINUTES

Mildred apparently has suffered no ill effects from these so-called "ICE ACTS" and has given considerable study to special diets that would produce lots of body heat and energy and on her last and successful attempt, she had dieted for over seven days ahead of the event and to this she attributes her success. Perhaps the greatest help has been the wearing of goggles to keep the frigid water from dropping and remaining on her eyes during the time she is in the ice tomb.

The Management of the Walkathon Wishes to Thank

WHB

for Their Cooperation and Assistance During the Contest

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#### ENDURANCE FACTS

The first endurance marathon ever held was in France in the year 1374 by the Convulseties.

According to Mr. Ripley, the first marathon ever held in the United States was held in the days of George Washington, with the Father of our country as one of the participants, lasting three days and three nights.

First dance marathon ever held in the United States was held in Terre Haute in 1913

and participants were not allowed to even leave the floor at any time. It lasted fifty-two hours.

Sam Fox contests were the first to stage "Battle of the Champions" where every contestant had to be a first-place winner of some previous contest in order to enter.

DADDY FOX

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NOTE: The clothes for the contestants must be laundered with extreme care—thus Criterion service was chosen above all others.

[page 8]

"SMOKE RINGS"

"SMOKE RINGS" was produced by Vivian Branch and Charlie Smalley. Vivian taught the girl contestants the chorus routines with a few hints from Eileen Thayer. Charlie Smalley took part in directing the music with Jay and the boys. The girls were feeling badly the afternoon the production was to go on, but they really showed their stuff that

evening when the time came.

At nine, the show was under way with the chorus of eight girls dancing to the tune of "JEEPERS CREEPERS." Hal Brown came in on the scene to do a grand job of M.C. work in the show. Specialties were done by other contestants.

George and Leona, all dressed in cowboy and girl outfits, singing "Texas Plains" and Helen Caldwell singing "Frankie and Johnny," which went over very big with an encore of "more."

Eileen and Mickey did a novelty routine of impersonations of trucking. Eddie Ware sang a number of songs which were accepted.

The show came to a close with the girls coming out in a parade number, supported by Mildred Moore, singing "Smoke Gets In Your Eyes."

Charley and Vivian gave a fine version of the modern waltz.

The show was a big success from the viewpoint of the audience.

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[page 9]

KING BRADY, Master of Microphones

King was born in Chicago, graduated at Hyde Park, and spent two years at the University of Illinois. Drove race cars for five years, then turned his talents to radio and the endurance field. Firmly established as a top-flight Emcee, King became a producer and in every contest assumes the responsibility of guiding the show through its various features and special events. Twelve years in countless contests have made him one of Walkathon's best-known figures. "Long live the King!"

HAL BROWN, Master of Mirth

That personable master of ceremonies, Hal Brown, is the type of fellow everybody likes to know . . . for he's the sort who will be around when one needs him most. Being with the Walkathon more than 10 years, Hal has acquired complete knowledge of his

actors, their habits, likes and dislikes, their troubles, sorrows, and joys, and his kind, understanding of all that goes on has endeared him to the show.

Hal is a stirring inspiration to the kids and if you don't think he's the life-blood of the organization—just ask the entrants—for as Hal goes, so goes the show.

He formerly was a featured radio recording artist and with his harmony partner, wrote and sang many popular songs.

So long, Hal, my good man, we'll be seeing you.

A. O. THOMPSON

LUMBER

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[page 10]

ART WOLF, New and Smart—that's Art

Art was born at St. Louis, Mo., just a little more than 30 years ago. He was named Arthur John Wolf, but in this fast day and age, where everybody is in a hurry, they've reduced his name to "Art." After all—Rome wasn't built in a day.

Art, who has been with the show better than six years, is highly imaginative and many of those Walkathan productions that you have applauded so loud and long are a result of the experiments of his witty imagination.

However, he's a master of ceremonies in the flesh and admits it's the nearest and dearest thing to his heart.

MARVIN "Hobo" HOBAUGH

Mad Master of Monkey Business

Marvin "Hobo" Hobaugh, who is 29 years old, was born in Danville, Ill. He has two sisters. "Hobo" worked at various occupations prior to entering these contests, among which were newsboy, messenger boy, bell hop and apprentice to his father's trade in an electrical shop. His pet hobbies are sailing, baseball and horse-shoe pitching and that of making people laugh.

THANKS!

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[page 11]

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Day Floor Judge

"WALKATHON"

A SHORT, SHORT STORY

The unique appeal of the Battle of the Champions Walkathons pack thousands into the gigantic canvas stadium and the people that used to say "Bunk," now yell "Bravo," in their best basso profundo. There is a camaraderie that exists between spectators and walkathon contestants never to be found duplicated in theatres. That little touch of personal and human interest is always present and the fans keep drifting in and out to see how their favorites are coming along.

Don't think for a moment that the patrons do not go wild over their favorites. In fact, a Walkathon has both a sporting and a theatrical appeal. This double-fire combination is largely responsible for the outstanding success of these new type contests of endurance. The day is not far distant when the European Walkathon fans will be just as rabid as the bike bugs, golf bugs, and various types of fanatics that you see in the sporting arenas.

If you have listened to the broadcasts of the European type of contests the difference can be easily detected. Of course there is a possibility of repetition of songs, etc., but the pantomimes of the walkers are changed daily so that one visit merely arouses a desire for another. Yes, variety is truly the spice of life at a Battle of the Champions Walkathon.

(Continued on Page 16)

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[pages 12 & 13]

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SYFO CHAMPAGNE

BILLY RYAN, Columbus, Ohio

JOJO HITT, Atlanta, Ga.

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#### CASUALTIES IN WALKATHONS VERSUS OTHER SPORTS

No doubt you have heard a great number of people say that to participate in a contest of endurance such as the Battle of the Champions Walkathon will ruin the health of the contestants who do so.

A frank and truthful answer to this question is that not only do they fail to ruin their health, but quite to the contrary—build themselves a rugged constitution that is able to

overcome all the minor ailments so common to us all, such as common colds, indigestion and a dozen other common afflictions.

True, contestants that continue to compete in contests, one right after the other, for a period of a year or so, stand a possible chance to cause some sort of kidney ailment although there are known cases where certain contestants have gone from one contest to the other for a period of several years without any apparent injury to their health.

In all the history of Walkathons, there has never been a casualty, and but one accident that could be termed serious and that was not from the actual competition, but from executing a dance step while entertaining.

In the past three years, our college football has actually killed eleven players and permanently injured sixteen, to say nothing of the many hundreds of minor injuries inflicted during every game. Among the permanently injured are two broken backs and one broken neck.

However, the public still clamors for football, the faculty of colleges endorse it and newspapers give games hundreds of inches of publicity.

Baseball has had three deaths to players in the last three years in the United States, and numerous injuries, none of which have been permanent so far as we have been able to find out.

Automobile racing has collected a toll of twenty-two with no record of how many permanent injuries were sustained. However, it must be quite a few.

Polo shows there has been nine deaths; hockey, four; prize fighting, four; wrestling, two; skiing, six. In fact, there are hardly any sports that have not 'collected a death toll in the past few years, yet health authorities are influenced by certain interests to believe Walkathons are a menace to the health of the contestants.

In our opinion there is no other form of sport that offers such variety of entertainment as do Walkathons, as, with the thrilling action of a fast sprint along with the entertainment, to say nothing of the circus atmosphere, makes them outstanding in a class of their own.

#### INFORMATION COUPON

This Coupon and Ten Cents in coin or stamps when accompanied by a

self-addressed stamped envelope and mailed to the address below will enable you to receive any information concerning any of the Sam Fox contestants and their whereabouts from time to time, or the privilege of mail forwarding service, for a period of six months, from June, 1940.

Address all mail to:

DADDY FOX, KANSAS CITY, MO.

Name

Address

City

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MEDICAL STAFF—Trainers and Nurses

TEDDY HAYS, JACK BROADWELL, BOBBY CLARK, VIOLA LOEB

#### DOES WALKATHON COMPETITION AFFECT THE CONTESTANTS HEALTH?

After approximately thirteen years of Walkathon competition, it is safe to say that participating in five or six Marathon contests in no way affects the contestants' health. It is admitted, however, that participating in these contests where one enters one right after another without proper rest in between, will no doubt prove injurious to the health should they continue dancing.

It has actually been proven that participating in five or six contests has acted as a body-builder, and rarely does the contestant lose weight. The average of eight out of every ten invariably gain weight.

We are quoting now from an editorial in the St. Louis Dispatch, Friday, December 14, 1935, which is as follows:

"It may be highly important that Carmen Laskin and her partner, George Pelva, won a Walkathon in East St. Louis, where they were engaged for a good many weeks.

"Miss Laskin's weight during these weeks of intermittent dancing increased from ninety-five pounds to one hundred twenty-six pounds, and her partner's from one hundred twenty-nine pounds to one hundred and fifty pounds.

"An attempt was made to hold a Walkathon in St. Louis, but it was routed by the Health Commissioner, who feared for the health of the participants.

"In the case of Miss Laskin and Pelva, however, apparently the reverse was true. Their sylphlike figures became robust in the ordeal. This incident suggests that we are too careful of our physical structures. It seems in the case of normal and healthy persons, to rise to any demand made upon it."

Many people have asked about the apparent after-effects of Walkathon Contests, and they are as follows:

After the contestant is released from the training quarters, will sleepiness be noticeable on his face for at least two or three days?

For about a week or ten days contestants are very drowsy and will fall asleep at every opportunity. After the sleepy feeling leaves, they are again perfectly normal in every respect, and invariably 100 per cent better off physically.

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#### BEHIND THE SCENES OF THE WALKATHON

The most interesting part in Walkathons today is "Behind the Scenes." Most of the little tragedies and dramas of life, many bits of comedy, are enacted back there where the public seldom sees and seldom hears of.

Pride keeps most of the contestants from becoming emotional on the floor but when rest period comes and they enter the quarters, their troubles and sorrows come to light.

Some get letters of encouragement from home. Others get letters of disappointment. It is under conditions like this that the contestant must fight on—keeping a smile for everyone.

The trainers and nurses enter the lives of the contestants to a great extent here. Every fifteen minutes after the hour the whistle blows which signifies the warning that the boys and girls must again get back to the floor for another forty-five minute grind.

Some get up with a slight tap on the shoulder. Others have to be set up on the edge of their cots, then shaken. Still others have to be stood on their feet and then turned around several times in order to awaken them.

It is not infrequent that a sleepy contestant strikes or kicks the trainer or nurse.

Contestants known as "squirrely" are those whom are just half awake and half asleep and who sometimes will carry on a conversation regarding whatever dream they may be having at the time.

This is more or less of a mental condition in which the contestants go into a sort of state of coma and usually they are humored a great deal while in this condition.

Different methods must be used for handling each one of the contestants, and all diplomacy must be used by trainers and nurses. Great jealousy is generally prevalent in the training quarters and if one gets the least bit more attention than another there is bound to be a minor squabble.

Although despite the fact that there is some jealousy, you will find them all good sports and willing to give a helping hand to a competitor when it is needed.

And believe you me when I say there's many a human interest story that could be written around and about the little incidents that do happen behind the scenes, but that's dealing in the private lives and personalities of the contestants themselves and is naturally out.

One thing that can truthfully be said to the credit of contestants is that they do lead exceptionally clean moral lives and that also they are perhaps the most happy-go-lucky group of people you have ever met.

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## EILEEN THAYER

In the picture above you can see Eileen Thayer as she was about to be frozen alive in 1,400 pounds of solid ice. This production was indeed a thrilling and death-defying act from the very start. The record for this feat, as recognized by the National Endurance Association, is forty-one minutes and forty seconds. Eileen failed to tie the record by nine minutes and forty seconds, having stayed frozen alive in the tomb for 32 minutes. If you have seen this production, we know that you will agree with us when we say that it was one of the most exciting events ever staged publicly anywhere.

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THE MANAGEMENT WISHES TO THANK the Yellow Cab Drivers for the Courtesy and Cooperation to Our Patrons

[page 18]

"WALKATHON" — A Short Story

(Continued from Page Nine)

Some of the boys and girls, we admit, are not coloratura sopranos or classical ballad singers, but there is a sincerity and ginger in their vocal flights that is always good for a laugh. And laughs are getting all too scarce in this era of depression. So, if you want to chase away the blues and get a few hearty, long suppressed laughs off your chest, drop in and pay the Walkathon a visit.

Maybe the first impression of a newcomer to this type of a contest is apt to be a bit erroneous. The activity, of course, cannot be sustained indefinitely and if there is merely a crowd and some sleepy looking young people on the floor when you enter the arena do not become impatient. Give the sleepless wonders a little time to get going. Their periods of entertaining are usually between the hours of two of an afternoon until three the next morning although no matter what time you might visit the contest, we will promise you there will be something going on, some happening at the most unexpected time that will prove to be "fireworks," and well-worth waiting for.

The bleacherites have just as much fun and are as varied in type and social status as the crowd at the ball game in the good old summer time. At the Walkathon you will meet the butcher, the baker, the candlestick maker. Everybody goes to the Battle of the Champions because it's the latest thing to do when you have an afternoon or evening out. The debutantes and ten-cent-store girls mingle and rub elbows at this interminable, democratic jullification.

Selling entertainment is governed by the same rules as any other kind of enterprise. People demand, every so often, something different and they always find it at the Walkathon. Originality in this case pays substantial dividends which provide the means for constantly injecting new novelties into the proceedings.

Unless you are hopelessly sunk in a permanent grouch, it is impossible to repress a chuckle when you take your first squint at this type of a contest. "Why, they're just a bunch of good-looking kids," is a stock phrase so often heard along  
(Continued on Page 18)

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[page 19]  
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We Sponsored Team No. 20—  
BILLY RYAN and JOJO HITT

The Management wishes to thank Goetz Country Club Beer for their cooperation.

[page 20]  
"WALKATHON"—A Short Story  
(Continued from Page Sixteen)

the rows of elevated seats. Over there in the corner is Vivian and Charlie. You can't help

but admire Charlie for his patience with Vivian as she sleeps on his shoulder. He shifts her head from one shoulder to the other while the girl's arms hang limp and her legs propel her subconsciously around the floor. Mary is no feather, but Charlie manages to keep awake and lug her around. They must continue at all costs.

Sometimes she straightens up for a second. Charlie pulls down her sweater and adjusts her skirt and then looks calmly at the audience and his expression plainly says: "If you wouldn't come to see us so often, we wouldn't have to go on."

Next you see a smiling girl carrying poor sleepy Billy Ryan around. No impatience is evident in her demeanor, even though Billy must be leaving a heavy imprint on her weary, white shoulders. For a moment she lets him stand alone, swaying to and fro, in the hope that the lad will awaken. But no such luck. Billy has to be grabbed again before he falls as one fall is fatal, there is no second chance. It is noteworthy that in Walkathons the girls show just as much stamina, grit and endurance as the male contestants. Who said the weaker sex?

If you like to ponder over the psychology of human endurance and the antics of your fellow humans, a Walkathon will supply much food for thought. Are these young people who enter these contests really so foolish after all? Thousands of men and women are walking the streets today looking for work and funds to enable them to eke out a bare existence. Perhaps the Walkathon grind is not so tough after all.

These contestants need not worry about where their next meal is coming from. The rent man, the gas man and the rest of the bill-collecting fraternity are not even on speaking terms with the Walkathoners. Waiters serve huge trays, packed with foods to the serving tables, they stand while they eat. Poor Joe is so sleepy his head threatens at any moment to fall into the jello. But he enjoys it just the same. And believe it nor not, they grow fat instead of thin, the longer the gruelling whirl continues.

If you are inquisitive enough to drop in and see how the contest is coming along during the early morning hours, most of the contestants will undoubtedly appear to be asleep soundly on their feet. But they can wake up in a jiffy. If you doubt it, just throw a handful of coins onto the floor. The scramble that ensues will prove a revelation. The desire for sleep may be powerful but the clink of coins can wake up the dead ones in the proverbial twinkling of an eye.

Do not get excited or upset if your son or daughter requests permission to enter a Walkathon. No harm can be done and the young people learn a lot of things about grit and the cultivation of the will to keep going that strengthens them for the battle of life ahead.

Expert care is given all the participants and no harm can possibly come to your JoJo or Billy. Sanitation in the sleeping quarters, the kitchen, etc., assures the health of every walkers. Medical assistance is available at all times and the doctors on the scene quickly detect anything that resembles a dangerous fatigue.

One inspection of a Walkathon will readily convince you of its perfection and safety to all.

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CROWD SCENE

THANKS

STAFF PERSONNEL AND ENTRANTS OF THE NATIONAL WALKATHON SPEED  
DERBY ASS'N.

It Was Our Desire to

SYMBOLIZE LIFE AND YOUTH.

TO CATER TO ALL THE EMOTIONS OF THE HUMAN HEART.

TO BRING LAUGHTER, JOY HAPPINESS AND HEALTH.

TO THRILL YOU WITH THE HAZARDOUS.

TO BAFFLE YOU WITH THE MYSTERIOUS.

TO AMAZE YOU WITH THE SPECTACULAR.

TO AMUSE YOU WITH THE LUDICROUS.  
TO EDIFY YOU WITH THE EDUCATIONAL.  
TO ENTHRALL YOU WITH THE BEAUTIFUL.  
TO EXALT YOU WITH THE SUBLIME  
and TO MAKE AMERICA A BETTER PLACE FOR YOU TO LIVE IN.  
THE PERSONNEL

It is the sincere hope of the management that you have enjoyed the Battle of the Champions, and on this occasion we want to thank the many entrants, the thousands of fans, as well as all city, county and state officials for their loyal co-operation.

Particular mention of the Pla-Mor Arena and members could not be overlooked due to their hard work since the start of the contest and the management wishes to extend them their heartfelt thanks.

THE MANAGEMENT

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WHAT THEY EAT — AND WHEN

The diet printed below covers the first nine days of the "Battle of Champions" and your attention is called to the fact that the contestants are given something to keep energy, every three hours—or eight times during the twenty-four hours of the day.

This diet is prepared by one of our two dieticians, who figure the food value of the various foods. It is due to this careful checking of the food and regularity of everything connected with the contest, and the close medical supervision, that cause the contestants to almost invariably gain weight. Bread is included with each meal.

THURSDAY, MIDNITE

Cream of tomato soup, crackers, bacon sandwiches, coffee or milk.

FRIDAY, 3:00 A. M.

Hot ham sandwiches with lettuce, celery, coffee or milk.

FRIDAY, 6:00 A. M. BREAKFAST

Stewed prunes (with lemon), bran and milk or oatmeal, scrambled eggs, toast and butter,

coffee.

FRIDAY, 9:00 A. M.

Coffee or cocoa, cookies.

FRIDAY. NOON (DINNER)

Filet of sole, spinach, fresh green peas, sliced pineapple, coffee or milk.

FRIDAY, 9:00 P. M.

Raw carrots or celery.

FRIDAY, 6:00 P. M.

Peanut butter sandwiches, soup, salad, desert, coffee or milk.

FRIDAY, 9:00 P.M.

Oranges, apples, or orange juice.

FRIDAY, MIDNITE

Clear beef broth, crackers.

SATURDAY, 3:00 A. M.

Hot beef sandwich, mashed potatoes, coffee or milk.

SATURDAY, 6:00 A. M.

Creamed chipped beef on toast, rolls, butter coffee or milk.

SATURDAY, 9:00 A. M.

Cinnamon toast, coffee or milk.

SATURDAY, NOON (DINNER)

Swiss steak, mashed potatoes, carrots, and peas, head lettuce, jello, coffee or milk.

SATURDAY, 3:00 P. M.

Apples, oranges or celery.

SATURDAY, 6:00 P. M.

Cold meats, salad, coffee or milk.

SATURDAY, 9:00 P. M.

Orange juice or oranges.

SATURDAY, MIDNITE

Bacon and tomato sandwiches, coffee.

SUNDAY, 3:00 A. M.

Hot sandwich, potatoes, coffee.

SUNDAY, 6:30 A. M.

Scrambled eggs in milk, sliced ham, peaches, toast, coffee.

SUNDAY, 9:00 A. M.

Sweet rolls, coffee or cocoa.

SUNDAY NOON (DINNER)

Chicken fricassee, mashed potatoes, Buttered beets, fruit salad, milk.

SUNDAY, 3:00 P. M.

Celery or raw carrots.

SUNDAY, 6:00 P. M.

Sliced baked ham, potato salad, sliced tomatoes, orange sherbet, coffee, milk.

SUNDAY, 9:00 P. M.

Orange or tomato juice.

SUNDAY, MIDNITE

Split pea soup, crackers, coffee.

MONDAY, 3:00 A. M.

Hot sandwiches, potatoes, coffee.

MONDAY, 6:00 A. M.

Omelet, bacon, fresh fruit, coffee.

MONDAY, 9:00 A. M.

Cocoanut meringue, toast, coffee.

MONDAY, NOON (DINNER)

Vegetable dinner (all fresh vegetables used), custard pudding, coffee, milk.

MONDAY, 3:00 P. M.

Malted milk, cookies.

MONDAY, 6:00 P. M.

Baked ham, sweet potatoes, creamed asparagus, sliced pineapple cake, coffee or milk.

FREE THEATRE COUPONS for Adults or Children

will be Found in Each Loaf of

SNOW WHITE BREAD

Buy SNOW WHITE BREAD

and Enjoy a Show ABSOLUTELY FREE

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## A TRIBUTE TO SAM FOX

Now that the greatest, the cleanest conducted Walkathon ever held in this vicinity is nearly over and becomes a matter of history, it is only befitting that a few words of honest praise are placed where they belong and these words are unbeknown at this writing to Sam, as all his intimate friends and the boy and girl entrants call him.

Through ten years of tireless efforts on the part of the man to whom we are responsible for this popular form of amusement, goes the credit for really putting this venture over the top and none other than a well-seasoned showman with an indomitable spirit could have met and faced the things that came up on this enterprise.

In coming to this vicinity, Mr. Fox found that he had to face a situation where there had been numerous Walkathons improperly conducted, poorly financed and managed, that had left an exceptionally poor attitude towards shows of his kind; not alone from the public, but from the city and county officials as well; and many days were spent in convincing these officials that here, at least, was one organization that was different. Consequently, past performances were looked up, financial ratings were checked, the personnel of the organizations; the selection of the entrants, etc., where all looked into before anything else.

Only after satisfactory findings were received was the permit granted the National Walkathon Speed Derby Association and thus this successful venture has become a fulfillment; hence the popularity of the Sam Fox enterprises.

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PLA - MOR AMUSEMENTS, Incorporated  
THIRTY-SECOND and MAIN STREETS

PRESENTS

Grand Opening of

Pla-Mor Pool and Beach

Friday, June 21, 1940 — One o'Clock

PURITY - SAFETY - REFRESHING

THE COOLEST SPOT IN KANSAS CITY

Pla-Mor Soft Ball Park

THREE SOFTBALL GAMES EVERY NIGHT—Except Saturday

Admission—15c