

# **YoYo Newspaper Articles, vol. 1**

**1888-1939**

This is the first in a series of documents that will showcase newspaper articles on the yoyo. These documents will be best viewed on an electronic tablet, so that you can zoom in to read some of the articles with finer print. These volumes will not be exhaustive archives of all known articles, if you find any you think should be added please email: [theyoyoarchive@gmail.com](mailto:theyoyoarchive@gmail.com).

While this Volume is 1888-1939, there are only three small articles prior to 1929. Volume 1 begins with an article from 1888, where the "bandelor" was mentioned. The 1930's is where the yo-yo really began it's history in modern media. If you do your own research you'll find yo-yo's were in the news almost daily in the 1930's. They were given away for free with newspaper subscriptions, with your groceries. Contests were being had, almost on a weekly basis, and the papers advertised and reported on them.

This was very fun to research and put together. I hope you enjoy it as much as I do.

AaronW.

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**First Edition, 12/29/2022**

PASTIMES AND GAMES.

Rev. Thomas Hill, D. D., Gives His Views on the Parlor Game Cure.

Pastimes and games are justified to the moral sense by their sanitary value. Cards, dominoes and the backgammon-board are as manifestly means of health as hair mattresses and ventilating flues. The dice-box, as used in backgammon, is often more valuable to an invalid than the pill-box. But the very fact that games are thus valuable as medical agents proves that they can not be a wholesome article of diet; they are not valuable enough to be made a continual occupation; they do not furnish sufficient food to the mind. The late Prof. Pierce once said that no game, and no toy, ever became permanently popular unless it involved some deep and peculiar mathematical or mechanical principle. He asserted it as a fact of observation, but we never heard him attempt to account for it. The theory which we are ascribing to Liebig furnishes a partial explanation. The presence of this deeper principle, underlying the game, prevents it from being digestible by any except those of strong power. To all others the game may be considered either as a poison, when it is utterly beyond their reach to do any thing with it, or else it is a recreation of permanent sanitary value; that is, when the patient can acquire skill in it, but is not tempted to try to fathom its mathematical principle. Pierce's meaning may be illustrated by familiar examples. The child's top, his hoop, his bandolor, his devil on two sticks, all involve the same fundamental doctrines of rotation on an instantaneous axis, which task the mightiest powers of the geometer in the application to celestial mechanics. Ball-playing, quoits, hurling of spears, throwing at a mark involving the addition of two famous mathematical principles; namely, the epicycloids of Hipparchus and Galileo's law of gravity. Billiards bring in the insoluble mystery of friction, which creates a breach of continuity in the path of the ball. Cards, backgammon and various games for the evening at home involve the doctrines of permutations and of chances. Two elements which enter into a game are of prime importance—chance and skill. In the latter word we include both manual and mental skill. For example, in cup and ball we have an instance of a game requiring nothing but manual skill, while in jackstraws it is a combination of chance with manual skill that determines the result. Again, in checkers we have a game of pure intellectual skill, but in backgammon intellect-

ual skill is combined with chance. Skillful physicians prescribe for a patient that kind and degree of exercise which is suited to his case—to one a rocking-chair on the south piazza; to another a good round trot out of town on the saddle. Thus, in the evening games, which shall rest the tired worker, or divert the invalid, there is great opportunity for wise choice in selecting those which are best suited for the purpose in view. Men of intellectual habits, who need rest for the brain and diversion for the sake of rest, find the greatest benefit in those games which demand constant attention, but comparatively little mental exertion. The late Charles Robert Darwin astonished the scientific world by the immense amount of labor which he successfully accomplished. One secret of his immense power of endurance unquestionably lay in his devotion to backgammon, in which he so frequently passed his evenings. This game has the admirable qualities, first, of demanding imperiously your attention at every throw of the dice; and, secondly, of giving you a comparatively easy question in the use you are to make of the throw. In rude antithesis to backgammon and dominoes stand chess. This game can not be said to be popular, in the strict sense of the word, and the reason is evident—it is too severely intellectual. It is a very famous game; so also are Newton's "Principia" and Butler's "Analogy" very famous books. But neither of the three are likely to be found on the sitting-room table as amusement for either old or young when needing recreation. Moritz Retzsch's marvelous picture of the young man playing chess for the stake of his own soul has been far more popular than the game itself. The stake of one's own soul is not often, if ever, consciously made; but one of the abuses to which we have alluded is the habit of staking money or things of money value upon the issue of a game. To say nothing of the moral character of gambling, the stake of even sixpence is just so much detracted from the real interest and value of the game itself. Wagers of every kind, for even the most trifling amounts, are to be avoided; they are essentially bad. But when they take the guise of forfeits of prizes in games, they are doubly mischievous, injuring the utility of the diversion, as well as fostering, to some trifling extent at least, that gambling spirit, which is one of the great destructive agencies to the human race.—Rev. Thomas Hill, D. D., in *Popular Science Monthly*.

**ST. LOUIS POST-DISPATCH**

**APRIL 5, 1903.**

**AGENTS—Bonanza for street men; new toy; sells for 10c; delights the children. Bandilore Toy Co., Detroit, Mich**

**WEEKLY FREE PRESS AND PRAIRIE FARMER,**

**WINNIPEG, WEDNESDAY, SEPTEMBER 30, 1914.**

### **BANDILORE**

It is said that the game of bandilore was invented to amuse an East Indian princess. In 1790 it was brought from Bengal to England, where it became very popular.

A bandilore can be made by joining two disks together at their centres. A small, round piece of wood glued between two heavy buttons or thin disks or circles of wood is the simplest way to make this contrivance. Wind a string between the disks. After the string has been wound up, hold the loose end between the thumb and finger and allow the bandilore to fall. It will turn rapidly while falling. Just before the bandilore reaches the end of the string, give it a sharp jerk upwards, causing it to wind with the string in the opposite direction. It can be kept spinning in this way as long as desired.

Hollywood Daily Citizen,  
Friday, March 15, 1929

## FLORES YO-YO CONCERN OPENS SALES OFFICES

The Flores Yo-Yo Corporation has opened offices in room 203 of the Vine-Sunset Building as sales headquarters of the Yo-Yo toy novelty the concern is handling. The toy was invented by a Hollywood Filipino boy and is a ball like object which climbs a string.

THE WENTZLER NEWS Thursday, January 17, 1929

# Yo-Yo

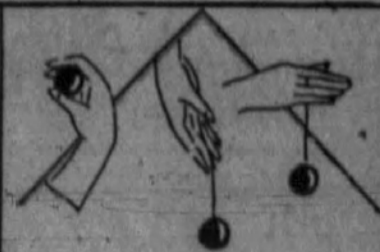
The Wonder Toy

WM. PENN ART SHOPPE  
305 E. Philadelphia Phone 417-110

LONG BEACH PRESS-TELEGRAM, FRIDAY, MAY 3, 1929

# at Buffums'

## Beginning Saturday--3-Day Sale



Saturday! Expert  
to Teach Mastery  
of Flores YO-YO,  
New Wonder Toy

Skillful operation of the fascinating YO-YO, which brings amusement to children and grown-ups alike, will be demonstrated by an expert Saturday from 10 A. M. to noon and 1 to 3 P. M. in the Toy Den, 4th Floor. Come and see them!

Fourth Floor

### School Head Likes Skill-Producing Toy



—Star-Telegram Photo.  
Principal R. L. Paschal of Central High School, who is one of the distinguished members of the local Yo Yo Club. Paschal has given his indorsement to the pastime.

## PRINCIPAL PASCHAL YO YO FAN

### CENTRAL HIGH SWEEP BY FAD

## POISE HELPED, AVERS TEACHER

Add to the roster of Fort Worth's Yo-Yo Club the name of Principal R. L. Paschal of Central High School.

And with his name also a number of prominent members of the faculty—all fervent yo-yo fans. The modern version of the "monkey-on-a-string" is as popular with instructors at Central High as it is with students.

"Surely, we indorse the yo-yo," Paschal said. "It's a great pastime. I haven't quite got the knack of it as yet but I'm certain I can do it all right with a little practice."

Paschal explained that "of course, we do not allow yo-yoing in the class rooms where it would interfere with studies, but they can yo-yo as much as they want to in the halls and on the grounds."

Others who indorsed the entertaining and skill developing qualities of the tricky little wooden disc include Mrs. Lena Gardner, vice principal for girls; J. M. Hinton, head of the manual arts department; Miss Charlie Noble, head of the mathematic department, and Miss Cora J. Phillips, head of the commercial department.

Mrs. Gardner said she encouraged the girls in the art of yo-yoing. She maintains that "it is good exercise and helps devlop poise. At least, it's better to be yo-yoing than standing around doing nothing between class periods."

If school was not turning out this week Hinton is certain that the

manual arts students would soon be making spare parts for the yo-yoes of students and faculty members.

Miss Noble uses the antics of the yo-yo to illustrate intricate math problems. Here's a good one for the star member of the Penta Club, math organization:

What's the diameter of a yo-yo axis and how many revolutions does the yo-yo make in a round trip down and up a string?

Miss Phillips, who has taught hundreds of students the art of typewriting, shorthand and bookkeeping in the commercial department, is an ardent "yo-yoer." She has solved at least one problem in the advent of the yo-yo. Miss Phillips has long wondered what empty typewriter ribbon spools might be used for. Why, of course, they're ideal for an all-metal yo-yo. Why not?

Several of the faculty members praised the yo-yo as a friend maker. In a school the size of Central High there are many students who are not acquainted, they pointed out. They explained that a more friendly atmosphere is developed as students stop to admire an adept yo-yoer or go yo-yoing down the hall together.

Paschal intimated that if the fad retains its popularity until the school opening next Fall that a yo-yo instructor may be appointed and some sort of credit given for proficiency in yo-yoing.

## Lubbock Has Gone Yo-Yo Crazy

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### Top Fad Sweeps City More Than Mah Jong; Contest Scheduled

Lubbock has gone Yo Yo.

Men and women, boys and girls, old and young, alike, join the ranks of the rest of the nation in the new pastime of Yo-Yoing. On the street corners, in homes, in stores—everywhere in fact where one may chance to wander—can be seen the fascinating movement of the Yo Yo top.

The Mah Jong, the cross word puzzle, and the many other fads which have swept the nation in the times past are mild in comparison to the craze that now the idol of the country.

#### Seeks Interview

The reporter, bent on getting an interview on the subject of an airport, approached a prominent business man, with a question: "I would like to get your opinion on—"

"Oh, the Yo Yo," he interrupted, "I think it the most wonderful invention of the age. Just let me show you." And he proceeded to exhibit his art as a Yo-Yoer, of throwing it around his head, and of making it do all kinds of fancy didoes.

About that time his stenographer announced that an important business visitor was in to see him. "I'm out of town and will be for the rest of the day," he told her, annoyed that he had been interrupted. "Now," he said, again turning to his Yo Yo and to me, "can you do this one—starting the Yo Yo from the bottom?" I confessed, mildly, that I couldn't and made an exit while he was so busily engaged in his pastime that he failed to notice it.

The barber was shaving me with a razor in one hand and a Yo Yo in the other, making a stroke with the razor every time the Yo Yo came back to the top. "Hey," I yelled, "You're cutting my chin."

"Oh, but did you see my Yo Yo. I swung it completely over," he came back. Which was all very nice.

Rumor has it that the Yo Yo was

invented by a bell hopp in a California hotel. It seems that he made one for his own use. Then his companions wanted one and finally the demand in the hotel became so great that he started making them as fast as he could. With the present popularity, he perhaps has a factory now and has become wealthy. The popularity of the Yo Yo is nationwide in its scope. Everywhere Yo Yo contests are being staged and everywhere more people are being hit by the Yo Yo bug. Grandmother is giving up her knitting, father his golf, and so on.

#### Record Claimed

A Fort Worth negro claims the Yo Yo endurance record with a non-stop mark of 35 consecutive hours and with more than 100,000 times. An Amarillo youth claims 67,000 consecutive times.

Lubbock's champion Yo Yoer is yet to be determined. At the Palace theater Tuesday and Wednesday of this week the city's first Yo Yo contest will be held and the champion will be crowned—(let's hope it is with a brick.)

SUNDAY, JUNE 30, 1929.

## *Filipinos First Yo Yo Spinners, Says Native Who Is T. C. U. Student*

"Almost every person in the Philippine Islands, from the time he is a small child, knows how to play yo yo," says George Soriano, yo yo-playing, poetry-writing native of the Philippine Islands, who is enrolled as a freshman student in Texas Christian University for the Summer term. Soriano's home is in the city of Bauang, province of La Union, Philippine Islands.

"Contrary to reports, the game yo yo is native to the Filipinos and not to the Chinese," he states. "It is a sport that has been peculiar to our people for many years, although the new generation is tiring of yo yo somewhat and is turning to the newer games, as tennis and other American sports.

"But yo yo is my best game," he says. "I enjoy it, and since a small boy have played yo yo, which is mostly a children's game. There is no English equivalent for the word. Yo yo is merely a native expression applied to the game."

Soriano comes to T. C. U. from a high school in Ponca City, Okla., where he has a brother, Ponce, and where George had been living for two and a half years, ever since he came to the United States. He now resides with a brother, Ben Soriano, at the Forest Park Apartments on University Drive.

Doors Open Promptly  
at 8:00 for This Sale

*The Parisian*  
INC.  
R. H. FISTEL PRES.  
Shreveport's Finest Specialty Shop

Featured for  
Tuesday Only

Now the Season's Outstanding Dress Sensation—Sale of  
**YO-YO FROCKS**

Made in California—Shipped Exclusively to The Parisian in Shreveport

Made in all the new sheer  
summer cotton washable  
fabrics—prints and pastel  
shades.

2 for \$4.45

The original  
Flores Yo-Yo Tops  
**FREE**  
With Each Purchase

Shown on Living  
Models

See Window  
Display Tonight

Sizes  
16 to 40





July 28, 1929

# FLORES' ORIGINAL YO-YO

"THE WONDER TOY"

If It Isn't a  
FLORES  
It Isn't a  
YO-YO



Retail Prices:  
15c, 25c, 35c

Yo-Yo is rapidly spinning its way to the ranks of America's fastest selling toys.

Youngsters from 6 to 60 eagerly grasp the opportunity to learn to manipulate this fascinating toy of toys.

*Dealers, if your jobber does not stock, write, wire or phone us direct.*

Distributed by Gernsbacher Brothers, Wholesalers, Fort Worth

## FLORES YO-YO SALES CO.

DISTRIBUTORS

416 Santa Fe Bldg.

Dallas

## THE NEW PASTIME YO-YO

Yo-Yo-ing is a new past time for youngsters from 6 to 60. In Morgan City a few youngsters of the 50 plus age tried the new game and said it was fascinating.

\* \* \*

The Yo-Yo is a small disc with a grooved center. A string is wound in the groove, and the downward unwinding motion of the disc aided by an upward motion of the manipulator, gives it the momentum which rewinds it on the string. The game is to accomplish this rewinding and the person who Yo-Yos the most number of times is acclaimed the winner.

\* \* \*

The Yo-Yo was invented by a Phillipino Bell Hop working in a California Hotel. Yo-Yo in the Phillipine language means 'come back.'

\* \* \*

It is said that a Yo-Yo fiend Yo-Yoed 75,000 times and fell asleep Yo-Yoing.

\* \* \*

What an accomplishment. And now The Times-Picayune is sponsoring a Yo-Yo contest and will award prizes to the winners. And so you see this hot July weather is causing even the newspapers to run 'bugs.'

\* \* \*

The first Yo-Yo accident happened the other day in a local restaurant when a Yo-Yo beginner socked a young lady on the eye with a Yo-Yo. At first it looked like the young lady would Yo-Yo at the young man but he was forgiven. The days practice was over. Better luck next time.

\* \* \*

Local merchants have ordered a supply of Yo-Yos. Morgan City will soon have Yo-Yo experts.

\* \* \*

The New Orleans street car strike looks like a Yo-Yoing contest.

### American Tourist Says Yo Yo Originated in Philippine Islands

The following short history of yo yo is given by an American tourist, Mr. Wm. K. St. Clair, and first appeared in a recent Sunday edition of the Dallas Times-Herald:

"This important toy, thought by many to be a recent invention proves the old saying that there is nothing new under the sun. The present craze for yo yo's is not to be wondered at, as the fascination of this old toy is irresistible, and the marvel to me is not that the rage is spreading so rapidly, but that it has taken so long for the ancient toy to make its appearance in our country.

"The yo yo originated in the Philippine Islands, the simple toy of children of the Tagalo tribes, one of the numerous divisions of the Malay race comprising the population of the archipelago. At first crudely carved with rude shell knives from softer woods and spun with native hemp they have gradually been improved until now in the land of their origin they are in many instances works of art, turned from marvelously polished hard woods and often inlaid with other woods, sometimes with gold and silver.

"One thing about the yo yo that is modern, however, is the Americanization of its name. The actual pronunciation of yo yo is 'I yo yo,' with the accent on the second syllable."

Mr. St. Claire is the son of an American army officer and spent a number of years in the Philippine Islands. He traveled extensively and lived for a number of years in the orient. He recalled seeing and using yo yo's in Manila, capital city of the island possession, fifteen years ago.

See Our Other  
Ad Back Page  
Second News  
Section Today



New McCall  
Pictorial and  
Butterick  
Fall Fashion  
Quarterlies

# A Memphis Owned Institution With A National Reputation

Boys! Girls! Enter Our  
**Yo-Yo Contest**  
Open to All Boys and Girls Up to 17  
Loads of Fun and  
**PRIZES, Too**

Register NOW— Boys, Second Floor;  
Girls, Third Floor

## Conditions---

The question as to who IS the champion "YO-YOER" of Memphis has been raised, therefore GOLDSMITH'S is holding this contest to decide the question.

ALL boys and girls, up to 17 years of age, are invited to enter. The only requirements being that you must register at GOLDSMITH'S between now and Thursday, August 15th—and you MUST use a GENUINE "FLORES YO-YO."

There will be two divisions for boys—one for boys up to 12 years and one for boys up to 17 years; and one division for girls up to 17 years. Elimination contests will start in Goldsmith's Auditorium Friday, Aug. 16th, and continue daily up to Friday, Aug. 23rd. Final contest will be held Saturday, Aug. 24th.

Three prizes of \$5.00 cash each and three prizes of \$2.00 cash each will be awarded in the elimination contests, besides 24 consolation prizes of a special Yo-Yo, and a grand prize of \$10.00 cash will be awarded the final champion.

JUDGES WILL BE ANNOUNCED LATER.

DAILY CLARION-LEDGER, JACKSON, MISS.  
FRIDAY MORNING, AUGUST 23, 1929

## YO-YO CONTEST

M'COMB, Aug. 22.—The Flores' Yo-Yo contest sponsored by the local dealer, Miss Leslye Hall is scheduled to take place Thursday afternoon, August 22nd, on the Dickey lot, next to the State theatre on Front street. Much interest is shown and a number of valuable prizes are being offered. Large or small Flores Yo-Yo's are eligible. This promises to be a great day for both young and old of the city.

JEFF DAVIS PARISH NEWS  
August 13, 1929

FLORES' ORIGINAL

# YO-YO

"THE WONDER TOY"

W. KRIELOW GRAIN & MERCANTILE CO.  
Wholesale Distributors,  
Jennings, La.

## Goldsmith's---Memphis' Main Shopping Center

Men! Here's Mighty Good News!

# All of Our \$40 and \$45 Kuppenheimer

## Tropical Worsted SUITS---\$25.85

Men! Here's your best chance to save on KUPPENHEIMER clothes. We have taken our ENTIRE stock of Tropical Worsted suits sold regularly at \$40.00 and \$45.00 and marked them for final clearance at \$25.85. It's an opportunity that no man can afford to miss. These suits are hand tailored of the finest, smoothest Tropical Worsted and silk trimmed. A good range of good patterns and colors to select from. These suits are ideal for immediate as well as early fall wear. Get in early for best choice.



### Note These Low Prices on Summer Togs

SPECIAL LOT \$35.00 Goldcraft 2-trouser Tropical Worsted suits . . .	<b>\$21.85</b>	KUPPENHEIMER Palm Beach suits. Regularly \$20.00. On sale now . . . . .	<b>\$14.75</b>
GOLDCRAFT TWO-TROUSER Tropical Worsted suits, \$40.00 and \$45.00 values . . . . .	<b>\$28.75</b>	REGULAR \$15.00 Palm Beach suits in this sale for only . . . . .	<b>\$11.85</b>
MOHAIR AND NURETEX two-trouser suits. Regular \$25.00 values for . . . . .	<b>\$18.85</b>	PALM BEACH PANTS, sold regularly at \$5.00, in this sale for . . . . .	<b>\$3.85</b>

### Buy These Linen Golf Knickers!

ALL OF OUR \$3.50 AND \$4.00 linen soft knickers on sale now . . . . .	<b>\$2.95</b>	ALL OF OUR \$4.50 AND \$5.00 Linen golf knickers on sale now . . . . .	<b>\$3.95</b>
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—Goldsmith's Men's Store, Second Floor



**Men's \$1.00 Socks, Pair 69c**

A marvelous assortment of high-grade socks. Silks and silk and rayon-mixed of regular \$1.00 grades. Shown in a wide range of desirable patterns and colors. Sizes 9 1/2 to 12. Pair 69c.

—Goldsmith's, Main Floor



**Men's Broadcloth Shirts, \$1.55**

Handsomely tailored of fine white broadcloth. Laundered nicely and wears well. Collars attached and neckband styles. Splendid shirts for dress-up or utility wear. Sizes 13 1/2 to 17 1/2. \$1.55.

—Goldsmith's, Main Floor



**Men's Rayon Union Suits, \$1.95**

Full cut and finely tailored of good quality rayon—assuring comfort and service. Choose from white or the pastel shades of pink, blue and peach. Size 36 to 44. Suit, \$1.95.

—Goldsmith's, Main Floor



**Men's Universal Pajamas, \$1.59**

Pajamas—of the famed "Universal" make. Made of broadcloth and madras in striped and figured patterns—and in a variety of colors. Sizes A, B, C and D. Pair \$1.59.

—Goldsmith's, Main Floor

Here's the Best Value We Know of In

# Men's Oxfords

At This Low Price **\$6.00**



—Goldsmith's, Main Floor

We know these oxfords are a whole lot better value than shoes you usually see priced at \$6.00—because we pay more money for them. Our specifications call for finer uppers, choice sole leather and better workmanship. You'll note the difference the moment you see them.

Come in and try them on, note their smart style and experience the perfect fit and genuine comfort. We call this oxford the "Plaza" and it comes in tan and black calfskin with rubber heels. \$6.00 a pair.



**White Metal Mesh Watch Bands 95c**

For Men and Women

A new lot of mesh watch bands have just arrived, in styles for women and men. Made of white metal, satin finished, chromium plate that is non-tarnishable. The adjustable fastening fits to any size watch. Very special price, 95c.

LADIES' CIGARETTE CASES—Rhinstones are set in colored celluloid cases, in an attractive shape and size to fit a lady's purse. \$1.00 values, now 50c.

—Jewelry, First Floor

## Phoenix Hosiery

All-Silk, Ultra-Sheer

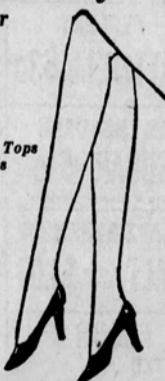
**\$1.95**

Full-Fashioned With Picot Tops French and Pointed Heels

Gossamer thin hosiery, made by "Phoenix," of pure thread silk—to add that touch of perfection so necessary to the limbs in these short-skirted days.

In newest shades, stressing the suntan tones, dainty picot tops, French and pointed heels. All silk from top to toe. A superlative value for \$1.95.

—Hosiery Dept., Main Floor



Don't Forget the Genuine

**Flores**

**"YO-YO"**

Is on Sale at Goldsmith's

If you want to be a "Yo-Yoer," you must use a genuine "Flores Yo-Yo," the wonder toy, 33c each. Package of Flores special Yo-Yo cords, 10c. On sale Main Floor and Fifth Floor.

Special Reduced Prices Now on Tennis Racquets.

—Toys, Fifth Floor



# Yo-Yo Contest Is Set For Theatre Wednesday

Get ready boys and girls. Practice on the old yo-yo. Get in trim for the yo-yo contest at the Greenwood Theatre Wednesday, under the auspices of the Greenwood Theatre and the Greenwood Commonwealth.

How many times can you spin that yo-yo? How many fancy things can you make it do? Get your time upon the stage and strut your stuff.

The yo-yo has taken the day, and everybody is doing it. Let your skill win a prize in the contest Wednesday.

Read the rules below, and remember that anything from the beginning of the spin until the yo-yo hangs or goes dead is called a "trick."

Oh yes, the time. The place. Greenwood Theatre, Wednesday evening, starting at 8:30 p. m.

Fun for the contestants. None barred. Fun for the audience.

Get your entry blanks from Monday's Commonwealth. Get in the fun. Relax yourself, and spin the yo-yo's for your prize.

### RULES FOR YO-YO CONTEST

A Flores Yo-Yo is the only official Yo-Yo recognized in contests.

The string must be looped on the spindle of the Yo-Yo so that the top may spin at the bottom.

Contestants must memorize their routine of tricks so that they will not be disqualified waiting too long while they think what to do next.

One half minute between tricks is all that the referee can allow a contestant between tricks.

Three attempts are allowed each trick, failing to complete the first two attempts does not prevent contestant from gaining a credit for the trick but failure on the third attempt means the contestant must pass on to another trick.

Any means of starting the Yo-Yo spinning is called a trick.

Contestants may substitute a new string or a new Yo-Yo at any time during the contest or they may adjust the string and time out will be allowed.

The winner is declared by the referee basing his judgment on the number of completed tricks and also on the neatness with which the tricks are executed.

Failure to catch the top at

the completion of a trick does not mean a failure of the attempt. A hung Yo-Yo or a dead Yo-Yo which means that the Yo-Yo has to be restarted spinning is the only cause for a failure of an attempt.

THE CHATTANOOGA NEWS, CHATTANOOGA, TENN., TUESDAY, SEPTEMBER 10, 1929.

The Flores Yo-Yo Is the ONLY GENUINE

4

Big Numbers 15c, 25c, 35c and 50c

Everybody wants the real Yo-Yo. The difference is noticed immediately. Smooth running and easier to operate.

Merchants—

Saturday and Monday we sold thirteen gross of the genuine Yo-Yos.

The person who sees the genuine Yo-Yo wants it, regardless of how many of the imitation ones he has.

We are exclusive distributors in this territory.

Phone 6-0139

**T.H. PAYNE CO**  
OFFICE OUTFITTERS  
823-825 Market St.  
820-822-824 Broad St.  
Chattanooga's Oldest Store

## Are You Playing YO-YO

The Game Played With the Little Top Which Is Getting the Whole Country "by the Ears."

### Fun! Frolic! Skill!

A Fascinating, Ingenious Amusement Enjoyed Alike by Old and Young!

**BRING THIS COUPON**

AND 15c TO THE CHATTANOOGA NEWS OFFICE THIS WEEK AND GET A GENUINE "FLORES" YO-YO

You can't learn all the Yo-Yo tricks without the original and genuine. Inferior tops are being sold under the name "Yo-Yo", but you'll never know the full pleasure and thrill till you get the real thing!

GET YOUR FLORES YO-YO NOW—and practice for the Big YO-YO CONTEST to be Announced Later!

*This Coupon with 15c Is Good for ONE GENUINE FLORES YO-YO!*

Bring this coupon and 15c to the business office, first floor of The Chattanooga News, and we will give you one genuine original "Flores Yo-Yo"—the sensation of Hollywood and the entire country.

Be sure to sign your name and address

Name .....

Address .....

**GOOD ONLY WEEK OF SEPTEMBER 9.**

# If Grandma Gets the Yo-Yo Craze, Become a Yo-Yoing Yo-Yoist Too

Playthings of Old and Young, Dignified Business Men and Drug-store Cowboys Sweeping Up From South; Takes Southern Cities by Storm; Air Mail Pilot Brings First to City

Yo-Yo! Yo-Yo! Who's got a Yo-Yo? Or if not, when, or why not?

Because, if you or your sister, or your brother, or your son, or your grandmother doesn't have one yet, you can be fairly sure that you or they will have one, or many, soon. For it's coming, slowly at first, but with increasing speed, and there'll be no escaping it, 'tis to be feared—it's coming, to creep insidiously into your hearth and home, your office, your store—it's coming, the Yo-Yo craze, and you might as well get one first as last, because it's inevitable sooner or later.

What is a Yo-Yo? What, you don't know what a Yo-Yo is?

Well, in that case, it's two painted wooden discs, fastened at the center, where a twisted cord is attached. It's somewhat akin to a top. The object is to spin the Yo-Yo out to the length of the cord, and then to make it flip right back up, and then to see how many times you can do this without stopping.

### PUZZLE TO SCIENTISTS

It sounds perfectly simple and easy—but wait till you try it! Reports from other parts of the country, where the Yo-Yo has reached the pinnacle of popularity, have it that the craze has overturned domestic and business tranquillity, and has taken the minds of great scientists from all other problems, while they solve the grave question of whether one who practices yo-yoing is a yo-yo-er or a yo-yo-ist, or even a yo-yo-ee.

The Yo-Yo was introduced into local circles by vacationists returning from southern, western or middle-western haunts.

Durward Ledbetter, pilot for Interstate Airlines, Inc., probably brought the first Yo-Yo to Evansville (a dangerous admission to make!), bringing it from Atlanta, Ga., where it is the rage. Ledbetter says that down there some of the veterans have become versatile at yo-yo-ing, so that they can yo-yo horizontally as well as vertically, a truly remarkable feat.



From left to right, Miss Grace Sansom, Miss Mary Margaret Adams and Miss Belle Hunt, Note the concentration with which these novice yo-yoers practice yo-yoing, on the Y. W. C. A. lawn. In this illustration, the yo-yo is seen in the various stages of being yo-yoed. Miss Hunt is winding up for action; Miss Sansom is on the point of dropping hers for the initial spin; and Miss Adams is attempting, and, judging by the expression on her face, is succeeding in manipulating the yo-yo satisfactorily.

### PILOT IS EXPERT

Ledbetter, himself, can Yo-Yo with one hand while driving his automobile with the other. He has not yet learned how to handle one from the cockpit of his plane. He'll learn this, too, he says.

J. H. Parish, 108 Sunset avenue, sales manager for Igleheart Bros., Inc., is another pioneer yo-yo-er, bringing his Yo-Yo from a vacation visit in Dallas. Others have been brought from Detroit.

Anticipating the great demand that will soon be made for the fascinating toy, the industrial department of the Y. W. C. A. has already sent in an order to the manufacturers for about five gross of the pseudotops, according to Miss Helen Derthick, executive secretary. They have had some samples of the Yo-Yo at the association building this week, and some members of the Y. W. staff have already become experts at manipulating the plaything. The industrial department plans to defray expenses of sending delegates to next summer's industrial conference with the proceeds from the sale of the Yo-Yos.

Just a last word of advice. If in the near future you should see your best friend or even your mother standing obliviously in the middle of the street, purposefully "playing" a Yo-Yo, take heart, and remember that even you may succumb to the intriguing pastime. Do not judge too harshly, or you'll be sorry!

# HOW DOES YO-YO "YO"? "TORQUE," SAYS PROF. WHO OUGHT TO KNOW

## NEW YO-YO FAN



Dr. D. W. Cornelius, professor of physics of the University of Chattanooga, one of the few men who knows why a yo-yo "yos."

## U. C. Students May Get Course in Yo Yo as "Bug" Bites Dr. D. W. Cornelius.

By HAROLD L. SHALETT

At last we know!

We know what makes a yo-yo "yo."

We have it on the undisputable word of no less a person than Dr. David W. Cornelius, professor of physics of the University of Chattanooga. It's a matter of torque. Yes, sir, the little torque makes the yo-yo "yo."

Everybody ought to know what a yo-yo is but you don't you can learn. A yo-yo is a little disc-like spool, attached by its axle to a string which is perhaps a yard long. That's a yo-yo. To make it "yo" the string is wound about the axle of the spool. Then, if you know how, you can drop the spool and watch it climb back up the string. If you're good you can throw it straight out, over your head, loop-the-loop and perform other slick tricks. No matter how you sling it around, the yo-yo top should always unwind itself and then spin right back up again to your amusement, entertainment and uncontrolled glee.

### Everybody Yo-Yos.

Everybody yo-yos. College presidents and newboys; newspaper editors and corner cops; haughty society matrons and giggling school-girls. They range in price from a dime for the ordinary ones to the really expensive ones sold in jewelry stores. Everybody buys them except schoolteachers, who take them away from their pupils.

That is the what, when and where of yo-yo, but for the "why" one is forced to appeal to the college professor.

It didn't take Dr. David W. Cornelius very long to figure out how a yo-yo "yos," but it took him a little longer to explain why. He was cornered in a corridor of the University of Chattanooga, just as he was emerging from the office of the president. He was deep in a preliminary investigation and demonstration of the yo-yo when Dr. Alex Guerry himself came out. The president of the university looked on for a moment and then his itching fingers got the best of his good intentions. "Let me show you," he confessed, not in the least abashed. "I was fooling with one of those things myself last night." With the yo-yo between them, Dr. Guerry and Dr. Cornelius discussed the physics of the fascinating little toy for a few moments, before Dr. Cornelius retired to his study to make a more intensive examination.

### Like A Gun.

"Mass times linear velocity equals momentum," declared the professor after peering at the yo-yo for a few moments and sketching a simple diagram on a piece of paper. "In the ideal case of this yo-yo, it would go on spinning forever. Take a bullet, for instance. Shoot it from a gun and it would never stop if it had no resistance from the atmosphere, or was not halted by the target."

"But what's that got to do with the yo-yo?" he was asked.

"I'm coming to that," answered the professor profoundly as he examined the yo-yo more intently. "I'm coming to that. What I'm trying to do is to explain it in simple words, so that everyone can understand it."

"If mass times and linear velocity equals the momentum, it follows that a force applied in the simplest ideal case will change the momentum of a body; that is, the mass remaining constant will change the linear velocity."

"Similarly a force in a more practical complicated case will change the angular velocity of a body. A force so applied is called a 'torque' and is measured by the magnitude of the force, multiplied by the lever arm of the force. The lever arm of the force is the perpendicular distance from the line of action of the force to the axis of rotation of the body."

"Is that clear?"

"Oh, certainly."

### Take the Yo-Yo.

"Now, then, take the yo-yo. According to the principle of the conservation of energy, or shall we say conservation of momentum, which is the particular statement of the case in hand—if there is no force or 'torque' applied, the momentum remains constant. In other words a body at rest remains at rest until acted upon by some external force, or a body in motion remains in motion unless acted upon by some external force, or torque. Do you follow me?"

Dr. Cornelius picked up the yo-yo and examined it again.

"Now we come to the practical application of these principles to the yo-yo," he continued.

"As a result of the mass (the spool) falling under the force of gravity, and

attached to the axle, we have a force, or torque, which causes an angular velocity to be produced. The farther the top falls the greater the angular velocity becomes, because the acceleration is greater. If it were left alone, and it were perfectly free from friction it would spin forever. But, being attached to a string, when it comes to the end, this stored energy can be utilized to bring it back up the string. Isn't that simple? In what we term an "ideal" case, it would return completely to the top of the string. But no energy is ideally 100 per cent returned. Transformations from potential to kinetic energy, are from kinetic energy to potential energy are never perfect.

### The Strategic Moment.

"So now we have the yo-yo partly back up the string. Now to get it to the top of the string it is necessary to apply another force, or torque, at the strategic moment to overcome the loss of momentum brought about through friction and other imperfections in the machine. It's just like swinging someone in a rope swing. One must wait until the swing is just at the right place at the top of the upward motion before pushing."

"With the yo-yo practice tells us when we reach the strategic moment for the application of this force. In yo-yoing this is accomplished by a deft twist or jerk of the hand, properly applied at the right place, the right time and in the right direction. I guess that explains it."

Dr. Cornelius then arose from his chair to resume his experiments in determining the strategic moment at which the torque should be applied that would bring the yo-yo back up the string. It must have been lack of practice, however, for the professor fared rather badly at his first few attempts.

It was suggested that the professor

take charge of the model yo-yo which had just been purchased by his interviewer at an expenditure of 15 cents.

"Capital idea," said the professor, busily engaged in applying torques to the yo-yo with an up-and-down motion of his hand. "I—er—ah, I would like very much to introduce it to my classes for study and experimentation, just as I have the little toy monkey that climbs the string."

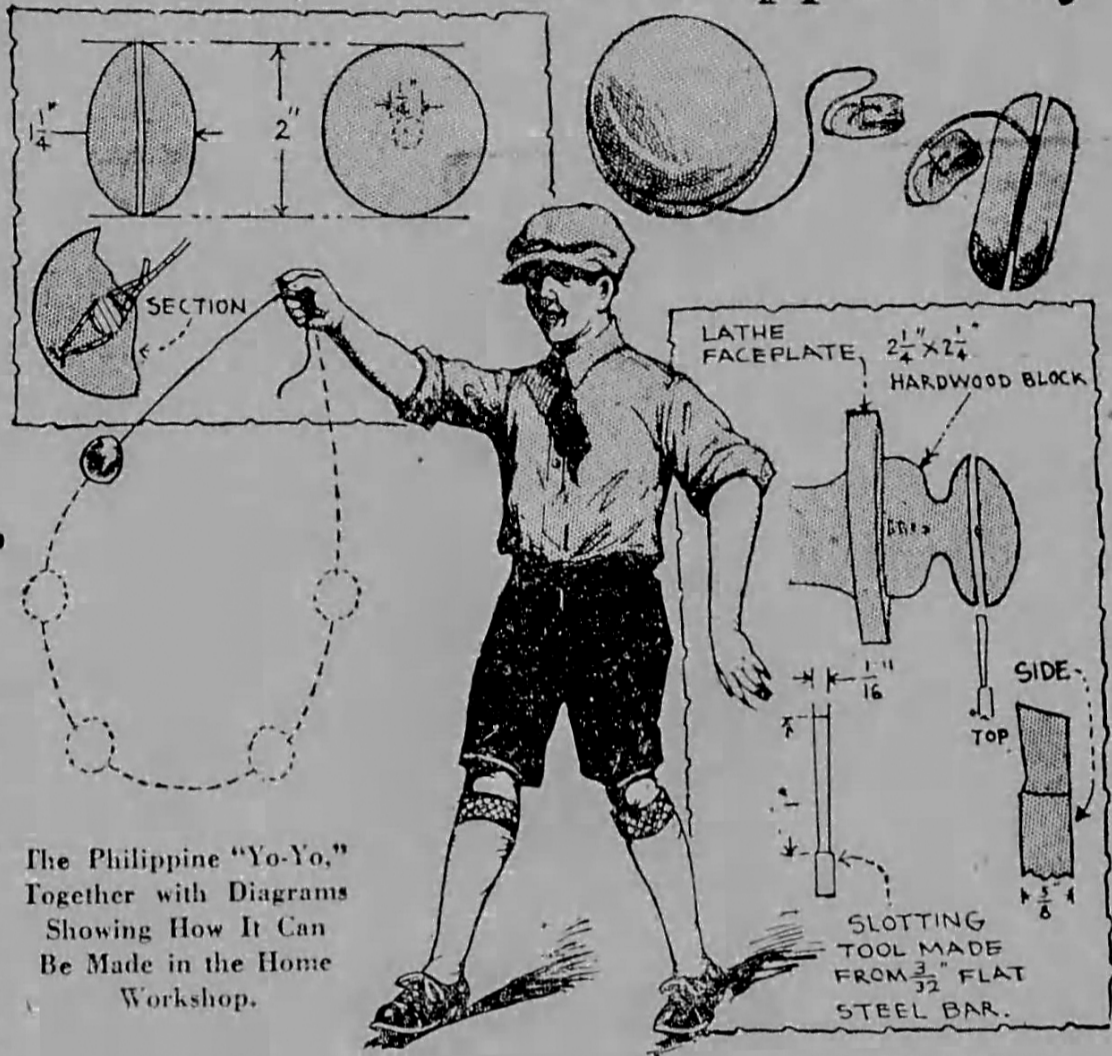
# How to Make a "YO-YO," Novel Philippine Toy

PHILIPPINE boys and girls have a novel toy which is called a "yo-yo," which can be made by anyone who is handy with tools. The "yo-yo" consists of a piece of hardwood, somewhat like a doorknob in shape with a deep groove in the center, a small hub and a string by which it is manipulated.

A loop in the string is slipped over the middle finger of the right hand, the cord is wound around the hub and with a deft outward thrust the yo-yo is released. When it has reached the end of the cord, the whirling motion re-winds it back to the hand. With experience, a boy can describe all manner of curves, bringing the agile ball back to his hand in a series of graceful sweeps.

A suggestion for making this popular toy is shown in the accompanying diagrams reproduced from Popular Mechanics. Hardwood is preferred to soft because of its weight. Maple is very satisfactory, or any wood that does not split easily, also is suitable for the purpose.

With access to a small lathe, the construction is simple. Screw a block of wood,  $2\frac{1}{4}$  in. square and about  $2\frac{1}{2}$  in. long, to the lathe faceplate. Turn down roughly to the shape required and groove with a special cutting-off tool, made up by grinding or filing a flat steel bar to the dimensions given. This groove should go to the same depth all the way around the circular piece, leaving only a small axle about



The Philippine "Yo-Yo," Together with Diagrams Showing How It Can Be Made in the Home Workshop.

Courtesy of Popular Mechanics.

a half inch in diameter in the exact center of the piece.

Sandpaper the exterior as well as the slot before cutting off the yo-yo completely. Be sure that the groove is exactly in the center; otherwise the toy will wobble and perform erratically. A coat of stain and varnish makes a very neat job. Some of the youngsters have very elaborate yo-yos, beautifully inlaid with various woods.

The conventional yo-yo string has only two strands, which are divided and tied loosely over the hub, as shown in the section. If tied tightly, the toy will have a tendency to jerk when it reaches the end of the string.

Any fairly hard string will do, and performance will be improved by rubbing the string across paraffin or candle wax.

An expert gives the following directions for playing a "yo-yo":

Wind the string partly around the groove, let the yo-yo drop and as the string is about all paid out, jerk it back rather smartly and the yo-yo will come higher and higher each time, until it reaches the palm, under which it is suspended by a loop around the middle finger. That is, the jerk on the string causes the yo-yo to climb back up the string, winding the latter as it does so.

The simplest performance is the up-and-down movement, but the yo-yo can be thrown in all directions, and it will always come back, winding the string itself—providing you give it the proper jerk at the proper time.

In throwing the yo-yo, except drop-

ping it downward, it must be done in such a way that the yo-yo unrolls under the string and returns or rolls back on the string. The most convenient length of string to use is about three feet.



## Yo-Yo Craze Hits South Bend as Students Introduce Popular Indoor-Outdoor Sport

Do you yo-yo?

If you don't you'll decide to take up this entrancing form of diversion at once; that is you will if you are to keep up with the trend of events in South Bend and elsewhere for yo-yoing is going to be the latest fad to come to the city. It's inevitable. It's coming just as surely as winter is except that by the time winter sets in yo-yo will be firmly established among many circles of society.

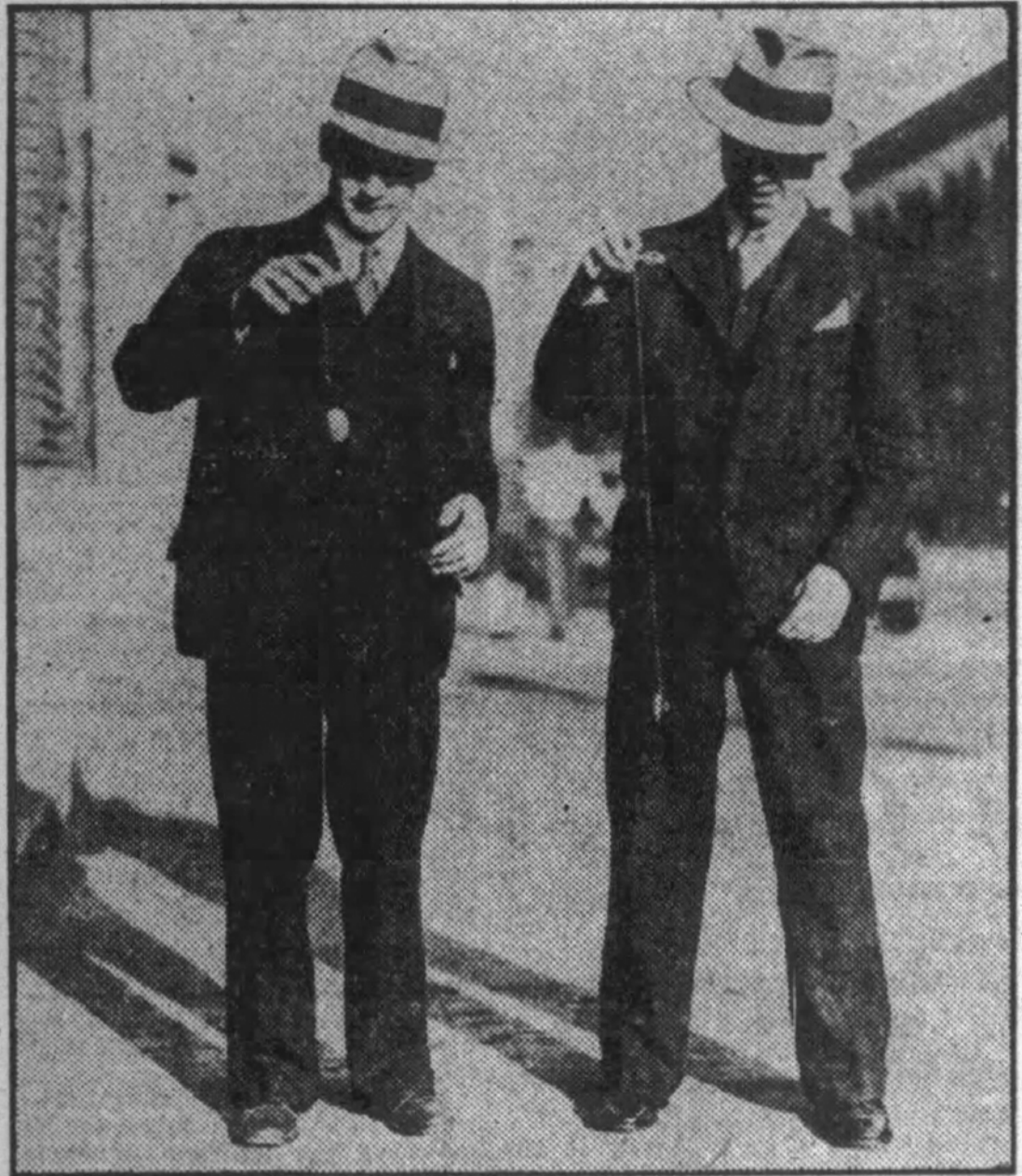
What is yo-yo? For those who have yet to be initiated into the mysteries let it suffice to say that yo-yo is a form of top; not the kind that spins on the floor but one that does tricks on a string which the yo-yoer holds in his finger.

To be technical a yo-yo is a little disc-like spool attached by its axle to a string about a yard long. The first operation is to wind the spool. Then the end of the string is tied to the first finger. Now comes the nerve-wracking part of this fascinating game. You let go of the top and it falls downward and if you do it right it will unwind and then wind itself up, coming right back to your waiting hand.

If it does this you have yo-yoed; if it doesn't you'll have to try again whether you want to or not for there's something aggravating about it that once you start you try, try again until at last you succeed. The secret lies in just a simple little movement of the arm. It's really too simple a movement to explain and it comes only with practice.

Then after you've mastered the first lesson the ups and downs of yo-yoing—are worlds of experiments. Maybe you'll be so expert that you can do some fancy strokes such as looping the loop, cracking the whip and what-not. Who knows? Perhaps right here in South Bend is the world's champion yo-yoer. Not that a championship match has ever been staged but if this craze continues as it has in the last few months and spreads to other parts of the world like it has in the United States a championship meet may be announced.

College professors and doctors, society buds and prize fighters, dancers and coal miners, students and old men, taxi drivers and club women have gone in for this new indoor-outdoor sport. Down south where the craze first took possession it is no uncommon sight to see staid old professors crossing the Vanderbilt cam-



THIS IS HOW TO YO-YO.

pus in Nashville, Tenn., with a book in one hand and the other busily yo-yoing while they absent-mindedly go to and from their classes.

Bridge clubs have been known to end in a riot with all thoughts of cards dispersed as the excited players try to out-yo-yo each other. You may think that's putting it on a bit thick but if you don't believe it just take a trip into the southland and see for yourself what they're doing. And all for a little top!

In South Bend the yo-yo craze sprung up several days ago when The Tribune cameraman happened to spy two Notre Dame youths shown in this photo meandering up Colfax avenue while they staged a yo-yo contest for their own benefit. The picture was snapped before they realized it. They were rather surprised to find their lit-

tle innocent pastime had caused such a stir for, as they explained "we're from the south and everybody's doing it down there."

That settled it. The Tribune decided it was high time something was done about the local situation. A rush order was sent to the yo-yo man and he responded with a limited number of yo-yos just to introduce them in South Bend and Mishawaka. While they last these yo-yos can be obtained at either the South Bend or Mishawaka offices of The Tribune for only 25 cents, which really is a very small amount for so much fun. And remember, there's only one real yo-yo for yo-yo has been patented. The imitations aren't the same so to get the most fun out of it you must have the original. Hurry before they're all gone.

# JOURNAL PLANS BIG YO-YO CONTEST

*H. A. Woods Company and Loew's Victory Join With Paper to Find Champion; Three-Day Contest at Theater; Drug Firm to Give Big Cash Prizes.*



These college girls are keeping up on the latest in education—yo-yo-ing. They are, left to right—Mildred Schweitzer, Helen Kraft, Martha Koch and Elsie Saunders.

—Yo-Yo—

## Expert to Show How It's Done

What one can do with a Yo-Yo is surprising. Henry M. Walraven, Dallas, Tex., who has made an expert of himself with the Yo-Yo top, surely can handle one of those foolish little affairs, an' how! If you want to see him go through the paces and get an idea of some of the things he can do with a Yo-Yo, attend the Loew's Victory show Saturday afternoon. He'll show you how it's done. Then get busy. Besides the chance to win the cash, The Journal can promise every contestant gobs of fun.

—Yo-Yo—

Who is the Yo-Yo champion? The Journal is going to find him. Every man, woman, boy or girl who ever had or ever will have the Yo-Yo fever can participate in a contest to be conducted by The Journal.

—And it is to be put on in style.

Here is the line-up.

It is going to be worth any one's time to brush up on his Yo-Yoing if he already is an addict and to take up the fad in dead earnest if he is a beginner.

**Woods Gives Prizes**

The H. A. Woods Drug company has decided to back up the contest with real honest to goodness hard cash in the form of three prizes—one of \$10, another of \$5 and another of \$2.50.

**Victory Stage Set**

Then Manager Walter DeWitt of Loew's Victory theater, has said he is back of the of the contest to the last degree and that the contest will be conducted on the Victory stage, three nights in succession, two shows a night.

How's that for a lineup?

Although Evansville was a little late in getting the Yo-Yo fever, there are hundreds of addicts (a good word for a Yo-Yo fiend) in the city now and when The Journal gets through with this contest don't be surprised if you have to dodge flying Yo-Yos as you walk down the street.

**The Dates**

The dates of the contest are to be Nov. 28, 29 and 30.

When Mr. DeWitt told The Journal the stage of the Victory theater would be available for the contest, he promised plenty of time during the regular shows for the audience to choose the one most handy with the little top.

The contest is not to be a marathon. The Journal believes the Yo-Yo is well enough known here so that those who take part in the contest will have mastered the simple process of dropping the top and allowing it to run back up the string. What The Journal is looking for is the most proficient individual with the top—the one who can perform the most and best tricks.

**"Get Going"**

So get in trim. Figure out some intricate flips and flops and "get them down pat."

Every one, regardless of age, is to be admitted to the contest. The only qualifications will be that contestants be past the beginner class. There must be some regulation of the number of those who can take part in the contest at one show at Loew's. That will be announced later. The big idea now is to get your Yo-Yo going and concentrate on tricks. You have the remainder of this week, all of next and the early part of the following week to "get going."

# Newspapers' Greatest Need Is More Yo Yo News, Says Ike

Ike Williams, the big yo yo operator, said yesterday that a Tampa alderman was right in his demand that the Tampa newspapers print more news, from other papers, about interesting inventions and less about the speakeasy.



IKE

"Now let us talk a moment about inventions. Like most people, I talk because I love to hear myself talk. It's my weakness. Whenever I go to a new city they interview me. I try to think up something snappy to say. Take the yo yo, greatest invention of the age, the greatest since Edison gave us electric lights. My grandfather used to work in the patent office at Washington. He quit in 1848 because he said the place would go on the bum as there wasn't anything more to be invented. Some of us are like grandpop. But we gotta live and learn.

**Yo Yo Is Greek Word**

"Don't let me get away from the yo yo. If you newspaper bozos are too lazy to clip interesting invention stories from other papers I am going to help you out. What do you know about the yo yo? Nothing. I thought as much. Yo yo is a Greek word, meaning hooley. Now laugh that off. Take the baby carriage invention. Nothing like it. Who invented it? And there's another invention, the pacifier, which keeps the baby from crying while the baby carriage is at the filling station. Interesting inventions, I call them.

"Look at Marconi, great man. He invented the radio, and how? He thought it out one morning playing golf with a Scotchman; he thought it out while the Scotchman was looking for his ball. The thing made such a big hit that the next day Marconi—or was it Martini?—invented the rodeo.

"Who but a woman invented the washing machine? Who invented the

razor? Who invented the race track? Who invented the idea of making certain players vulnerable in contract bridge? Who invented the lip stick, the non-refillable bottle, counterfeit money? Who invented the Volstead law? These are questions the aldermen might answer. I can ask you some more. Who invented the rule that a man must pull back the chair for his wife at breakfast? Not me. Who invented the death chair? Who invented the fox trot? Who, I ask you, invented the guillotine.

"Newspapers are never right except when they are wrong. Not long ago they printed a million words about the sash weight murder. But they didn't have a line anywhere to show who invented the sash weight. Another interesting invention. We've been hearing a lot from the aldermen about traffic violations. Now I want to ask them who invented the stop sign? They can't tell you.

**Was Ike's Idea**

"I will digress from the yo yo. It has good parts. It cures many things. People yo yo instead of yodel. It cures stammering, bunions, high blood pressure, weak knees. It's good for 'stigmatism. And it was my idea. I had it all framed. Then I had to go to a funeral and when I got back they told me a Jap in California had beat me to it. They tell me the Jap gets a nickel out of every yo yo sold.

"See what we missed. Suppose it had been invented by a Tampa man. There would have been scare heads in the papers. We might have got a yo yo factory here. It is not too late. Why not invite the nations of the world to hold a yo yo exposition here? We seem to let too many opportunities slip through our fingers. It is the fault of the newspapers, not printing any yo yo and invention news. You need a yo yo editor, who could get in some good yo yo news and less about speakeasies. Suppose it is easier for a camel to quench a thirst in a speakeasy than to pass through the eye of a needle or play a yo yo. That's not news.

"Snap out of it. First thing you know somebody is going to invent a substitute for money, a substitute for clothes, a substitute for corn. One of these days an alderman can't be elected unless he is a yo yo expert. Let the people know it. Don't let these things be sprung on us or let us be caught with our pants cut off at the knees. Some people holler for more and better liquor. I am hollering for more and better yo yo news. Give it to us and we won't need to steal the baby's pacifier."

MONDAY, DECEMBER 23, 1929.

**Ancient History of the Yo-Yo.**

The yo-yo craze which broke out mildly at Chattanooga High during the opening days of school was mercifully, but effectively, stabilized and restored to normal in short order along with other vacation symptoms prevalent at that time. However, a Times school page reporter with an inquisitive nose has brought to light some facts concerning this novelty that are depressing to the ultra-modern minded.

When the reign of terror was about to break out in France the nobility were even then in the throes of a yo-yo craze.

Yo-yos, or jou-jous as they were then called, were made of many materials. Some were made of sugar cubes, some of gold, some were big dinner plates.

The craze was as wild then as it was here in the late summer.

The Duke of Orleans gave a French lady a yo-yo set with diamonds, valued at 4,500 livres.

No wonder prudent French burghers, were driven to bloody madness.

The noble yo-yo fans emigrating before the storm of blood, took their toy with them. It was known for a long time as "L'emigrant."

Even earlier than in France the yo-yo craze developed in England. Originally invented for the amusement of a Bengalese princess, the toy was taken to England in 1790.

"The quiz" was the early English name of the yo-yo. The word "quiz" at first meant only "something odd." When it was applied to the yo-yo it acquired its modern meaning of "a riddle or puzzle designed to bring ridicule on those asked to solve it."

The yo-yo craze attained enormous proportions in England.

Wellington, the brave duke of England, was a notorious "quizzer." His yo-yo proclivities are referred to by half a dozen authors of the time.

Tom Moore confessed that his first poem was written in praise of the yo-yo. Later he rose to "The Harp That Once Through Tara Halls."

In 1842 the yo-yo was already spoken of as obsolete and long forgotten.

Therefore it would seem that those interesting stories of the hotel bellboy, who in an idle moment conceived the toy, and those other versions of its lowly origin will have to give way to the cold fact that the yo-yo is not of humble origin, but aristocratic; that it is not new, but was considered passe and obsolete over 100 years ago.—H. E. Blair.

Get One of These Certificates  
and Enter \$400 Yo-Yo Contest

<b>YO-YO</b>	THE MINNEAPOLIS STAR	<b>YO-YO</b>
<h2 style="margin: 0;">CHAMPIONSHIP YO-YO CONTEST</h2> <p style="margin: 5px 0;"><b>\$400 IN CASH PRIZES</b>      <b>NOT FOR USE</b></p> <p style="margin: 5px 0;"><i>This is to Certify That</i>      <b>SAMPLE</b>      Address.....</p> <p style="margin: 5px 0; font-size: small;">Name..... is entered in The Minneapolis Star's Championship Genuine Duncan Gold Seal Yo-Yo Contest, and is qualified to compete for the \$400 in cash prizes. Dates and places to be announced in The Star.      THE MINNEAPOLIS STAR</p> <p style="margin: 5px 0; text-align: right;"><i>W.A. Parsons</i> Circulation Manager.</p> <p style="margin: 5px 0; text-align: center;">Not Transferable.      <b>1930</b></p>		
<b>YO-YO</b>	<b>YO-YO</b>	<b>YO-YO</b>

Here is a sample entry certificate in The Star's \$400 championship Yo-yo spinning top contest for boys and girls not over 16, professionals barred. The first preliminary will be held at 10 a.m. Wednesday, at the Loring park bandstand near the Grant and Willow street entrance. Bring your Yo-yo and certificate so that you will have the opportunity of earning a cash prize.

If you haven't yet secured a certificate, get one new order for The Star for one month. Get your certificate and free Duncan Yo-yo top at any of The Star's branches or at Loring park just before the contest starts.

MADISON, FRIDAY, JULY 11, 1930

# Yo-Yo Fans Throng Journal-Orph School

**New Sport Strikes City Like Epidemic; Hotel Guests Form Own Club**

BY THE YO-YO EDITOR

After watching the throngs of persons who attended the second day of the Journal Yo-Yo school, which is held in the lobby of the RKO Orpheum theater, from 12 to 1 p. m., I've decided that without a doubt this new sport has struck the city like an epidemic.

There's no doubt about it. "Prexy" Stone, the national Yo-Yo instructor, who is far from a six foot man, was almost trampled under foot at Wednesday's lesson. From time to time he had to cease his exhibition to urge the crowds of enthusiasts to stand back.

Spinning the Yo-Yo—or trying to spin it—is more fun than you could ever imagine. I've about decided that the reason it's so fascinating is the fact that it's much more difficult than you'd think. Even as the Yo-Yo editor, it took me two days to learn the tricks of this elusive little wooden disk. And that required many hours of practice and personal instructions from "Prexy" Stone.

### Hotel Goes Yo-Yo

Thursday I discovered that all of the guests of the Madison hotel have suddenly gone Yo-Yo! I wondered what the crowd was in the lobby and so I investigated. What I found was a chattering group of Yo-Yo enthusiasts, all striving frantically to outdo the other fellow in the new sport.

The Madison hotel now has a Yo-Yo club. In the near future the manager will stage a Yo-Yo contest for which prizes will be awarded.

The wholesale distribution of Yo-Yos is made in Madison by the General Paper and Supply company and Simon brothers. They handle the Duncan Yo-Yo, the only make of the toy that can be used in the contests The State Journal will soon sponsor. That's just a little hint. There are going to be contests, you know, so you'd better get busy. Details will be published at a later date.

### Instruction Free

Hundreds of inquiries concerning the price of admission to the Yo-Yo school are made each day. As previously announced, there are no charges of any kind for these instructions. The only thing that is asked of you is that you arrive at the Orpheum theater early enough so that you'll get a good place and won't crowd the instructor.

Two prizes are given away daily at the school. The first winner has his choice of a Yo-Yo or a guest ticket to the RKO Orpheum theater; the second winner takes what is left. Style and originality will count in judging the winners.

There will be no Yo-Yo school on Saturday or Sunday but the class will reopen Monday noon.

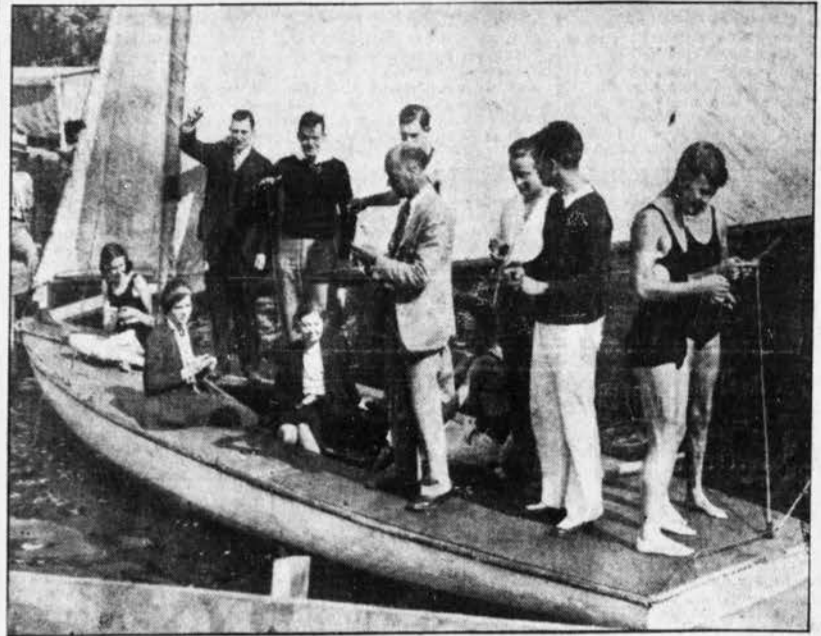
Winners of this week's Journal Jingle Yo-Yo will be announced Monday. Next week's jingle will be announced in the Sunday paper.

## Long and Short



This Yo-Yo had a long way to go to reach up to Harry Hart, the world's champion stilt walker. Here he is giving Laila Jokinen, State Journal librarian, a lesson in the new game. Hart, because of his great height, is using a specially made Yo-Yo. The game is a lot more fun than stilt walking, he thinks.

## Yo-Ho for Yo-Yo!



Yo-Yoing was delightfully combined with sailing Monday afternoon when a group of summer school students from the University of Wisconsin staged a little contest of their own on Lake Mendota. Yo-Yo has become the most popular game on Madison beaches this summer.

## Mendota Sailors Drop Tiller to Take Up the Tricky Yo-Yo

### Meanwhile, Nine More Jingle-Writers Win Prize Toys; Another Contest Coming

By THE YO-YO EDITOR

Yo-Yo is growing more popular each day in Madison. Monday afternoon the Yo-Yo editor accompanied "Prexy" Stone, national Yo-Yo expert and a State Journal photographer about the city for a "visual" check-up of the enthusiasts of the new sport.

It was alarming—positively alarming! Everywhere we went we were met by avid Yo-Yoers. Not that we object to the popularity of the game, but we just can't help wondering how far the thing really will go.

Down along the shores of Lake Mendota the students were going "goofy" over the game. One group had taken a box full of Duncan Yo-Yos aboard a sail boat and practiced the games far out on the serene waters of the lake. It's easy to Yo-Yo if you can concentrate on the game.

### Here's Hot News

Some "hot news" that's going to be of vital interest to the Yo-Yo bugs of Madison is now being whispered about. I'm not supposed to mention it yet, but here's just a hint: There's going to be a gigantic Journal Yo-Yo contest. And there are going to be prizes, \$100! Think of that! Now don't you wish you'd heeded my advice when I told you to get busy on the Yo-Yo?

But there's still plenty of time for you to purchase your own little Duncan Yo-Yo (contestants must use the official Duncan Yo-Yo) and polish up your game. You won't be sorry.

I'll tell you more about the contest later. And there'll be many more details about the prizes. Watch The Wisconsin State Journal for further information.

### Nine More Winners

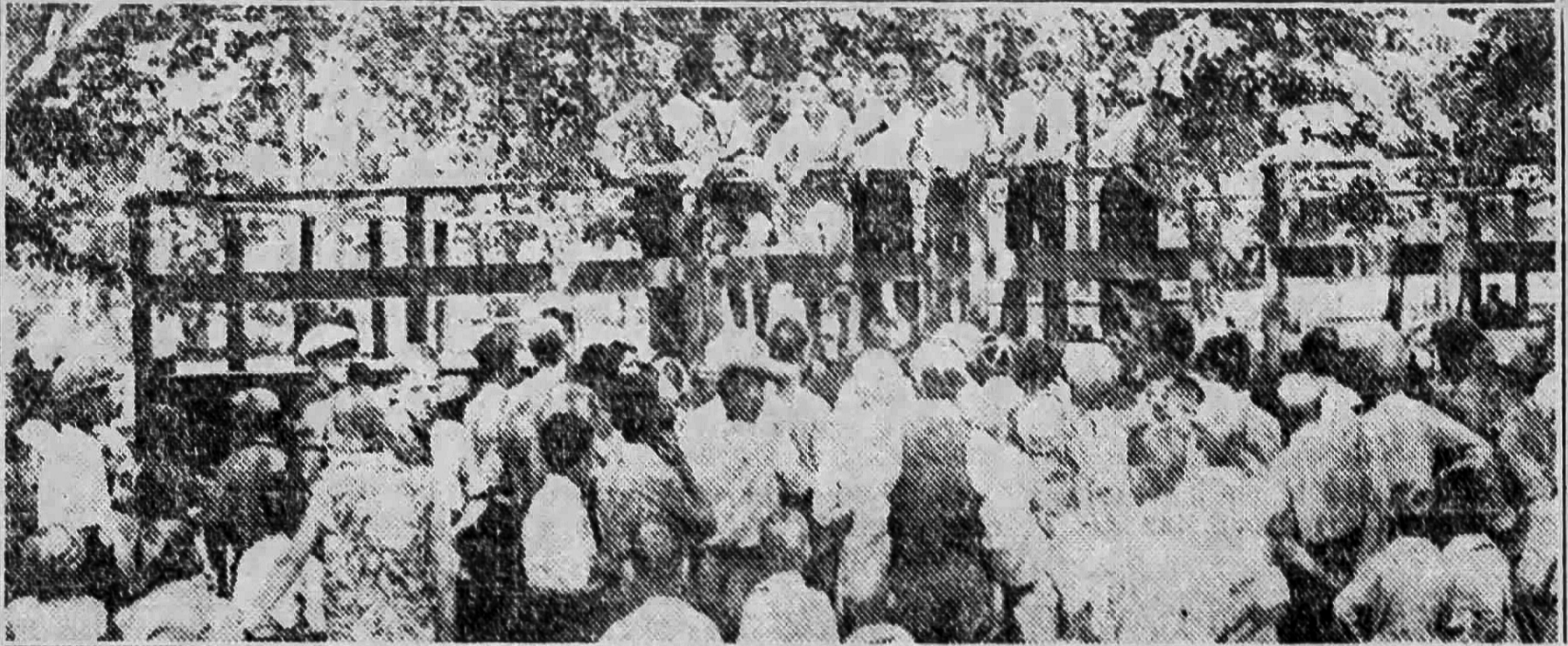
And now I have some more news. If the nine persons whose names are printed below will call at The State Journal they will be presented with Yo-Yos. Each of the following persons was among the first 50 to submit Yo-Yo jingles to the Yo-Yo editor last week. Is your name here?

- Rudolph G. Jorgenson, 406 South Madison street, Mrs. Otto W. Schantz, 2726 Center avenue; W. W. Brown, 1141 Elizabeth street; Harry Klueter, Jr., 1050 Spaight street; A. Anderson, Windsor; Chas. W. Olsen, 458 Jean street; Rose Adelaide Helfrecht, 26 Dixon street; Frank F. Wheeler; Tom Bewick, 1927 West Lawn avenue.

Don't forget to work on this week's jingle. The winner will be announced in next Monday's paper. Just fill in the last line and submit the completed jingle to the Yo-Yo editor.

There was a young man named Art,  
Who thought he was pretty darn smart,  
When he found a Yo-Yo he started to crow,

## As Groups Compete in First Yo-Yo Preliminary



Here is the first preliminary of The Star's \$400 Duncan Yo-yo contest at Loring Park Wednesday, as seen through The Star photographer's camera. Above, part of the crowd witnessing one of the various groups as they competed for prizes. Below, the winners, left to right, Martin A. Silverman, 1520 East Nineteenth street, first prize; Arnold Belmore, 624 East Seventeenth street, second prize; Paul Hogan, 1378 Lafond, third prize; Marius Ohn, 2624 Sixteenth avenue S., fourth prize; Richard Tresselle, 4148 Tenth avenue S., fifth prize.

togas thrown over ordinary laboring clothes.

"The play, given only once a week unless there is an overflow crowd to be accommodated, starts promptly at 8 a.m., and action is continuous until 11:30 a.m. The second half is continuous from 2:30 to 5 p.m. No one in the audience ever stirs a finger during the entire six hours. At the end of the day there is a burst of dignified applause.

"In good weather and bad the play is given just the same. Audiences seldom vary from the 5,200 capacity, but the play goes on even if only a dozen people are present.

❖ The first preliminary in The Star's \$400 Championship Yo-yo contest was a great success. Each one of the 80 boys who entered was given a chance to show his ability to do tricks with a Duncan Yo-yo. All those not winning a cash prize were given RKO Orpheum tickets. The latter are all going to practice up for the next preliminary which will be held at Powderhorn park, Saturday, July 26, at 2 p.m.

The Star has chosen Duncan Yo-yos in these contests because of their superior quality. It is easier to do more tricks with a genuine Duncan Yo-yo than any other kind.

The winners in yesterday's preliminary, in addition to the cash prizes already given them, have the opportunity of competing in the grand final in which the "King of Yo-yo-ers" will be crowned. First prize in the grand final is a week's stage appearance at the RKO Orpheum with pay and \$50 in cash. Twenty-five cash prizes in all will be awarded at the grand final.

A contest between the Grant and Hawthorne schools was held at the Grant school this morning. There were contestants from each room and it was won by James Lonnegren of the Grant school.

# Get SET, Go!

Get Yo-Yo Top  
and chance to get  
\$400 in prizes  
From the Star

# FREE

For only One  
New one-month  
Order for The  
Star

## 2nd Preliminary

Saturday, July 26, 2 p.m., Powderhorn Park.

Bring your entry certificate. If you haven't one, bring one new order for The Star to judges at contest and get certificate and Yo-Yo top.

**EVERYBODY WINS!**

Cash for winners—RKO-Orpheum tickets to all contestants

## This Is the Plan

The Yo-Yo spinning top craze is running through Minneapolis like wildfire. The Star is offering \$400 in cash prizes to boys and girls not over 16 years old—no professionals—who can spin these peppy whirling tops the best.

Dates and places of balance of preliminaries and grand final to crown the "King-of-Yo-Yoers," will be announced soon.

## It's Easy to Walk Away With Some of This Easy Money

In order to enter contest just get one new one month order for The Star. For this order you get entry certificate and free Genuine Duncan Yo-Yo Top that spins on the end of the string.

### You Don't Have to Come Downtown

Get your Duncan Yo-Yo Top and Certificate at once at nearest branch.

<b>DOWNTOWN</b> Star Office, 427 6th Ave. S.	<b>HARRIET</b> System Drug Store, 43rd and Upton S
<b>EAST SIDE</b> Danielson's Drug Store, 24th and Central N. E. Kusterman Brothers, 13th and Como S. E.	<b>SOUTH CENTRAL</b> Gaghagen's Confectionery, 1331½ E. Franklin Tibb's Pharmacy, 38th and Bloomington Bidwell's Pharmacy, 19th and Nicollet
<b>NORTH SIDE</b> Fremont Pharmacy, 35th and Fremont N. Knight's Pharmacy, Penn and West Broadway	<b>RIVERSIDE AND FALLS</b> Johnson's Confectionery, 25th and Riverside S. Bentson's Pharmacy, 36th Ave. S. and Lake St. Sandbo's Confectionery, 37th and Minnehaha Nokomis Inn, 34th Ave. S. and 50th St.
<b>LAKE DISTRICT</b> Broude Brothers, Hennepin and 24th St. Fischer's Drug Store, Lake and Lyndale S.	

### Use This Order Blank

The Star costs 45c a month, payable at the end of the month, including the big Saturday feature edition with colored comics, magazine section, etc., at no extra cost.

### YO-YO ORDER BLANK

**THE MINNEAPOLIS STAR:**

Please send me the Star for at least a month so that the bearer may get a Genuine Duncan Gold Seal Yo-Yo FREE and also entry to the Championship Yo-Yo contest with \$400.00 in cash prizes. I am not now taking the Star.

NAME..... PHONE.....

ADDRESS..... APT.....

Give Genuine Duncan Gold Seal Yo-Yo and Entry Certificate to:

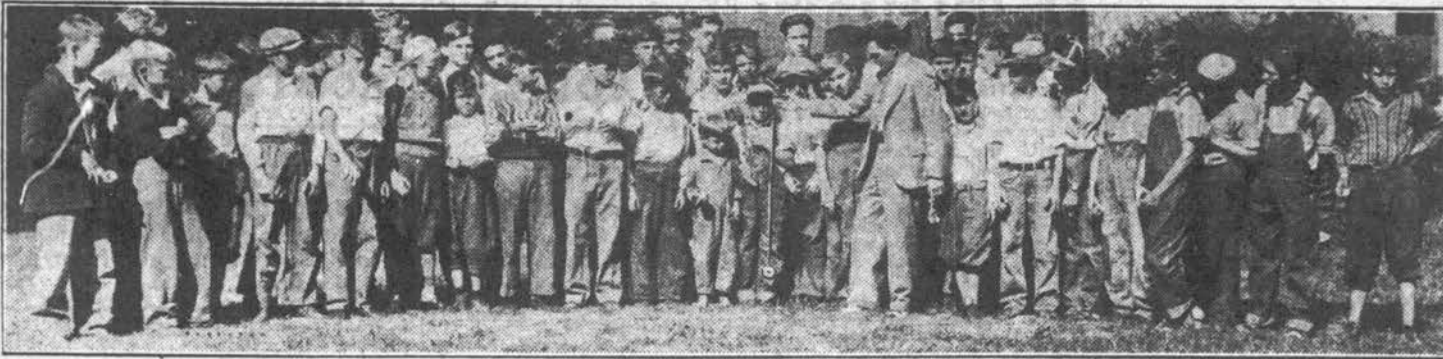
NAME .....

ADDRESS .....



Free cash prizes are given away every day except Sunday at Free Yo-Yo Training Camp, 321 Star Building, 427 6th Ave. S. Hours 1 to 5 p.m.—Come.

Argus Carrier Boys Take Up Yo-Yo Pastime



Among the first converts to the fascinating sport of Yo-Yo in Rock Island are The Argus carrier boys, shown above shortly after they received their shiny, new "spinner" s" today from Ross "Prexy" Stone, national Yo-Yo expert. —Argus Photo.

Keeping Up-to-Date Means You Will Try Yo-Yo; Expert to Hold Instruction Classes

BY HERB WILSON.

Yo-ho for that newest pastime—Yo-Yo! It has come to Rock Island.

The craze that in recent months spread over the east and the south so extensively that millions of boys and girls from 6 to 80 years became Yo-Yo addicts hot foot has landed in Rock Island with a thump. The city will probably never recover.

A magical toy that has proven mystifying and entertaining, Yo-Yo has been creating ripples of interest among millions of persons, its popularity rivalling if not surpassing the mah-jongg wave of a few years ago.

And now, with the national Yo-Yo expert, Ross "Prexy" Stone, in Rock Island for a four weeks' stay, everything appears rosy for an epidemic if not a panic—all on account of Yo-Yo!

Perhaps a few children and grownups in Rock Island have not yet seen the Yo-Yo, and for their benefit it can be described as a top-like device that spins beautifully, due to a smooth, sanded groove and a long anchoring string attached to the core. It's simply constructed.

Fascinating to Watch.

Fascinating hours of thrills and fun await those who master the Yo-Yo, because it spins differently from all other tops. It climbs up and down the string, and when the exhibitor becomes expert it can be made to do more than a hundred tricks. In fact—it can be made to do almost everything except walk and talk.

Because The Argus will be the headquarters of "Prexy" Stone, the Yo-Yo expert, during the four weeks he is in town, The Argus' carrier boys were among the first in the city today to share in the fun of operating the bright-colored, indispensable little articles. The photograph above shows they took to Yo-Yo like ducks to a new pond of water.

However, there's to be nothing exclusive about the Yo-Yo. Everybody will have an opportunity to share in the picnic.

The publishers of The Argus and Mr. Stone had their heads together today, and after their conference there were rumors of many good things in store for the boys and girls and grownup boys and girls during the next few days.

Contests with prizes, playground tournaments, all culminating in a city-wide Yo-Yo championship, and possibly a tri-city Yo-Yo event—with everybody given a chance—were whispered as coming attractions. And that wasn't all.

There will be a Yo-Yo jingle contest. Everybody, you know, can write jingles, especially about such a popular game as Yo-Yo.

Classes of Instruction.

Was that all that was planned today? No, sir-e-e-e.

And this was more than a rumor. To accommodate the scores and scores of children and grownups who will be anxious to master the operation of the toy, Mr. Stone an-

nounced today that classes of instruction will be held daily at 10 o'clock in the morning in The Argus auditorium, starting tomorrow.

The Argus auditorium will accommodate several hundred persons, and, if necessary, classes will be held twice daily later in the month. Mr. Stone will personally demonstrate the operation of the Yo-Yo, so that everyone will have a chance to get next to the fine points of pastiming with it.

Boys and girls and grownups who want the Yo-Yo are asked to inquire for it at the leading neighborhood and loop district stores in Rock Island. It's inexpensive and durable, a lasting toy that spins as it rolls as it dips and provides more and greater "kicks" per minute.

Two dozen brand new Yo-Yo spinners were taken to each of the city's three playgrounds—Long View, Lincoln and Denkmann—today, and will be available for use free of charge by the children there, Mr. Stone stated. He will also visit the playgrounds regularly to assist the children to perform new tricks with the Yo-Yo.

Boys and Girls of Hopkins Turn Out for Yo-Yo Contest

Winners Will Compete in Star's Grand Final Competition

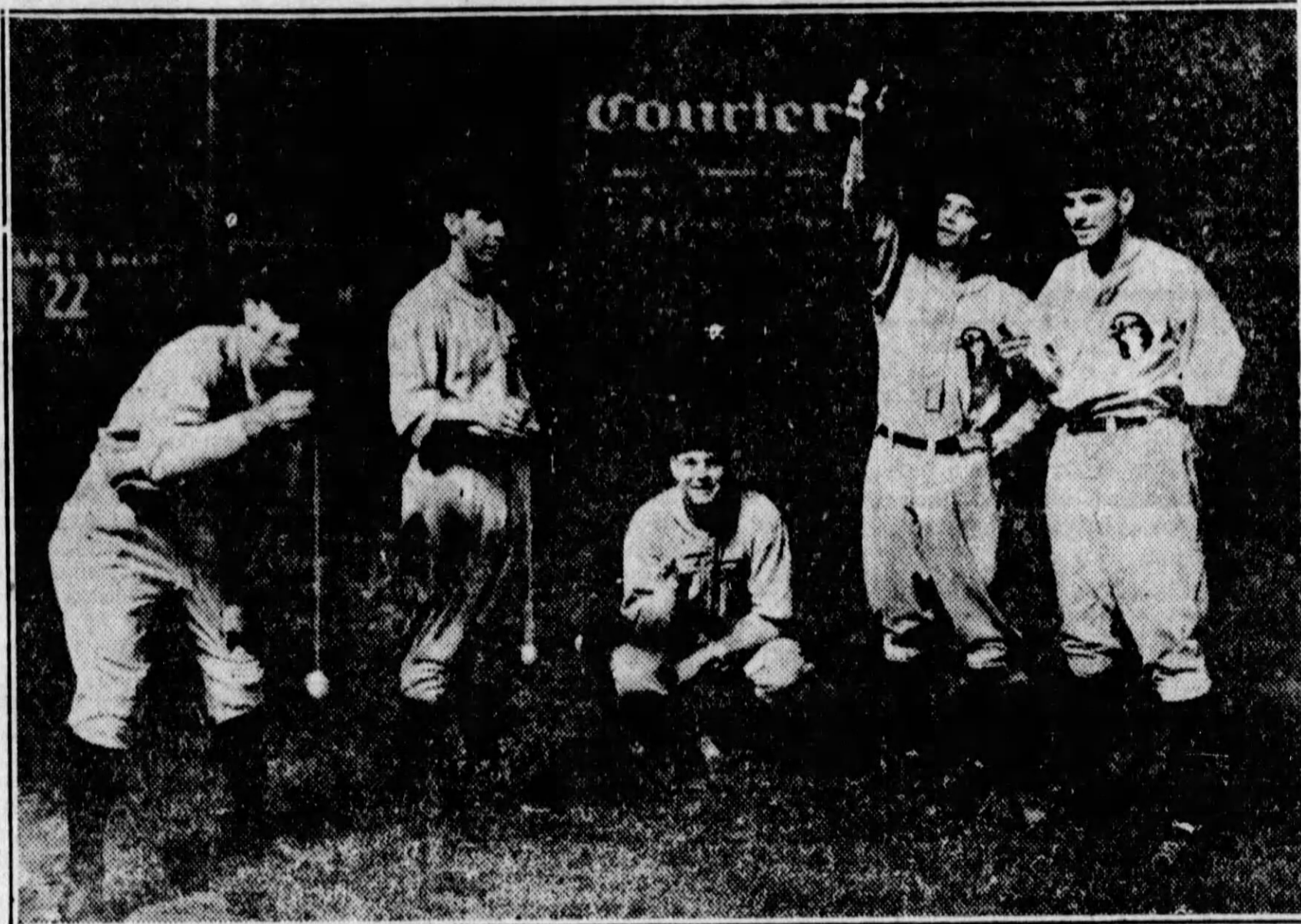
Hopkins boys and girls turned out en masse Monday night to attend the Yo-yo top spinning contest sponsored by the Smetana Drug store. The contest was an official one in The Star's \$400 Yo-yo offer and winners may compete in the grand final.

Glen Snell, 44 Eleventh avenue N., was crowned the "King of Hopkins Yo-yoers." Runners-up in order were Paul Blake, 14 Eleventh avenue N.; George Chermak, 43 Sixth avenue S.; Daniel Jensen, 38 Tenth avenue N.; Jeanette Moran, 37 Tenth avenue S., and Myrtle Hodek, 101 Twelfth avenue N., all of Hopkins. Winners of The Star's preliminary at North Commons will be announced in The Star Wednesday.

The Star on Wednesday also will establish three neighborhood park training camps which will be open from 1 to 5 p.m. every day except Saturday and Sunday at the following parks: Loring park bandstand, Grant and Willow streets; Powderhorn park field house, Thirty-fourth avenue and Fifteenth avenue S., and North Commons field house, Nineteenth and Morgan avenues N. Instructors will teach Yo-yo tricks and also have a supply of Duncan Yo-yos and contest entry certificates so that boys and girls can bring their orders to these parks and get Duncan tops and certificates.

THE MINNEAPOLIS STAR, TUESDAY, AUGUST 12, 1930

## Yo-Yo Inspires Hawks to Whip Blue Sox Off Foes



—Photo by Seehawk.

Waterloo's fighting Hawks have gone Yo-Yo. Here you see, reading left to right, Rowdy Elliott, fleet left fielder, Sharkey Mitchell, sensational short stop, Johnny Rice, fly-gathering centerfielder, Chuck Patton, brilliant second sacker, and Billy Prince, ace hurler, with their Yo-Yos just before they trimmed Davenport, 7-1, for the third straight time Monday night. They have sought the aid of Yo-Yo to make it four in a row Tuesday night and Yo-Yo goes with them when they leave after the game for a road trip.

Yo-Yo has struck.

The pestilence of joy surrounded the city Monday and invaded Waterloo, the Black Hawk county metropolis on the Cedar. It spread thru the city house by house, block by block and ward by ward—west side and east side from the Hawks' baseball park on Rainbow drive to the airport, four miles out on U. S. No. 20. It invaded the postoffice and the fire station, homes, hospitals and hotels. Waterloo is going Yo-Yo.

They can't resist Yo-Yo. Even Mayor M. J. Morgan tried his skill.

**Mayor Yo-Yos.**

A very amateur amateur at Yo-

Yo entered the shop of Morgan & Sullivan late Monday afternoon. He was attempting to make Yo-Yo do his stuff but Yo-Yo was contrary.

"What have you there?" hailed Mayor Morgan. And the answer was, "Why that's a Yo-Yo."

"Let me try it," replied the city administrator.

"Sure," said the very green amateur. "You just slip the loop around the index finger of the right hand and draw it tight. Then drop Yo-Yo. Before it reaches the limit of its descent raise the extended fore-arm upward, keeping the muscles relaxed. Do not jerk Yo-Yo."

And so the mayor tried Yo-Yo.

He was not so bad either and with a little expert assistance he made Yo-Yo perform quite creditably.

**Yo-Yo Captures You.**

Yo-Yo is a most exasperating little fiend. Once you get the twine around your finger and let Yo-Yo fall, you are fatally inoculated with the Yo-Yo germ. The sad part about being stricken with Yo-Yo is that you can't abuse him. If you jerk him wrathfully, he only grins at you and if your anger wins and you throw him away like a plummet, his laughter follows after. Yo-Yo responds quickly to patience and practice and once you solve his secret, Yo-Yo is your friend.



**BERGSTROM &  
SLATTENGREN  
Company**

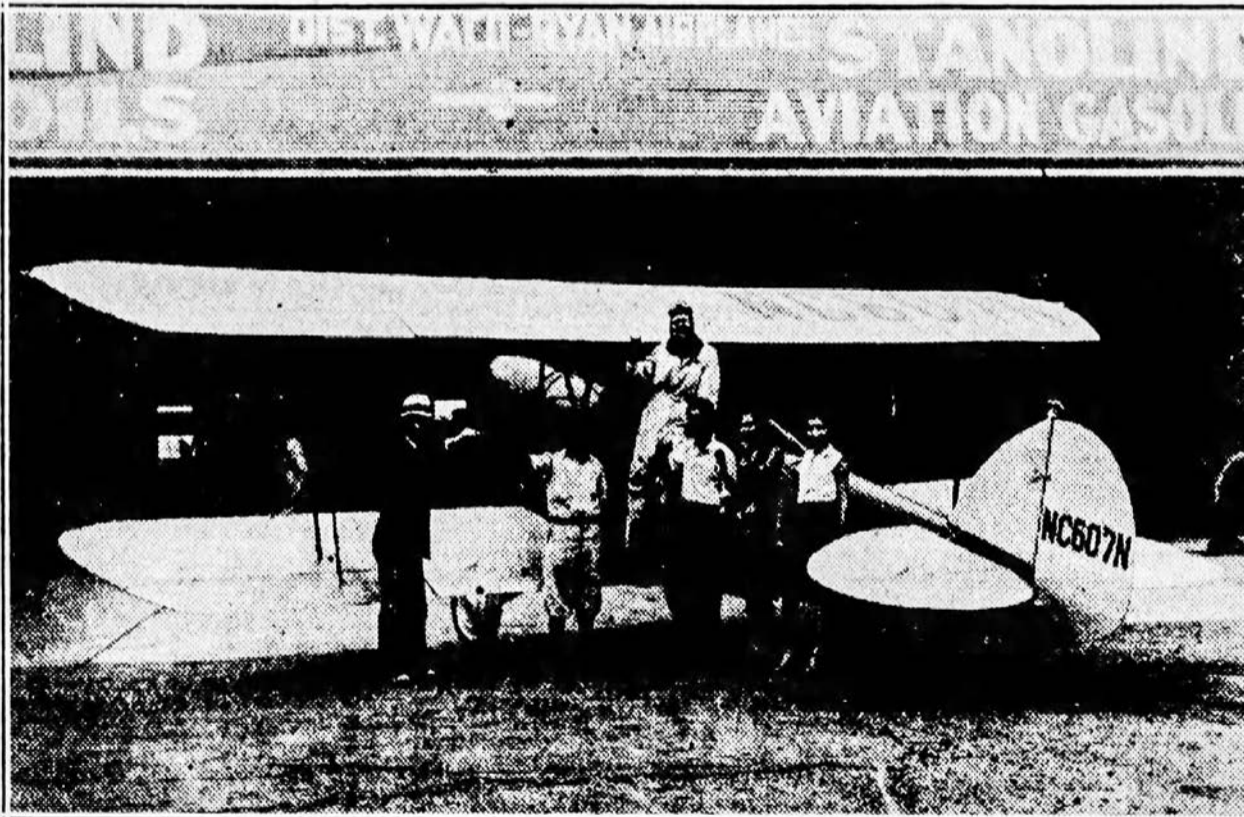
Wholesale Distributors  
of the  
**Genuine Duncan  
YoYo**

**2104 3rd Ave.  
Phone R. I. 1010**

WATERLOO DAILY COURIER, WATERLOO, IOWA

SATURDAY, AUGUST 16, 1930

## Yo-Yo Sets Stunt Examples for Airport Crowd



—Photo by Seehawk

Yo-Yo bombed the airport and won a decisive victory. Here we have Miss Miriam Boysen and her Yo-Yo crew. Left to right they are: Michael Davitt, Yo-Yo expert and jobber for the original Flores Yo-Yos; Arthur Currey, salesman for Midwest Airways; Miss Miriam Boysen, Waterloo's woman pilot; Aden Livingston, manager of the Midwest Airways airport; Miss Marjorie Tanner and Miss Mildred Snodgrass.

Yo-Yo has captured the airport and Waterloo's own aviatrix, Miss Miriam Boysen, daughter of Dr. and Mrs. H. A. Boysen, 1007 Park drive.

Like the plane which she flies, Yo-Yo loops, does a tail spin, wing-over, several varieties of banks and side-slips. Yo-Yo responds as quickly to a deft twist of the wrist as does Miss Boysen's Waco biplane when she pulls back on the stick.

"They both take a lot of practice, I know that," said the girl flier. "I believe that when I get a plane of my own I will call it Yo-Yo because Yo-Yo always comes back."

They all flip a mean Yo-Yo at the flying field. Aden Livingston, port manager, is working on several new tricks with a Yo-Yo that he is thinking about trying with one of his ships. He says that what can be

done with a Yo-Yo can be done with a plane.

Even Gus, the congenial mechanic at the port, twirls a mean Yo-Yo. Sometimes you will find Gus in a shady corner of the hangar spinning the top like a demon.

Yo-Yo means lots of fun at the airport and would mean the same to you. Get a genuine Flores Yo-Yo and get ready for the big Waterloo Daily Courier Yo-Yo contest.

## FIFTY BOYS AND GIRLS TO RECEIVE YO-YO TOPS FREE

Paramount Theatre Will Be  
Host at Yo-Yo Party  
Next Tuesday.

Yo-Yo grows older.

Five days ago he came to Waterloo determined to blaze happy trails of fun. He was a stranger to most boys and girls and their parents, coming from Santa Barbara, Cal., after making and winning his way thru the south, the east and the north. Yo-Yo is a friendly, chummy individual and his acquaintanceship spread like a prairie fire. Each day he gained new pals and each hour contributed a new Yo-Yo slave. Yo-Yo grows older but Yo-Yo goes on.

Party for Yo-Yo.

And now comes the announcement that Yo-Yo is to be given a party. The hosts will be the Paramount theatre and its manager, Harry Herman. The date is Tuesday afternoon, Aug. 19, and the hour is 1 o'clock. Jack Oakie and Jeanette McDonald in the smart-cracking fun farce, "Let's Go Native," are on the screen.

No party would be complete without favors and they have not been forgotten in the Paramount's Yo-Yo matinee. The first 50 boys or girls to come to the Yo-Yo matinee will be given a genuine Flores Yo-Yo, the only kind that will be permissible in the Yo-Yo contests to be sponsored by the Waterloo Daily Courier. Here's an excellent opportunity to obtain a Yo-Yo and begin practicing for the big events to come.

Get Genuine Yo-Yo.

A word of warning is given about Yo-Yos. There is only one genuine Yo-Yo top. It is the Flores, designed by Pedro Flores, the Filipino bus boy. There is a lot more to a Yo-Yo than just a bit of wood and piece of string. Of course, almost any imitation of the original can be made to work after a fashion, but in order to spin smoothly and freely, keep from turning sidewise and give full opportunity for development of skill, each toy must be turned out by machinery carefully and accurately adjusted to make all Yo-Yos exactly uniform, perfectly centered and balanced, absolutely smooth inside and out and with a perfectly formed axis—this last being very important.

The Yo-Yo strings of the Flores Yo-Yo are also superior to imitations. The strings are manufactured after experiment and study. They will run smoothly, keep free from kinks and possess unusual strength and durability.

Expert Demonstrates.

Remember, fans of Yo-Yo, you can learn the art of the fascinating top in two ways. Michael Davitt, Yo-Yo expert who will supervise the Courier's Yo-Yo contest, has established a free training camp at 422 Commercial street where he is giving lessons from 1 to 4 p. m. He will also appear in the lobby of the Paramount theatre from 7:30 to 8:30 p. m., demonstrating with his favorite Yo-Yo.

The Courier's offer of a Yo-Yo to all persons securing a six-weeks carrier subscription to the Courier is a wonderful way for you to obtain the original Flores top.

How many tricks can you do and how long can you make Yo-Yo-Yo? Better start to practice for the contest now.

WATERLOO DAILY COURIER, WATERLOO, IOWA FRIDAY, AUGUST 15, 1930

# YO-YO TAKES CITY BY STORM; EIGHT TRICKS POSSIBLE

## Can You Yo-Yo Around the World, Over the Falls? 70 Variations.

Yo-Yo is winning Waterloo.

In one week's time the comeback top from the Philippine islands has forced popular fancy to capitulate to its fascinating charms. Yo-Yo is no longer a myth. No one asks, "What is Yo-Yo?" The city's best slogan is "I want a Yo-Yo."

Between 500 and 600 Yo-Yos have been sold in Waterloo, mainly by the downtown stores. Now Yo-Yo is expanding. The neighborhood stores are selling Yo-Yo. The circus crowd carried Yo-Yos to homes thruout northeastern Iowa. They are knocking on the gates of Cedar Falls and that city is about to surrender to the captivating fun toy.

**Given Away at Matinee.**

Tuesday afternoon Yo-Yos were given to the first 50 boys and girls who attended the Paramount theatre's Yo-Yo matinee. After the show excitement buzzed among the film fans. The topic of conversation was Yo-Yo and Jack Oakie, star of "Let's Go Native," the Paramount's feature picture. Both Yo-Yo and Jack were voted entertaining comedy par excellence.

Each night between 7 and 8 o'clock Michael Davitt, Yo-Yo expert, distributor and director of the forthcoming Waterloo Daily Courier Yo-Yo contest, demonstrates his toy in the lobby of the Paramount. People watch Davitt as he makes Yo-Yo spin, jump, loop and walk-the-dog. He gives them pointers

and they go home to practice new Yo-Yo stunts.

**Contest Coming.**

The Courier is planning a big Yo-Yo contest. It will not be an endurance affair but one of skill. The winners will be the ones who can perform the most tricks in the best style.

Eight tricks are fundamental to Yo-Yo. They are the spinner, walking-the-dog, break-away, around the world, over the falls, creeper, three leaf clover and figure eight. Of these eight Yo-Yo tricks there are 70 or more variations.

Every one interested in Yo-Yo is urged to attend the Yo-Yo school held daily from 1 to 4 p. m. at 422 Commercial street, the vacant lot just west of the Brown apartments.

If you haven't your Yo-Yo, here's the way to obtain one. A six weeks' carrier subscription to the Waterloo Daily Courier, either inside or outside the city, entitles you to a Yo-Yo, the one and only genuine Flores top.

Practice makes the Yo-Yo perfect.

## Boy Eight Years Old Submits Winning Jingle in Third of the Yo-Yo Series

**Donald Gordon Receives Award For His Idea of Last Line.**

It rested with Donald Gordon, eight years old, son of Mr. and Mrs. Ernest E. Gordon, 829 Nineteenth street, Rock Island, to divulge today a hitherto unannounced advantage of the Yo-Yo pastime—"it doesn't annoy."

He put his thought into words and entered it in The Argus Yo-Yo jingle competition with the result that it was judged the best submitted in the third contest of the series. Here's his jingle:

"This Yo-Yo's a bright, spinning toy.

"Made for young or old girl or boy.

"It can do loop the loops, and cute chute the chutes.

"And Mom and Pop say it doesn't annoy."

At The Argus today, five shining

Yo-Yo tops await young Master Gordon's arrival to claim them. They will be his reward for writing the best last line in the third contest.

Ten other Yo-Yo jingle writers were held worthy of honorable mention today, and each will receive "spinners" if they will call at The Argus. Following are their names:

Richard Nielsen, 901 Nineteenth street, Rock Island; Bert Casteel, 1222 Twentieth street, Rock Island; Gerald Sutton, 211 Thirteenth street, Rock Island; Carlyn Hill, 840 Twenty-second street, Rock Island; Willard J. Condo, 718 Nineteenth street, Rock Island.

Margaret Dietrich, 901 Fourteenth street, Rock Island; Dorothy A. Smith, 1708 Eighth avenue, Rock Island; Billy Kramer, 617 Forty-third street, Rock Island; Robert D. Hughes, 1433 Forty-first street, Rock Island; and Eleanore Hay, 1221 Thirty-first street, Rock Island.

May it please the Yo-Yo jingle

court—the contest continues today, and The Argus submits the fourth of the series of uncompleted verses for you to work upon.

Remember, to the first 10 persons submitting the missing last line in this new jingle, Yo-Yo's will be given. The writer of the jingle judged the best will receive five spinners, while the persons submitting the next 10 best jingles will each receive a Yo-Yo.

Here's your task:

"The Yo-Yoes are spinning all day.

"For the contest comes off right away.

"All over the town, tops go up and down,

"

Tomorrow there will be some of the biggest news of all for Yo-Yo addicts. The Argus will announce the prizes that will be offered in the city-wide contest a week from tomorrow.

Meanwhile, here's a hint: If you haven't obtained your genuine Duncan Yo-Yo, do it right away. It will be necessary for each tournament entrant to have a Duncan Yo-Yo. Uniformity of "spinners" is desired for the big contest, in fairness to all who enter.

# EIGHT YO-YO BOYS CARRY THE LIGHT TO DARK PLACES

Contest Soon; Flaherty Yo-Yos 2,000 Times; Berry Uses 12-Foot Cord.

With new Yo-Yo enthusiasts springing up every day like distant relatives to a newly made millionaire and with the residents of entire blocks stricken with Yo-Yo-itis, the Waterloo Courier can see only one solution to the epidemic. It is a Yo-Yo contest. Plans for the contest are in the making now and will be announced by the Courier in a few days.

In the vanguard of Yo-Yo artists are eight boys whom Michael Davitt, Yo-Yo distributor, has given the ranking of expert and whom he has chosen to assist him in spreading the Yo-Yo tidings of skilful fun about the city. These lads, Bob Flaherty, Oscar Berry, Wallace Lighthart, Orville Kurtz, Bob DeLong, Mortimer Cleveland, Wayne Andrew and Clare Haney, have mastered many of the intricacies of Yo-Yo. In fact they are so good that Davitt is going to send them to the city's playgrounds as instructors.

### All In 45 Minutes.

Bob Flaherty holds an unofficial record of making the Yo-Yo top spin up and down 2,000 times. He started the Yo-Yo Thursday with no intention of trying for mark but after 1,000 successful manipulations decided to keep going as long as possible.

Flaherty became so engrossed in Yo-Yoing that he had another boy ride his bicycle home to dinner in order that he might continue. He took about 45 minutes to set the mark. Altho endurance marks will not be considered in the contest, Flaherty's skill is evidence that he will be a serious threat to win the first prize.

### Uses 12-Foot Cord.

Oscar Gerry is also a top-notch performer and is one of the best trick performers. He even rigged one of the genuine Flores Yo-Yos with a 12-foot cord and caused much excitement as he dexterously uncoiled and whipped his top about. Walking-the-dog is one of his best stunts.

Lighthart is also a clever trickster. His Yo-Yo does everything but sit up and talk. He can do the inside and outside loops, around the world and is mastering the dog-walk hop.

DeLong's best stunt is a flip over his hand while Kurtz, Cleveland,

Andrew and Haney have a repertoire that is amazing. They can whirl Yo-Yo over their heads, between their legs and around their bodies with graceful ease.

### Yo-Yo Thru Bridge Rail.

Two boys Thursday drew a small crowd on the Fourth street bridge as they threw the Yo-Yo thru the four-inch spaces between the railing slabs. That is not particularly difficult after one has mastered his Yo-Yo but a trick that requires a steady hand.

There is absolutely no cure for these boys. They never miss an appointment with Davitt at his training camp, 222 Commercial street, each day between 1 and 4 p. m., and they are always eager to learn more Yo-Yo.

### Yo-Yo for Subscription.

And if you haven't a genuine Flores Yo-Yo, there is a way that you can get one without cost. A six weeks subscription to the Waterloo Daily Courier, to be delivered by carrier, will bring you the original Philippine come-back top.

# \$100 CASH PRIZES OFFERED IN YO-YO STUNTS CONTEST

Will Be in Three Divisions;  
First Tourney Thursday  
in Lincoln Park.

Are you ready, Yo-Yoers?

The Waterloo Daily Courier herewith announces its \$100 Yo-Yo carnival with prizes for everyone who has achieved skill with the Philippine come-back top. There is one fast rule that must be observed and that is all contestants must have the genuine Flores Yo-Yo, all other varieties will be barred.

There will be three divisions of the carnival. Group No. 1 is for Waterloo players of the Yo-Yo and will open Thursday morning at Lincoln park. Ten \$1 prizes will be given to the first 10 boys, girls or adults who can perform six of the eight tricks pictured in yesterday's Courier.

The contest will open promptly at 10 a. m. in charge of Michael Davitt, California Yo-Yo expert, who will be the sole judge. Entries should report to him and if they are among the first 10 to make the Yo-Yo stunt they will receive a \$1 prize each.

### Second Meet at Washington.

Friday at 10 a. m. a contest with the same prizes will be staged at Washington park. Anyone is eligible who did not win a prize in the Lincoln park competition. Pat's Pond draws the contest at the same hour Saturday, \$10 in \$1 prizes being awarded as in the other meets.

Yo-Yoers will then be given two days in which to rehearse their tops and the fourth \$10 prize contest will be held Tuesday at 4:30 p. m. in Gates park. Rules remain unchanged, all previous prize winners being barred. The final \$10 contest goes to Cedar River park Wednesday at 4:30 p. m. Remember, six out of eight tricks performed with the original Flores Yo-Yo wins \$1.

### For Other Cities.

Final plans for division No. 2 and No. 3 of the Courier's \$100 Yo-Yo carnival have not been fully made. Division No. 2, however, will be for Yo-Yo artists living in Cedar Falls, Oelwein, Grundy Center, Waverly and Independence. Contests will be held in each of these towns on dates to be named later. In each case there will be three prizes, the first of \$3 and two \$1 prizes for the

best Yo-Yo tricks. Watch the Courier for additional announcements.

The grand climax of Yo-Yo jousting is to be held in Waterloo. It will be an open contest, for prize winners and amateurs alike, for a first award of \$25. The basis of the award will be skill in handling the Yo-Yo, which of course means some real stunting.

### Obtainable With Subscription.

Have you a genuine Flores Yo-Yo? If you haven't there is no better way to secure one than to obtain a subscriber to the Waterloo Daily Courier for six weeks. It must be a carrier subscription either in or out of Waterloo. Such a subscription entitles you to the one and only Flores top, the best spinning of all Yo-Yos and the only one that will perform the tricks pictured in the Courier necessary to winning a prize in the contests.

Ranchmen near Comroe, Tex., have organized to rid the area of wolves.

# The Rockford Register-Gazette

S—ESTABLISHED Rockford Register—1855 Rockford Gazette—1866 (ASSOCIATED PRESS AND UNITED PRESS EXCLUSIVE AFTERNOON SERVICE OF) FRIDAY, SEPTEMBER 12, 1930 TWENTY-EIGHT PAGES —P

## Yo-Yo Bug Bites and Bites, Spreading Epidemic in City

HAS the Yo-Yo bug bitten you yet?

Have you fallen victim to the burning desire to twirl a bright colored disc of wood on the end of a whipping string?

No? Well, there's no use fighting it off—it'll get you yet, for since the first word of arrival of the Yo-Yo epidemic was given to a startled Rockford yesterday, the spread of the scourage has been like flame over a lake of gasoline.

You may stop today and watch a youngster, or a youth, or a dignified matron, making a Yo-Yo do gravity defying stunts and

turn away with the firm resolve that you will not be a victim—but you will. You may say, "Oh, Yea?" today, but tomorrow you'll be saying, "Oh, Yo!" or more likely, "Yo, Yo!"

For there's something about Yo-Yo-ing that gets into your system, intrigues your thought, and makes you do it whether you want to or not. In that respect it actually is a form of disease, just as goit may be a disease or playing bridge. The trouble is that no matter how good you get at it, you always think you can get bet-

(Continued on next page)

## Yo-Yo Bug Bites City; Epidemic Is Spreading Rapidly; Fun Abounds

(Continued from preceding page)

ter, and you keep on trying, and trying and trying.

A lot of people last night called Rockford Newspapers to find out just what sort of an epidemic this is that has seized the city in its unrelenting grasp. Some of them seemed to think there was a possibility of becoming actually ill from Yo-Yo-itis. But it isn't that sort of an epidemic. It is something you're glad to get.

A theater full of patrons at the Palace theater was infected with the Yo-Yo germ last night when they saw Bob Hope, master of ceremonies there, do a few stunts with one of the snappy colored Yo-Yos.

Mr. Hope made a few mistakes, just as the orchestra did, for the entertainment of all concerned, and he finally introduced Rex Albright, who is a regular Yo-Yo expert and knows all the tricks the little spools can do, and what they can't do!

Albright staged a real exhibition of skill and Yo-Yo science. When he was in the midst of it there was a well defined movement in the audience toward the stage. They wanted his Yo-Yos themselves. Albright got away safely and still has his spinning toys, but he had to give one to Bob Hope. On the stage Bob gave up in disgust after trying a few hard tricks, but he was out back stage practicing some more just as soon as he had the chance.

Incidentally Albright, who is just about as good with a Yo-Yo as the old Filipino who invented the top years ago, uses nothing but the Flores and Duncan genuine Yo-Yo tops. There are reasons, of course, and the chief ones are that these tops are so finely made that every one of them has perfect balance. Balance in Yo-Yo is just about everything. If it isn't a perfect Yo-Yo its tricks are not only very limited, but very disappointing.

There's one fine thing about the Yo-Yo and Yo-Yo-ing. You don't need to know anything about the mechanics of the thing in order to have a lot of fun with it. It has plenty of mechanics, or physics or whatever you want to term it, and it will all be explained in the due course of time.

But while you are waiting for that, try to do the "walking the dog stunt." That's one of the good ones, and it will keep you busy getting it perfected.

And don't forget that all the latest news about the Yo-Yo and its ways are in the Register-Gazette each day.

## The Yo-Yo Bug Comes to Town



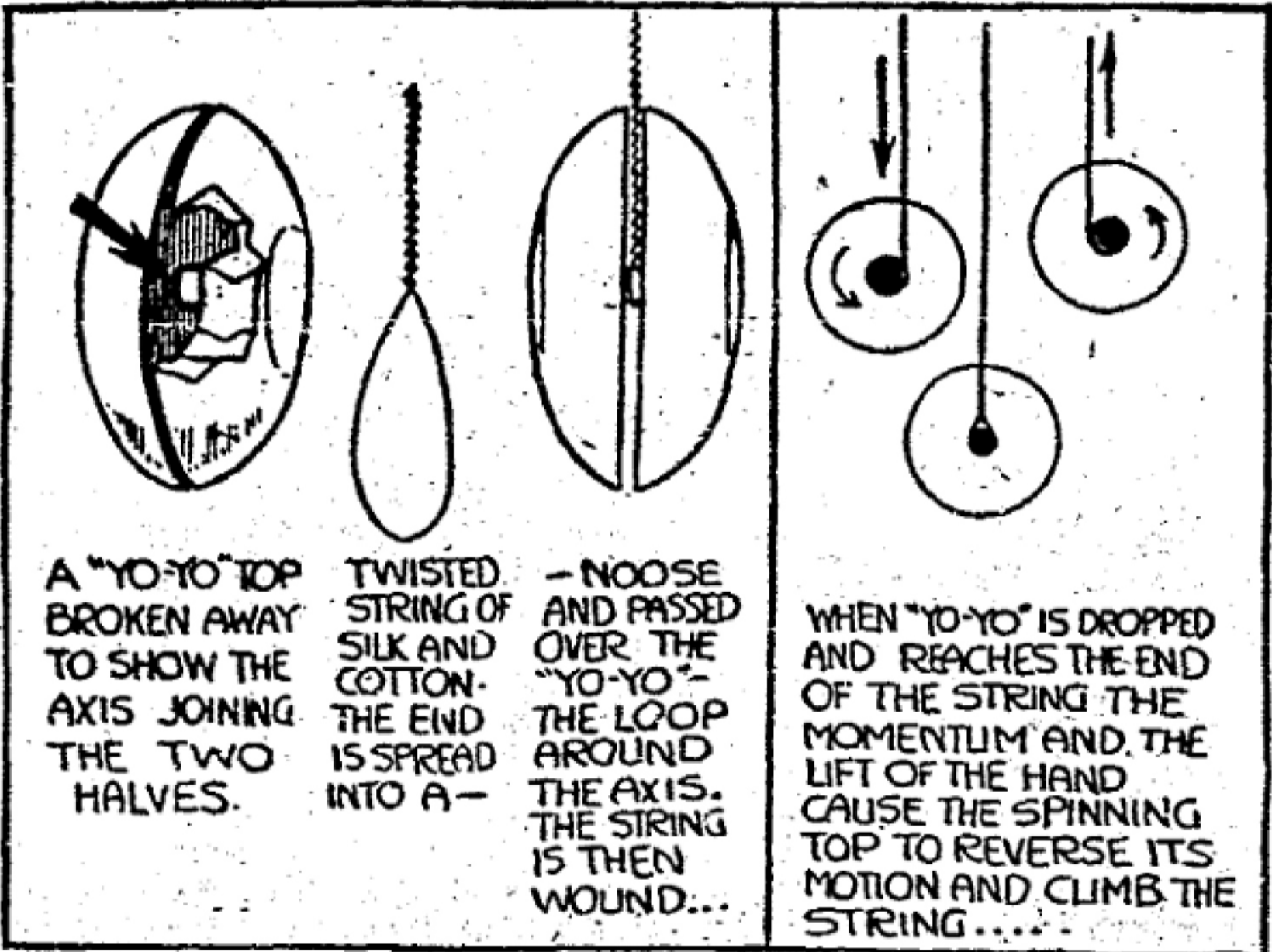
# The Rockford Register-Gazette.

ED Rockford Register—1855 Rockford Gazette—1896  
Rockford Star—1888

MONDAY, SEPTEMBER 15, 1930

(EXCLUSIVE AFTERNOON  
ASSOCIATED PRESS AND O

## Expert Shows How Yo-Yo Works



Here's an explanation of the insides of a Yo-Yo and a sketch of the way it works, drawn by Rex Albright, expert who will open two schools for Yo-Yo spinners on Wednesday.

## Schools for Yo-Yo Spinners To Teach Gay Tops' Tricks

With Yo-Yo-ing taking a firmer grip on Rockford with every passing hour and the fascination of the gay-colored tops on strings getting into the blood of more and more victims, it seems that something must be done about lending a hand in the more complete mastery of the thingamajigs.

It doesn't take long to become adept at letting the Yo-Yo slither down its string and climb obligingly back again to your hand, but as any kind reader knows, that is only a good start at Yo-Yo-ing. There are many, many other tricks, much more intriguing, and they are not so easy to master. Probably if a person's nerves held out long enough he might learn them alone, but why get the nerves all unstrung?

So there are going to be two schools for Yo-Yo spinners, each with a competent Yo-Yo artist in charge, where you or anyone may

learn all the intricate stunts that a Yo-Yo can do and how to do them.

### Schools Open Wednesday

Starting Wednesday afternoon, Rex Albright, who knows about as much concerning the Yo-Yo as the Filipino inventor, is going to inaugurate the Yo-Yo schools. One of them will be in the lobby of the Palace theater. The other will be held in the assembly room of Rockford Newspapers, Inc., which is on the mezzanine floor and where there's plenty of room for any of the gyrations of a Yo-Yo.

There Mr. Albright and another competent instructor will give whole courses in Yo-Yo-ing between the hours of 3:30 and 5 o'clock. The schools will open Wednesday and continue every afternoon.

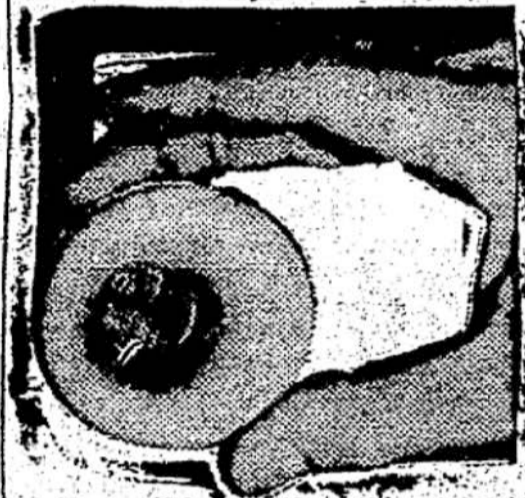
The proper method of holding

(Continued on next page)

## Schools for Spinners Of Yo-Yo-Tops to Give Instruction in Tricks

(Continued from preceding page)

the Yo-Yo is one of the important things to learn and in order to give his pupils the correct start in the art Mr. Albright has allowed a picture of his hand to be taken with a Yo-Yo held just as it should be held. Here it is:



From this position the Yo-Yo can be merely dropped or it may be snapped with a quick movement of the wrist, and then it starts to do its stuff.

In order to relieve curiosity as to just what makes the Yo-Yo work, Mr. Albright has drawn some sketches which appear in today's issue of the Register-Gazette. There is no spring in a Yo-Yo, as a lot of people have imagined. It is operated simply by the string looped around an axis connecting its two halves, and it won't do any good to try to take one apart, for the Yo-Yo is made in one piece.

Some folks have taken them apart, true enough, but there isn't a case on record where anyone ever put one back together again; not because they have numerous parts, but because they have only one, and that one must be broken if the top is to be disassembled.

Instead of trying to find out anything further about what makes the Yo-Yo click, you might as well confine yourself to learning its many stunts, and if you get tired of trying to learn these without assistance, come to the Yo-Yo schools. Men, women and children will be accommodated, and the more the merrier.

Of course you can't hope to get anything like good results from a poorly made Yo-Yo. Your top has to be balanced right, or it won't work right. Mr. Albright uses Flores and Duncan Yo-Yos, the genuine tops, and he recommends that everyone use them for satisfactory results.

WATERLOO DAILY COURIER, WATERLOO, IOWA  
MONDAY, SEPTEMBER 15, 1930

## BOYS---GIRLS

OF NORTHEASTERN IOWA

### THE YO-YO MAN IS COMING TO TOWN

Watch him spin the Yo-Yo, make it literally walk, loop the loop—see it skim and zoom and back to the hand again and you'll want one. Every boy and girl wants to Yo-Yo.

YO-YO CONTESTS WILL BE  
HELD IN VARIOUS TOWNS  
THIS WEEK

Real Prizes for Boys and Girls  
GET YOUR YO-YO NOW!

Only genuine Flores-Stone Yo-Yos allowed in the contest. Get this coupon filled out by a new subscriber and send it to the Waterloo Courier, Waterloo, Iowa.

### WATERLOO DAILY COURIER

CARRIER SUBSCRIPTION ORDER.

WATERLOO DAILY COURIER,  
City.

Gentlemen:—Kindly start The Courier to me by carrier for a period of at least six weeks, for which I will pay the regular carrier at the rate of 15c per week, each Saturday. I am a new subscriber.

Name .....

Address .....

Apartment and Number ..... Phone .....

Send 1 Yo Yo to ..... Address .....

WATCH FOR M. DAVIT, THE YO-YO MAN, IN YOUR TOWN

## Secret's Out! It's Rhythm That Makes Yo-Yo Do Tricks

At last the secret of the Yo-Yo's strange fascination has been discovered.

Here more and more people have been becoming Yo-Yo addicts, sufferers with Yo-Yo-itis, and yet none of them could tell what it was that made them itch to get hold of a Yo-Yo, what made them neglect their work, their ordinary pleasures, their families, to fool with a gaudily lacquered top on a silly piece of string.

Now it comes out. It's rhythm!

Rhythm, nothing else—the natural craving for rhythmical expression, the urge that makes folks want to dance, to sing, to hear the beat of music, the primal urge to move feet and bodies to the thrum of the tom-tom.

It took four young ladies who are appearing on the Palace stage this week in the act, "A Night in Miami" to discover the answer to successful Yo-Yo-ing, and to diagnose the effect of the Yo-Yo on the nervous system of the average citizen.

### Actresses Find Answer.

They tried the Yo-Yo today—Bernice Fowler, Virginia Beckquist, Anne Kanter and Helen Golden, and in one breath almost, when asked what the answer was, they said, "Rhythm!"

"You see," said one of them, "unless a person has that innate rhythm which makes one able to dance or to sing or to do a thousand and one other poetic things correctly, spinning a Yo-Yo in its many tricks is exceedingly difficult. It's much easier if you have rhythm, for it's rhythm that makes the Yo-Yo behave. It makes it do what you want it to do."

From which it is learned that the Yo-Yo in the last analysis, is a rhythmic toy and adeptness in spinning it depends more than

anything else upon the spinner's inward sense of rhythm, the same quality that lies at the base of dancing, music, poetry and the other fine arts.

The mystery of the sweeping popularity with which the Yo-Yo has been accepted in Rockford is therefore solved. Several of the experts who have been demonstrating the Yo-Yo were able to tell just what one must do to spin the Yo-Yo properly, but they were unable to apply any well-known term to the quality which made it go. Hundreds will be glad to know that it is rhythm that does the trick.

In the most ordinary stunts with the Yo-Yo, one must raise the hand at just the right time if the Yo-Yo is to climb back to the hand, and if more difficult tricks are attempted, rhythm is even more necessary.

### Schools Start Wednesday.

Of course there are tricks to the spinning of the Yo-Yo, in the proper way of holding the toy, in the correct method of snapping it out of the hand, in other fundamentals.

But remember, you can learn all those things in the school which starts Wednesday afternoon at 3:30 o'clock at the Palace theater, in the lobby, and in the assembly room on the mezzanine floor of the Rockford Newspapers Inc. building.

There experts in Yo-Yo-ing, who use nothing but Flores and Duncan Yo-Yos exclusively, because they are made properly and have inherent balance, will show how to manipulate the tops. They will demonstrate the correct way of holding them, of spinning them in the elemental ways, and, for those who know their Yo-Yos, they will give lessons in the more intricate tricks.

ROCKFORD REPUBLIC, WEDNESDAY, SEPTEMBER 17, 1930.

*"Follow the trend to Hess Bros."*

## **Flores and Duncan Original Yo-Yo Tops**

On sale tomorrow on main floor. Come and see this unique top demonstrated right in the store. The tops have genuine Egyptian fiber cords and are attractively lacquered.

A new fad that is taking Rockford by storm. Don't fail to come and see how it is played. The expert who will demonstrate these tops in Hess Bros. store will later conduct the same demonstration at the Palace theater.

# **25c**

# **HESS BROS**

**EAST STATE AT THIRD**



# Thomas Edison Learns of Planes; Lansing Grows May Ride with a Careful Flyer Yo Yo Conscious

(By The Associated Press)

NEWARK N. J., Sept. 19

THOMAS A. EDISON knows a lot about airplanes Friday is eager to learn more and may even fly in one sometime if he can find a pilot who'll promise to do no barrel-rolling or outside loops.

At Mrs. Edison's insistence, the inventor went with her to the Newark airport Thursday night and talked for more than an hour with Lieut. Richard Aldworth, director of the airport.

"What do you do about stunting?" Mr. Edison asked.

"It is forbidden, because of the transport business," the lieutenant replied.

"If a plane should lose its engine in flight, could it go safely to the ground?"

"Yes, a plane now has quite a good sliding angle."

"How does a plane get out of a nose dive?"

A mechanic worked a plane's controls to demonstrate the method.

"How low is it safe to jump from a parachute?" the inventor wanted to know:

"Five hundred feet."

"Why?"

"Because a parachute is slow to open."

Mr. Edison suggested one should be made to open instantaneously.

"How much is that ship worth?" he inquired, pointing to one.

The answer was "\$4,500."

"Too much," said the inventor.

Mr. Edison told Lieutenant Aldworth he had attempted during the war to perfect a "dope" to make the wings of a plane invisible, but had stopped his labors with the end of the war.

Mrs. Edison asked Aldworth to try to make her husband fly and the inventor said he might go up sometime "with an old-fashioned pilot."

## Craze Which Made California Bellboy Wealthy Popular With Many Here

A little nonsense now and then  
Is relished by the wisest men.

This rhyme was never more apt than now in Lansing for Lansing has become Yo Yo conscious. Not only has it become Yo Yo conscious but Yo Yo subconscious, unconscious, and crazy.

This Yo Yo game which has been introduced to the city during the past 10 days has "It." Once you lay your hands on one of these little Yo Yo tops you're conquered. Yo Yo was introduced in Dallas, Tex., not long ago and the town went crazy to the extent of 30,000 Yo Yoes in one week.

Yo Yo was devised by the Chinese. It rose to enormous popularity in the Philippines. Then it reached California. A bellboy named Flores in a California hotel carved a rude Yo Yo, played with it, interested guests at the hotel, saw there was a Yo Yo market, so began to turn them out on a crude lathe. Flores could not supply the demand himself. He interested some business men in the Yo Yo novelty. These men took over the making and marketing of the tops and Flores became wealthy. The Yo Yo which now is gaining such popularity here is the genuine Duncan Yo Yo manufactured by Donald F. Duncan in Chicago.

### Yo Yo Spreads Here

Yo Yo spread like wildfire through the country and has been introduced into Lansing by The State Journal with gratifying results.

A month ago there was not a Yo Yo in Lansing. Now the top is seen on every side, spinning its way into popular favor. Children and adults are spinning them. In a few days city and state officers may be Yo Yoing. Dignified dowagers and pert housemaids may succumb. The game of Yo Yo has no age limits. They spin 'em at 6, 16, and 60.

Traffic cops, it is feared, will soon forget about marking parked cars while they put Yo Yo through its paces. Postmen already have succumbed to the lure of the game and so have firemen. Golfers are taking it up. In fact it is expected that soon Yo Yo will have such a hold on the city that prohibition, primary recounts, and other problems will be forgotten.

Columns of space might be used to tell you about the Duncan Yo Yo, for deftness in use of this intriguing top requires skill. There are tricks and tricks to be learned in making Yo Yo do all its different stunts, roll along the floor, spin at the end of its string, and so on.

That brings in the teasing element, the lure which is essential to every really fascinating toy or game.

Some more about Yo Yo, the wonder top, will be told in The State Journal Saturday.

# The Rockford Register-Gazette

ESTABLISHED 1855 Rockford Register—1855 Rockford Gazette—1858 (ASSOCIATED PRESS AND UNITED PRESS EXCLUSIVE AFTERNOON SERVICE OF) SATURDAY, SEPTEMBER 20, 1930 TWENTY PAGES —P

## Yo-Yo Insurance is Latest Thing Tops Have Brought

INSURANCE salesmen, the sort that sell insurance against breakage of plate glass, show cases and the like, were beginning to take advantage of a new field of activity today.

They found that the deadly Yo-Yo, buzzing at the end of a string, gets out of hand now and then, and what with everyone, or nearly everyone, whirling one of the tops, there is a decided likelihood that some glass may get smashed.

The point is that not only are downtown windows in the line of fire—scores of Yo-Yos are being put through their paces on the sidewalks of business sections—but windows in homes are particularly susceptible to receiving a whirling Yo-Yo, and suffering a few dents.

Practice in Private

There is a reason. So many

people, grasping a Yo-Yo for the first time, step right out in public and proceed to try to make it do its stunts. A moment or two later they discover that it isn't as easy as it looks. Another moment or two and they are completely fascinated by the thing, but still unable to do more than just enough to add to their interest. Immediately they retire to the privacy of their own homes, there to learn something more about the Yo-Yo. After that it may be too bad for the windows, the dishes in the china closet or the assorted bric-a-brac, if any.

So if some glib salesman comes around and sells you on the idea that you ought to have Yo-Yo insurance on your household effects, blame the Yo-Yo. It's re-

(Continued on next page)

## Yo-Yo Insurance Is Latest Thing Bright Tops Have Produced

(Continued from page one)

sponsible, just as it has been responsible for all those meals you've missed, the books you've left unread and the other things you were supposed to do and didn't.

Line Forms to Right

Merchants throughout the city are being kept busy supplying Yo-Yos to their customers. The Yo-Yo seekers form lines to the right and snap up the brilliantly painted gyroscopic tops. More of them come for new strings.

The string problem as it concerns the Yo-Yo is one that has given the makers of the genuine Flores and Duncan Yo-Yos hours of attention. Any old kind of a string won't do for a Yo-Yo. It wouldn't work in the first place and it wouldn't last any time at all if it did work. So the Yo-Yo manufacturers experimented with any number of kinds of string and twine, and finally found that an imported Egyptian string was the best.

All genuine Flores and Duncan tops have these Egyptian strings. They will last for a long time, but they won't last forever, what with folks keeping their Yo-Yos going nearly 24 hours a day, and sometimes one will break. You don't have to throw the top away if it does. You just buy a new string. The stores which sell the Yo-Yos, also sell new strings for them.

ROCKFORD REPUBLIC, FRIDAY, SEPTEMBER 26, 1930.

## INSURANCE

—OF—

BOHLIN & JOHNSON, INC.

E. H. RIEKE, Mgr.



1014 Charles St. Forest 600.

Even Grandma  
DOES IT—  
WHAT?  
YO-YO

But the old heads protect themselves with Yo Yo Liability Insurance.

# Here's Inside Dope On Great Yo-Yo Contest

Well, you Yo-Yo spinners, here's the inside information on the competition in which you are to have the opportunity to win \$100 in prizes.

There are to be two preliminary contests, arranged for the convenience of the Yo-Yo whirlers themselves, and a final contest. Any boy or girl of school age is eligible to compete.

One of the preliminaries will be in the vicinity of the Lincoln Junior high school on Thursday, Oct. 9, at 4 o'clock. The other will be held at the same hour on Friday, Oct. 10, in the vicinity of the Roosevelt junior high school.

The final contest, in which winners in various events of the preliminaries will meet, is to be held at the Palace theater at 2:15 o'clock, Saturday, Oct. 11.

### Few Rules.

There are few rules for the contestants. Every entry must have a genuine Flores and Duncan Yo-Yo, but they all will anyway, in all probability, for the confirmed Yo-Yo-ist knows that the Flores and Duncan Yo-Yos are the best when it comes to stunting.

The prizes are to be as follows:

- First prize—\$25.00.
- Second prize—\$15.00.
- Third prize—\$10.00.
- Fourth prize—\$5.00.
- Fifth prize—\$5.00.

Besides this, each winner of a preliminary contest will receive a prize of \$2.50.

### On Palace Stage.

The manager of the Palace theater will request the prize winners to appear on the Palace stage the following Monday and Tuesday evenings.

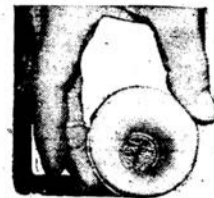
There's the dope, you wizards with a Yo-Yo.

Of course, there also is the Palace theater's own contest which takes place next Saturday at the theater and there is a \$5 prize for the winner of that. The Palace contest will be purely a marathon contest, with the longest-winded spinner of a Yo-Yo taking the award.

Those who contemplate entering the Palace's contest will apply to Mr. Rust, manager there.

Entries in the city-wide contest will be informed as to where they will enter their names and just what the various events will be. Watch the Register-Republic for further announcements.

## Who Is Rockford's Champion? Yo-Yo TWIRLER



Yo Yo is Rockford's newest craze . . . everybody is playing it! On the streets! In the offices! At parties! Dances . . . everywhere you meet Yo Yo!

Yo Yo is a fascinating top that spins on a string . . . you can make it do almost anything except talk with a little practice. Thrilling! You'll like it! It holds you! It tests your skill!

# \$100.00 Cash Prizes

ENTER THE BIG

## Register-Republic and Morning Star YO-YO CONTEST

One New Subscription  
To the Rockford  
Register - Republic Or  
the Rockford Morning  
Star Is the Only Entry  
Requirement.



### Rules of Contest

Every contestant must have certificate issued by the Register-Republic and Morning Star. Only Flores or Duncan's Genuine Yo Yo tops can be used.

Preliminary contest for all entrants living east of Rock River to be held in vicinity of Lincoln Junior High School on Thursday, October 10th. Judges will select eight entrants in this preliminary to compete in the finals.

Preliminary contest for all entrants living west of Rock River to be held in vicinity of Roosevelt Junior High School on Friday, October 11th. Eight entrants will be selected to compete in the finals.

Final contest to be held at Palace Theater on Saturday, October 12th at an hour to be set later.

Each of the sixteen preliminary winners will be given a cash prize of \$2.50. Entrant in finals selected as champion will receive \$25.00 in cash. Finals entrant judged second best will receive \$15.00 in cash; third best \$10.00 in cash; fourth and fifth best, \$5.00 in cash. Decision of judges will be final.

All you have to do to compete for these big cash prizes is secure one new subscription for either the Register-Republic or the Morning Star. That will be easy to do when your friends see the wonderful value offered in these splendid newspapers.

Clip out the subscription order blank, get it filled by a bona fide new subscriber. Then mail it or bring it to the Circulation Department of the Register-Republic and Morning Star. You will be given a brand new Yo Yo top and a certificate which will entitle you to compete in the contest for the big cash prizes.

Don't wait. Get your subscription in at once. Practice with the Yo Yo given to you and be an expert before the contest dates.

Get some of this easy money for yourself!

Circulation Department  
Rockford Register-Republic  
Rockford Morning Star

127 N. Wyman Street Rockford, Ill.

### YO-YO SUBSCRIPTION BLANK Register-Republic and Morning Star

Route \_\_\_\_\_ Dist. \_\_\_\_\_ Date \_\_\_\_\_

THE REGISTER-REPUBLIC and MORNING STAR

In consideration of your giving the boy, or girl, who presents this order a prize for securing new subscriptions, I hereby agree to subscribe for the paper checked below for a period of THREE MONTHS and thereafter until ordered discontinued, for which I will pay the carrier as required at the regular subscription price. The paper I am ordering has not been delivered to me for the past thirty days.

I also agree that—should either The Register-Republic or the Morning Star be already delivered to me by carrier—I will continue the paper I am now receiving for the duration of this three month period in addition to the paper I hereby order, and I agree that upon acceptance of this order by you that this shall be and constitute a valid contract.

CHECK PAPER WANTED		
--------------------------	--	--

SUBSCRIBER'S SIGNATURE \_\_\_\_\_

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# They're All Playing With

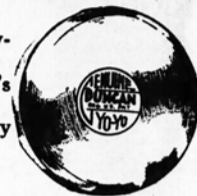
# YO-YO

# The New Spinning Game



Young and old alike have taken to this interesting game. It's taken Lansing by storm. Try it. You'll like it. It's fascinating.

On the streets. In the stores. Everywhere. Yo-Yo is all the rage. It's sweeping Lansing like wildfire. Try it. It's great fun.



Watch for the World's Champion Yo-Yoist at These Stores! See Him!

Lansing's School Safety Patrol Officer Learns Things About The "Tricky" Yo-Yo



BOYS! GIRLS! Get in The State Journal \$100 Cash Prize YO-YO Contest

Watch for Ambrose Subia World's Champion 'YO-YO' Spinner He Will Be In Your Favorite Store Soon!

Also at the Children's Party, Strand Theater, Sat., Oct. 4 10 a. m.

Rex Albright, direct factory representative of Donald F. Duncan Co., Chicago, Ill., makers of the "genuine" Duncan Yo-Yo, is shown here demonstrating to Officer Harry Snider of the school safety patrol, just how many odd little capers one can make the Yo-Yo out if one happens to know how. Officer Snider has that familiar determined look that might mean that he intends to master the mysteries of manipulating the Yo-Yo.

New Store Hours: Saturday 9 A. M. to 9 P. M.

## ARBAUGH'S

### In Person—Not a Talkie —Yo-Yo Himse'f!!

Ambrose Subia World's Champion Yo-Yo Spinner

See Him Demonstrate From 2 to 4 Saturday at Arbaugh's



Ambrose Subia World's Champion Yo-Yoist

Will Give Demonstrations At The

Mary Stewart Shop

123 E. Michigan Ave. 12:00 Noon to 1:00 P. M.

FRIDAY, OCTOBER 3RD

Don't Miss Seeing The "Yo-Yo" Wizard Plan a Party for Luncheon Here Friday ALSO

You Are Cordially Invited to Attend the Formal Opening of the New

Mary Stewart College Shop

EAST LANSING

FRIDAY, OCTOBER 3RD

WORLD'S CHAMPION "YO-YOIST" WILL BE HERE 2 TO 2:30 P. M.

Souvenirs! Music!

See "Subia," World's Yo-Yo Champion, Fri. and Sat. in Your Favorite Store!

Boys! Girls! Don't Miss the State Journal-Strand Theater Party

Sat. Oct. 4 STRAND 10:00 A.M.

5c ADMISSION To All Children Presenting Coupon From STATE JOURNAL Today and Tomorrow 10c WITHOUT COUPON

The Funniest Picture in Years! Be Sure to See

The SOPHOMORE

Featuring EDDIE QUILLAN Famous Comedian

SPECIAL ADDED ATTRACTION } Ambrose Subia—World's Champion "Yo-Yo" Spinner, He'll Show You How

ADMISSION COUPONS PUBLISHED IN JOURNAL TODAY & TOMORROW

SAT. NIGHT, OCT. 4 - 8 TO 10 P. M.

BE THERE! Ambrose Subia SEE HIM!

World's Champion "Yo-Yo" Spinner

Will Give Demonstrations for Two Hours at

THE "ROCKAWAY"

America's Sportiest and Most Beautiful Miniature Golf Course

Harry F. Bopp, Mgr. Out E. Michigan Ave. Opp. Red Cedar Golf Course

DEALERS! PLEASE NOTE!

We Are Wholesale Distributors For the

GENUINE DUNCAN YO-YO

Don't Miss Sales! Keep a Liberal Supply on Hand!

QUICK DELIVERIES Just Phone 5-2979 QUICK DELIVERIES

Are You Selling The New 15 Cent

"HIT OF THE WEEK" RECORDS

They're Selling Like "Hot Cakes!" Ask About Them!

K. T. MERRITT NEWS CO.

130 E. Washtenaw St. Phone 5-2979

ATTENTION DEALERS!

We Are Wholesale Distributors For The

GENUINE

"Duncan" Yo-Yo Top

QUALITY SERVICE PRICE PYRO BRAND COMPLETELY DESATURATED - ALCOHOL - 188 PROOF FORMULA 5

CARRIER-STEPHENS CO. PHOSPHORUS 20833 LANSING, MICHIGAN

FRIDAY—OCTOBER 3RD ROUSER'S PRESENT AT THEIR 3 STORES Ambrose Subia WORLD'S CHAMPION "YO-YO" SPINNER ROUSER'S NO. 1 STORE 123 S. Washington—10 to 10:30 a. m. ROUSER'S NO. 2 STORE 233 S. Wash. Ave.—10:45 to 11:15 a. m. ROUSER'S NO. 3 STORE 221 N. Wash. Ave.—11:30 to 12:00 Noon We Sell Genuine "Duncan" Yo-Yo

The Only Appearance in North Lansing of Ambrose Subia World's Champion "Yo-Yoist" WILL BE AT Roehm-Laubscher 218 E. Grand River Ave. FRIDAY, OCT. 3RD—4 to 5 P. M. "Don't Miss It Whatever You Do" NORTH LANSING'S POPULAR DRUG STORE We Sell Genuine "Duncan" Yo-Yo

The Only Demonstration in Any Store in the South End SWANTON'S Drug Company 1318 S. Washington Ave. FRIDAY NITE 7:15 TO 7:45 P. M. Be Sure to Come Ambrose Subia in Person World's Champion "Yo-Yo" Spinner Try One of Our Special Malted Milks Complete Line Drugs, Ice Cream and Candies. We Sell Genuine "Duncan" Yo-Yo.

He's Coming Here S. S. Kresge Co. 5-10 AND 25 CENT STORE 114 S. Washington Avenue FRIDAY, OCT. 3rd 2:00 to 2:30 P. M. In Our Store Ambrose Subia World's Champion "YO-YO" SPINNER Don't Miss Seeing This Wizard! He's a Marvel! We Sell Genuine "Duncan" Yo-Yo

PLAN TO HAVE LUNCH Sat. Noon, Oct. 4th AT ONE OR THE OTHER OF THE Walgreen Drug Stores Ambrose Subia—World's Champion "Yo-Yo" Spinner WILL BE AT BOTH OUR STORES DURING THE LUNCH HOUR At Our No. 1 Store—107 N. Wash. Ave. At Our No. 2 Store—208 S. Wash. Ave. 12 Noon to 12:30 P. M. 12:30 P. M. to 1:00 P. M. We Sell the "Genuine" Duncan Yo-Yo At Both Our Stores

Boys! Girls! Clip This Coupon Now! Get Into the Big State Journal "Yo-Yo" Contest \$100 IN CASH PRIZES YO-YO ORDER BLANK THE STATE JOURNAL: Please send me The Journal for at least a month so that the bearer may get a Genuine Duncan Gold Seal Yo-Yo FREE, and also enter the Championship Yo-Yo Contest with \$100.00 in cash prizes. I am not now taking The Journal. Name ..... Phone ..... Address ..... Give Genuine Duncan Gold Seal Yo-Yo and Entry Certificate to: Name ..... Address ..... DON'T DELAY! Contest Closes October 11th. Bring This Coupon To The State Journal Office for One "Pew" Subscription. Get Your Genuine Duncan "Yo-Yo" FREE and Your Entry Certificate for the Big \$100.00 CASH PRIZE "YO-YO" CONTEST

"Beware of Imitations!" There Is Only One Genuine "DUNCAN" YO-YO SPINNING TOP INSIST ON THE GENUINE! 25c - 25c Look for the Duncan Trade-Mark Manufactured By Donald F. Duncan, 28 N. Sheldon Street, Chicago, Illinois

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MATINEE DAILY  
2 p. m. — 10 & 25c

CONTINUOUS

SAT. & SUN.

||| TODAY & SATURDAY |||

WM. HAINES in

**"WAY OUT WEST"**

With LEILA HYAMS—CLIFF EDWARDS

COMEDY — CARTOON — TRAVELOGUE

**"YO-YO" SPINNING CONTEST**

SATURDAY NITE AT 8:45

3—CASH PRIZES—3

Here are the tricks required to win:

1. Throw Yo-Yo overhand 5 times.
2. Throw Yo-Yo forward five times.
3. Throw Yo-Yo straight up in air 5 times
4. Throw Yo-Yo downward making it spin at the end of the string, roll on floor then bring back to the hand without winding.
5. Throw Yo-Yo downward and make it spin at the end of string 2 times
6. Throw Yo-Yo straight forward from the body in rapid succession without catching it until the Yo-Yo fails to wind.
7. Each contestant must be equipped with a 25c Flores or Duncan Yo-Yo.

Fred NILLO, World Champion Yo-Yo Spinner will personally demonstrate and conduct the contest.

**EMBASSY**

NEENAH

TODAY

"TEMPLE TOWER"

FRIDAY & SATURDAY

Jack BENNY in "MEDICINE MAN"

COMEDY — CARTOON — NEWS

# \$10.00 IN CASH PRIZES In the Times-Mirror Genuine Duncan YO-YO CONTEST

Not only is the new Yo-Yo game a fascinating pastime, but it's now a profitable one, also. At the present time the TIMES-MIRROR is paying Yo-Yo Spinners in Warren and vicinity for their ability to excel in this novel national sport. Cash prizes await those who master Yo-Yo tricks such as "The Spinner," "Walking the Dog," "Three-Leaf Clover" and "Around the World." Prizes will be awarded for these tricks on Saturday, February 14th. The Grand Championship Contest will be held in Library Theatre and \$10.00 in prizes will be awarded. First prize will be \$5.00; second prize will be \$2.00; third prize will be \$1.00, and fourth to seventh prizes will be 50 cents each. Whether or not you have already mastered the art of Yo-Yoing, you may readily share in the prizes. The TIMES-MIRROR has made arrangements for Ray Laftain, champion Yo-Yo spinner of the world, to appear daily in various store windows in Warren, where all the tricks of the sport may be learned.

**A Genuine Duncan YO-YO and a Ticket to the Library Theatre Will Be Given Away Free to Every Contestant**

## Open to Everybody

Simply get one new subscriber for the TIMES-MIRROR and you will be given a GENUINE DUNCAN YO-YO and a ticket to the LIBRARY THEATRE and instructions FREE. As soon as the subscription is verified and accepted you will receive a REGISTRATION CARD, entitling you to enter the cash PRIZE CONTEST. Just have one of your neighbors or friends, who has not been a subscriber to the TIMES-MIRROR for the past six weeks, fill out the following blank agreeing to subscribe to the TIMES-MIRROR for three months. Then sign the blank, bring it to us and we'll do the rest.

### SUBSCRIPTION ORDER

THE TIMES-MIRROR: ..... 1931  
Please deliver to me the TIMES-MIRROR for three months and thereafter until ordered discontinued, for which I agree to pay your collector fifty cents a month.

I have not been a regular subscriber for the past six weeks to the TIMES-MIRROR.

The person bringing in this subscription is to receive FREE from the TIMES-MIRROR a GENUINE YO-YO, a TICKET TO LIBRARY THEATRE and a Certificate to enter the Championship YO-YO CONTEST.

Name of Subscriber ..... Phone No. ....

Address .....

Name .....

Address .....

## HELP WANTED—MALE (Continued)

DUNCAN "77"  
YO-YO DEMONSTRATORS

WANTED—TEN BOYS  
After School and Saturdays  
Free Training

PEDEN BROS.  
1410 Douglas, 4 to 6 p.m. To-day

## Harvey Lowe Is Yo Yo Chief of Vancouver Island

Yo-yo, after conquering the youth—and hundreds of grown-ups—of Vancouver, moved across the straits and



**H. Lowe**  
Steffens-Colmer photo

captured Victoria. Children went crazy about it and Victoria became a city of young yo-yoing fanatics.

The Duncan Yo-Yo Company was forced to hold a contest, everyone got so keen. It was based on the innumerable tricks which can be done by anyone with enough patience to master the toy.

Harvey Lowe (and here he is), was the winner. He is a young Victoria boy who told the yo-yo where to get off at. He showed them at the Tillicum Gym. what can be done. Now's he's looking forward to enjoy his prize, a trip to Toronto, with all expenses paid.

# Look Out! Yo-Yo Will Get You

**Somebody Will Get Hurt If There Isn't a Traffic Commission for Yo-Yos Thinks Willie Winkle, Who Tells of Fun at His Place When the Whole Family Gets Into Action; Father Tries to Bluff About His Ability But Falls Down.**

**By WILLIE WINKLE**

Somebody's going to get killed by these kids who fling Yo-Yos around their necks, if they don't watch out. I read where the Yo-Yo was invented by cannibals, or whatever it was they called the natives over on the Philippine Islands before the white men civilized them. The natives didn't have any guns or bows and arrows, they just had Yo-Yos, and how they threw them. It seems if two natives met one another and both wanted the same girl, they got out their Yo-Yos and started a fight.

The Yo-Yos these natives tossed about were made of stone and not wood, and if you wanted to win the fight you had to hit the other fellow between the eyes. That was a sure knockout. Just the same as they kill a horse or cow, I guess; shoot them between the eyes, as that's where the brain is. Well, these natives would duck around and when they saw a chance would let fly with their Yo-Yo. And when the Yo-Yo hit between the eyes it was good-night for the fellow that got hit, and the other fellow could take the girl or whatever he was fighting for. Sometimes the Yo-Yo put the fellow to sleep for keeps, and he never came to.

### TIME TO LOOK OUT

If you ask me, these Yo-Yos are getting a real menace around town. Every kid has one or more, and that goes for girls as well as boys. Then the older folks have got them too, although they are not so proud about it, at least they don't seem to show them in public, but I know they do a lot behind closed doors, 'cause my Dad some nights sends me to bed early, and then sneaks in and gets my Yo-Yo and tries practicing. He likes to think he can beat me at most anything, but this Yo-Yo is where I got him beat. He can only make it bob up and down. Some times he says to Mother, "Watch this,"

and tries to make the Yo-Yo sleep or something that I can do without opening my eyes. But every time he tries it he flops, and then when no one's looking he says, "Ghee, you should have seen it that time," which, to me, is just so much applesauce.

It's getting now so that kids are throwing Yo-Yos without thinking what they're doing. They fling them over their heads or do a couple of wrist-turns, and somebody behind gets a bing in the eye or has to duck fast. And these Yo-Yo birds just turn around and give you a laugh. First thing we know they'll need a Yo-Yo commission to regulate the traffic.

### WHOLE FAMILY ON SPRINGS

You ought to be in our house after supper at nights, and you'd sure think the whole crowd was on springs. There's five of us, and there are that many Yo-Yos, but mine's the best, 'cause a man gave it to me. If my Dad had to buy it he would have got five for a nickel. That's why he likes to sneak in and get mine after I'm in bed.

Poor Mother, I think she'll get grey-headed trying to learn how to do the trick. She gets her Yo-Yo to bob up and down a

few times, and just as things are going good Baby gets in the way. Baby thinks she's an expert, too. She gets up on the wood-box and let's go. She never tries to get the Yo-Yo to come up the string. She just bends at the knees and jerks the Yo-Yo up and down. When she gets going good she whips it over her head and then it's duck for cover. She jabbars away like a prize parrot.

Then, my sister, who is two years younger than me, had just started to school, and she thinks counting is the big stuff, so she gets her Yo-Yo going and then starts, "one, two, three," and so on, until her Yo-Yo gets twisted and won't come up. She got up to forty-seven the other night, and thought that great. Well, I wouldn't waste my time trying that line. I want to be a champion. I'm champion of our house, anyway, and that goes for my Dad, who's got an alibi this week. He says his fingers are sore 'cause he scratched them fixing the blackberries and can't keep the cord in place, and that's why his Yo-Yo doesn't work so well. But to me, that's just so much sausage.

### GOOD CATCHERS

One thing this Yo-Yo is going to do, it will make us good ball players. It makes your eye quick and you learn to catch the Yo-Yo when it comes back at you at a hot pace. There'll be a lot of one-hand catchers on our ball teams this year, and I hope it doesn't mean we'll be maffing the ball, 'cause it's a lot bigger than a Yo-Yo, but it's good practice just the same.

I'm just wondering how long this Yo-Yo craze will last. It's cut into our football a bit, but I guess we'll tire of it before summer, 'cause we've got to have something different every so often or we'd never be able to get along with our teachers.

CALGARY ALBERTAN—The Newspaper of the Home—SATURDAY, MARCH 7, 1931

## "Palace Theatre Duncan '77' Yo-Yo Tournament"

Sign this coupon and bring it to the Palace Theatre office during this month or take it with you to the Palace Theatre on the day of the Tournament at 9:30 a.m., Saturday, April 4th

I wish to enter the Palace Theatre Duncan 77 Yo-Yo Tournament, Saturday, April 4th, and I agree to accept the decision of the judges as final and binding.

Signed .....

Address .....

Age .....

(Write your name and address in capital letters.)

# Everybody YO-YO Young and Old

**URUGUAY GREET'S CANADIAN GROUP ON WAY TO FAIR**

MONTEVIDEO, Uruguay, March 13.—Uruguay, thriving little republic between the two great states of Brazil and Argentina, Thursday accorded its welcome to members of Canada's trade and goodwill mission, leaving South America. The new president, Dr. Gabriel Terra, received the Canadians in what was his first official reception of foreigners since his formal inauguration in office.

Sir George Perley, minister without portfolio in the Dominion Govern-

ment, transmitted greetings from the Canadian Prime Minister and the people of Canada.

The Canadian party, which arrived on the steamship Prince Robert, after covering 527 miles in 24 hours—a record in South American waters—was met by Tomaso Amadeo, president of the Buenos Aires Chamber of Commerce, who came from the Argentine specially to greet the Canadians.

## Once Combat Weapon Is Now Popular Toy; "Yo Yo" Attracts All

First Used Years Ago in Philippine Islands in Tribal Wars, "Yo Yo" Makes Appearance in Calgary to Intrigue Young and Old

"Rock!" This quaint sound echoed through the mangrove swamps and palm-thatched villages of the Philippine Islands.

It was not, as one might suspect, the sound of a ripe coconut falling from a tree to the ground, but was, in fact, the noise made by a heavy wooden knob connecting smartly and precisely with the head of a brown skinned native.

"Rock!" And the poor fellow lay prostrate upon the ground, a victim of the Yo-Yo.

He must not be too compassionately sympathized with, for truth to tell, this late bereaved Philippine aborigine might just as well have made his adversary the victim. For both savages were armed with the terrible Yo-Yo. Either might have been the victor—either one vanquished.

A Yo-Yo, it might be well to make clear, is the national weapon of the 100 per cent. Philippine. It is as simple as it is effective: merely a piece of heavy, polished wood at the end of a short grass rope—a sort of club with a rope handle.

The Philippine island natives are said to be able to whip a Yo-Yo into action with startling speed. In a flash, the heavy part is hurled at an enemy, aimed to strike between the eyes. Then it is treated back—ready for a second attack if necessary. But it is seldom necessary.

**Weapon of Savage Combat**

In open combat, the native swings his Yo-Yo. With the knob whirling he goes into action, and his dexterity, so they say, is spectacular.

But proficient as the Philippine might be as a yo-yoer, the fact remains that now, today in Calgary, there are thousands of yo-yoists who can outperform the originators of this strange and historic instrument.

Small boys, today, and old men, too, for that matter go about their daily lives with a yo-yo about their persons.

Of course, the Yo-Yo has changed in form—and in operation is somewhat different from the original yo-yo of South Pacific island origin.

Today the domesticated or tame Yo-Yo is a small wooden object, resembling the orthodox door-knob in shape and size. Like its predecessor it has a three foot string attached. They vary slightly in size, as, of course, will the length of the string.

Unlike the Philippine Yo-Yo, the new world variety has a deep groove around its circumference. The groove almost cuts the knob in half, but not quite. The two halves remain joined by an axle—and with the modern edition, the string is attached to this axle.

**Practice Necessary**

Now, when the string is wound around the axle, the end held in the hand and the wooden part dropped, the string unwinds, causing the knob to spin. As the axle to the end of the string it begins to wind itself up again.

**Ingenious!**

Now, by a carefully-timed jerk of the wrist, one may cause his Yo-Yo to wind itself up completely. And so on—up and down, it runs and spins, without springs or mechanism of any kind.

It might seem insane—and it is. But there's a fascination to it that has, in a few brief weeks, made Yo-Yoing a major activity with the youth of Greater Calgary and others not so youthful. Of course, this new version of the Yo-Yo didn't originate in Calgary. It has merely come to Calgary on a wave of world-wide popularity.

The new Yo-Yo originated in California two years ago. From boy to boy, from school to school, from town to town, the vogue of the Yo-Yo spread far and wide over the continent. It got prestige and added momentum when the universities took it up. The Yo-Yo found its place in the halls of higher learning and it became "collegiate" Yo-Yo.

And now, like an all consuming tidal wave, the Yo-Yo has hit Calgary. One view with the next in skill and proficiency.

### HOW TO STAND



When manipulating the Yo-Yo, the above stance is perfect. Keep the feet firm on the ground and the shoulders square, but be agile and ready to shift as the Yo-Yo is skillfully demonstrated to friends.

### STRONG DEMAND FOR YO-YO HERE

Storekeepers Ready to Meet Those Skilled and Unskilled

Providing amusement for young and old, the famed Duncan "77" Yo-Yo has appeared in Calgary, and merchants of the city are ready to provide the experienced with more Yo-Yos or the uninitiated with their first Yo-Yo.

Because it's really "Yo-Yo Day" introduced to Calgary after sweeping other parts of the continent, and still having some places in which to find devotees, Yo-Yo has spread rapidly and won the hearts of hundreds of men and women and boys and girls in the city.

The big stores and the smaller stores have ordered their supplies, and are ready to greet the seeker of Yo-Yo. They have the famed toys all ready for delivery to the buyers, and no time will be wasted in handling the crowds who want to join the Yo-Yo ranks.

And Yo-Yo, although it requires skill to manipulate it perfectly, is simple—but the knack must first be gained. At one time the Yo-Yo was an instrument of warfare, but today it is an instrument that gives to hundreds a thrill and many a happy hour. Just try it.

The little knob that runs up and down the string held in the hand is elusive to the uninitiated, and it hurls the skilled as well as the unskilled. Calgary storekeepers are vouching for the sport that a Yo-Yo will provide, and it will intrigue the imagination as well.

When Your Looking for YO-YO's Get Duncan's Genuine 77 from CROOKS THE DRUGGIST

Seventeenth Avenue and Fourteenth St. West

Wire - Phone - Write OR SEE US FOR Duncan YO-YO's Your Order Promptly Filled HUTT Importing Company

Novelty and Carnival Goods 207a Seventh Ave. East M7S2J CALGARY

Our Patrons YO-YO back for more Photographs Halliday THE PHOTOGRAPHER 222 8th Ave. W. M4B79

YO-YO with the genuine Duncan 77 complete stock at regular prices Grant's Drug Store 916 Centre St. North, H2B62

DUNCAN'S GENUINE YO-YO's "THE MARVEL TOY" Millions Sold In America

Duncan 77 — 35c  
Duncan 44 — 15c  
Duncan 33 — 10c

Darling's Drug Store Limited Eighth Ave. at First St. West

Oh Boy! LET'S GET A "77" YO-YO DUNCAN'S GENUINE AT REGULAR PRICES DEAN'S PHARMACY 1314 Ninth Ave. East E5198

**Soviet Retaliative Measures Believed To Be Aimed at U.S.**

MOSCOW, March 12.—Retaliative measures, concerning imports to Soviet Russia, as approved Thursday by the sixth All-Union Soviet Congress, in the form of a resolution, have caused much speculation in political and diplomatic circles in Moscow.

It is felt here that the Soviet government has been trying recently to shift its industrial orders to Germany and Great Britain.

While no country was specifically mentioned in the recommendation for retaliatory action in Thursday's resolution, it is generally taken to have been aimed at the United States.

It is understood here an agreement has been reached by the government and a group of German industrialists who will supply Soviet industries with machinery and other goods formerly imported from the U.S.

### WILL THEY RE-BROADCAST

LONDON, March 13.—An attempt will be made to re-broadcast in Great Britain the ceremonies at the opening of the British Empire Exhibition in Buenos Aires, March 14, the British Broadcasting Station announced Wednesday. It will be the first time any South American program has been relayed in Britain.

SPECIAL Sat., Mon., Tues. MARCH 14, 15, 17 THE PALACE THEATRE PRESENT THE CANADIAN PREMIER SHOWING OF THE HEAVYWEIGHT BOXING CONTEST BETWEEN PRIMO CARNERA ITALIAN HEAVYWEIGHT CHAMPION AND JIM MALONEY Heavyweight Contender Taken at Ringwood, Miami, Florida Come Early and Get Your Ringside Seats

The New Home of "MORRIE" HAMILTON Canada's Youngest YO-YO Champion

His Choice of the Calgary Hotels Clean—New and Comfortable 200 Rooms—150 With Bath

Hotel Wales 709 Second St. West Calgary

'Morrie' Hamilton Canada's Youngest YO-YO Champion Announces

The opening of a Yo-Yo Training School in the new and modern toy department of the T. Eaton Company, where he will give each boy or girl a DUNCAN GOLD SEAL "77" BUTTON after training is completed.

Come and Meet the Champion From 4:00 to 5:30 Daily

"Palace Theatre Duncan '77' Yo-Yo Tournament"

Sign this coupon and bring it to the Palace Theatre office during this month or take it with you to the Palace Theatre on the day of the Tournament at 9:30 a.m., Saturday, April 4th.

I wish to enter the Palace Theatre Duncan 77 Yo-Yo Tournament, Saturday, April 4th, and I agree to accept the decision of the judges as final and binding.

Signed \_\_\_\_\_ Address \_\_\_\_\_ Age \_\_\_\_\_ (Write your name and address in capital letters.)

See Maurice Hamilton At Eaton's

Here is a very special event for boys and girls! See Maurice Hamilton, the expert with YO-YO in Eaton's Basement, Saturday morning. Every kid who is accompanied by one of his parents, and who buys a YO-YO will be presented with an autographed picture of Maurice, himself.

PRICES: 10c 15c 35c Join the Throng—and YO YO

THE T. EATON CO LIMITED

Wholesale Distributors of GENUINE DUNCAN YO-YO's National Drug & Chemical Company Of Canada Limited—Calgary





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**YO-YO!**

**Duncan "77" Yo-Yo 25c**

Demonstration at the Yo-Yo School all day Saturday.

Fourth Floor—H B C

## Just Arrived! A Shipment of the Fascinating Yo-Yo Tops

Includes the Well-Known Duncan 77 Models, As Used by Canadian Champions—See Demonstration Saturday in Hardware Department.

A Japanese Toy of skill that is taking the country by storm, both young and old alike. As well as the genuine Duncan Yo-Yo, there are two lower priced models for beginners, the main difference being that the Duncan Yo-Yo can be used for a much greater number of skillful tricks than the smaller models. Just wind it up, and with a little practice you can spin the Yo-Yo and make it do a lot of "stunts".

**Genuine Duncan Yo-Yo priced at 35c**  
**Two Smaller Models at 10c and 15c**

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The Symbol of Loveliness

- Cleansing Cream—  
**\$1.50 - \$2.50**
- Skin Freshener ..... **\$1.00**
- Tissue Creams—  
**\$1.50 - \$2.50**
- Skin Food—  
**\$1.50 - \$2.50**
- Special Astringent—  
**\$1.50 - \$2.50**
- Pore Cream ..... **\$1.00**
- Foundation Cream ..... **\$1.50**
- Cream Rouge ..... **\$1.00**
- Face Powder ..... **\$2.00**
- Eye Shadow ..... **\$1.00**
- Lash Beauty ..... **\$1.00**

**CUT PRICE DRUGS**

- 75c Liquid Petrolatum (16-oz.) ..... **49c**
- \$1.00 Pure Cod Liver Oil (16-oz.) ..... **49c**
- 50c Distilled Witch Hazel ..... **39c**
- 10c lb. Epsom Salts, 6 lbs. .... **25c**
- 50c Aromatic Cascara ..... **39c**
- 25c Castor Oil ..... **18c**
- \$1.75 Malt and Hops ..... **89c**
- \$1.25 Malt and Cod Liver Oil ..... **98c**
- \$2.50 Calcium "A" Capsules ..... **\$1.98**
- \$1.75 Cod Liver Oil Capsules, 100s ..... **\$1.29**
- 75c A.S.A. (Aspirin) Tablets ..... **49c**
- 50c Saccharine Tablets ..... **29c**
- 65c Creolin (16-oz.) ..... **49c**

**SPECIAL CUT PRICES!**

- \$1.00 Listerine ..... **69c**
- 85c Jad Salts ..... **69c**
- 75c Kruschen Salts ..... **69c**
- \$1.00 Enos Salts ..... **72c**
- 50c Ponds Creams ..... **29c**
- 50c Kleenex ..... **39c**
- 50c Java Rice Powder ..... **33c**
- \$1.00 Burdock Blood Bitters ..... **88c**
- \$1.25 Pinkhams Compound ..... **88c**
- 60c Phillips Magnesia ..... **39c**
- 35c Barbasol ..... **39c**
- 50c Williams Shaving Cream ..... **39c**
- \$1.00 Coty's Face Powder ..... **48c**
- \$1.50 Virol (large) ..... **\$1.29**
- \$1.00 Pivers Face Powder ..... **49c**
- \$1.25 Absorbine Jr. .... **99c**
- \$1.25 Adlerika ..... **98c**
- \$1.25 Ironized Yeast ..... **89c**
- 60c Pompeian Creams ..... **49c**
- 60c Pompeian Rouge ..... **49c**
- 60c Pompeian Cream ..... **49c**
- 50c Forhans Tooth Paste ..... **39c**
- 50c Kolynos Tooth Paste ..... **39c**
- 50c Hinds Cream ..... **39c**
- 50c Campanas Balm ..... **39c**
- \$1.00 Vapex ..... **79c**
- 50c Syrup of Figs ..... **39c**

**DUNCAN 77 YO-YO**

The Genuine and Only Yo-Yo to be used in the Palace Theatre Contest. **35c** Each

**DOROTHY GRAY TOILETRIES**

- Astringent Cream ..... **\$3.00**
- Astringent Lotion—  
**\$1.50 - \$3.00**
- Bath Salts ..... **\$1.75**
- Bleach Cream ..... **\$2.00**
- Circulation Ointment .... **\$3.25**
- Cleansing Cream—  
**\$1.00 \$1.75 \$2.75**
- Face Powder ..... **\$1.50**
- Cream Rouge ..... **\$2.00**
- Pore Lotion ..... **\$2.00**
- Tissue Cream—  
**\$1.00 - \$1.75**
- Orange Flower Astringent—  
**85¢ \$1.25 \$2.50**
- Face Patties ..... **\$2.50**

**Pascalls EASTER NOVELTIES**

Imported direct from England. Made with the finest chocolate obtainable.

Eggs — Animals — Birds  
**10c to \$5.00**

See Our East Window

**VERY SPECIAL**

250 Tubes  
**LISTERINE TOOTH PASTE**

**2 for 25c**

Two to a Customer.

**Agfa---Kodaks and Film---Eastman**  
**EXPERT DEVELOPING and PRINTING SERVICE**

**DARLINGS' SELL FOR LESS**

# 'Hell's Angels' Preview Tonight and Yo-Yo Champion on Stage

**Get Your YO-YO Here**  
We Carry a Full Stock of Genuine Hikers, the Canadian-Made, As Used by Don Boyd

**MURPHY'S GROCERY**  
GROCERIES AND CONFECTIONERY  
Corner Stony Plain Road and 127th St. Phone 81317

**Meals That Please**  
**"Champions"**

DONALD BOYD, Canadian Yo Yo Champion, makes it a point to always dine at

**JOHNSON'S CAFE**  
Business Men's Lunch  
25c 30c 40c 50c  
JASPER AVENUE AT 101st STREET

Order Your Stock of

**Canadian Made YO-YOS**

We are the distributors for this famous Canadian-made Yo-Yo — used by Canada's Boy Champion—Donald Boyd.

These Yo-Yos are tested and kiln dried for Canada's climate . . . and made in Canada by Canadian returned soldiers. Boose your Canadian Product—DEMAND

**Canadian "Hiker" Yo-Yo**

Phone us today and place your order. It's the plaything of all Canada . . . becoming more popular every day—stock them NOW.

**Peacock Drug Co. Ltd.**  
Revillon Bldg., 104th St., Edmonton

Yo-Yos for the Whole Family  
DEMAND THE FAMOUS

**Canadian-Made "Hiker" Yo-Yo**

Made in Canada by Canadian Returned Soldiers. Kiln dried for Canada's climate—will not warp. Used by the Canadian Boy Champion . . . Donald Boyd.

WE CARRY A COMPLETE SELECTION

The ONLY Canadian Made Yo-Yo — accept no other.

**The Northern Hardware Co., Ltd.**  
Benson Block. TWO STORES. Jasper Ave at 101st Street. 103rd St.

**"Hell's Angels" Tonight at Rialto**

Canadian Yo-Yo Champion to Give Demonstration at Rialto Theatre

The management of the Rialto theatre are to be commended for their untiring efforts in bringing to Edmontonians the cream of the present day talking pictures. Starting tonight this locally-owned theatre present the picture that has taken the continent by storm "Hell's Angels."

This outstanding production has taken three years to make, it shows some of the most thrilling and stirring incidents in the air that have ever been shown to the public. It presents over eighty-seven separate aeroplanes in action and employed more than one hundred experienced aviators. It is said by those who have viewed the picture that the scene of the destruction of the Zeppelin over London beggars description.

Mr. Boyd who is in the city today and who is the father of the distinguished Yo-Yo champion had the opportunity of viewing this picture at the coast and is most lavish in his praise. Mr. Boyd is a man with considerable newspaper experience, having been on the editorial staff of the Edmonton Journal for a period of eight years. He has seen hundreds of pictures in his life, but he remarks that never has he been so thrilled and stirred as he was in the showing of this picture.

This is a film that should not be missed by any Edmontonian, man, woman or child.

The management have also been

**'Hell's Angels' Showing Tonight**



MIDNIGHT PREVIEW OF GREAT PICTURE STARTS AT 11:15  
Above are shown Ben Lyon, James Hall and Jean Harlow in "Hell's Angels", spectacular aviation picture which will be shown in a midnight preview at the Rialto theatre tonight. This film cost approximately \$4,000,000 to produce and was nearly three years in the making. The regular performances open on Friday and will continue at the Rialto for eight days. Special street cars will take fans to their homes after the show tonight.

successful in securing at considerable expense the picture that has been acclaimed the world over. The picture without a syllable uttered and yet the moving picture that has been showing to crowded houses wherever it has been shown. Watch for the announcements of the Rialto theatre, they will always hold something of interest to Edmonton theatre-goers.

**Local Dealers And Stores Sell Canadian Yo-Yo**

These Merchants Are Behind "Hiker" Yo-Yo Canadian Product

Today the boys and girls of Edmonton are demanding the Hiker Yo-Yo. Representatives of this Canadian firm have been in the city for the past few days and have arranged with the Peacock Drug company, located in the Revillon building to handle the local distributing of their product. The Yo-Yo which is an all Canadian product is manufactured in Victoria, B.C. by returned men and many of the Edmonton merchants have decided to stock the Hiker Yo-Yo.

Mike's News Stand has ordered a big shipment which will be on sale at the store tonight. John Michaels has tested out this Canadian product and finds that it is all that it is claimed to be.

The Hiker Yo-Yo will also be on sale at the two stores owned and operated by the Northern Hardware, both at their store on 101st st. and the number two store at the corner of 127th and Jasper ave.

For the people who shop on the market square they will find a full stock of these Yo-Yos in J. A. Werner Hardware located at 10139 99 st. This old established hardware store was impressed with the demonstration by Duncan Boyd and Lester and Cecil Lloyd and even J. A. Werner can now be seen with the Hiker Yo-Yo.

Even the Jeweler is stocking up on Yo-Yos. Irving Kline's on 101 st. right opposite the Rialto theatre will be found this fascinating toy and Irving Kline has some system whereby patrons of his store may obtain one free, full particulars will be found in his advertisement.

The Merrick drug, the local firm with four independent drug stores have the Canadian-made Yo-Yo on display in each one of their stores. Both Merrick and Arthur Yockey have been struck with the excellence of this Canadian product and with a little more practice each should soon be a proficient wielder of the Hiker Yo-Yo.

Those toys that have taken this city by storm will also be found on sale at Johnson's drug stores. This well established drug store is always to the fore when any new product comes on the market and last no time in ordering a stock as soon as they found the Hiker Yo-Yo was made in Canada.

Being close to the heart of the city Wilson's stationery was not behind when it came to introducing the Canadian Yo-Yo to the Edmonton public. All the different kinds of Hiker Yo-Yos will be found on sale here and busy clerks are hurrying to and fro with the dancing toy keeping time to the ringing of the cash register.

When the boys and girls at the west end are out from school it seems that the first place they make a bee-line for is Murphy's grocery at the corner of 127 st. and Stony Plain rd. Mr. Murphy may not be a native of the Philippine Islands but he has certainly mastered the art of manipulating the Yo-Yo to advantage. Any noon hour you may see him surrounded with a group of admiring boys as he makes the little top at the end of the string obey his will. West end boys and girls will have a full stock of Hiker Yo-Yos at Murphy's grocery.

**Outstanding Picture to Be Shown Tonight**

Rialto Theatre Secure Sensational Attraction

In addition to the outstanding production that opens at the Rialto theatre tonight with a pre-view, patrons will have the opportunity of witnessing Donald Boyd in action with the Hiker Canadian Yo-Yo.

Donald is very enthusiastic about the actions of this Canadian toy and is bound to put on a display that will delight the grown-ups. He will show you just what can be done with this tantalizing toy. He will show you how to make it dance, how to make the figure eight and numerous other tricks that always leave his audiences gasping.

He will also appear at all evening performances as long as he remains in the city and arrangements are being made for him to give a demonstration at the Saturday morning show of "Hell's Angels."

In the daytime from 2:00 to 4:00 the boys and girls of the city and grown-ups too, may have the opportunity of seeing Donald perform in the Hudson's Bay company which was one of the first stores to introduce this Canadian Yo-Yo to the city.

Noting the intense interest in the art of Yo-Yo-ing amongst the boys and girls of the city the management of the Rialto theatre has decided to hold a Yo-Yo contest. This is to take place on the stage of the Rialto theatre Saturday morning, April 4, and all entries should be given in to the office as soon as possible. Valuable prizes are to be given that are to be donated by different merchants in the city. Look for the list of prizes Saturday or Monday.

Mr. Long has promised every entry some little souvenir and says that every boy or girl who wishes to enter will be given a fair chance to compete for the prize.

**"Get in the Swim" GET YOUR YO YO TODAY**

More fun than a picnic . . . brings out your skill . . . and laughs galore for everyone.

We handle the famous Canadian Made "Hiker" Yo Yo

Demand the Canadian product . . . made in Canada by Canadian Returned Soldiers. This is the ONLY CANADIAN-MADE YO-YO . . . accept no other.

We carry a complete supply in all colors

**J. A. Werner Hardware Co. LIMITED**  
10139 99th Street  
Phone 22230 - 22832

**HIKER YO-YOS**

The genuine Canadian-made, as used by Donald Boyd, Canadian Yo-Yo Champion.

Complete stock of all sizes and grades

**WILSON STATIONERY COMPANY LIMITED**  
10080 Jasper Ave. Phone 23474

**GENUINE HIKER YO-YOS**  
Canadian made and best finish as used by Don Boyd, Canadian Champion.

**MIKE'S NEWS STAND**  
10062 Jasper Ave.

**The Hiker Yo-Yo FREE**

With every purchase of \$1 and over at our Store

**IRVING KLINE**  
JEWELER  
(OPPOSITE RIALTO THEATRE)  
10123 101st Street Phone 25284

**DONALD BOYD**  
The Yo-Yo Champion  
Stays at the Champion Hotel  
"The SELKIRK"

**SELKIRK**  
AND  
**YALE HOTELS**  
JASPER AVE.  
The Hotels of Comfort  
In the Heart of the Shopping District



**DONALD BOYD**  
Canadian Yo-Yo champion.

"Mamma, I have a stomach ache," said Peggy, aged five.

"That's because you haven't had any lunch yet," answered Peggy's mother. "Your stomach is empty. You'd feel better if you had something in it."

That afternoon a friend called and in the course of conversation remarked that he had been suffering all day from a severe headache.

"That's because it's empty," said Peggy sympathetically. "You'd feel better if you had something in it."

—E. M. Sisk.

**Preview Tonight at 11.15 at Rialto**  
A Special Street Car Service!  
Unbelievable!  
No other picture has ever equalled the daring and breath-taking magnitude of this mighty drama of the skies, which required three years to make and cost millions.

**HELL'S ANGELS**

**ADDED ATTRACTION**  
**DONALD BOYD**  
CANADIAN YO-YO CHAMPION

Who will appear in person on the stage at the MIDNIGHT PREVIEW and every day when advertised.

**BOYS AND GIRLS**  
Get ready for the "Hiker" Canadian Yo-Yo Contest, Saturday, April 4th.

**VALUABLE PRIZES**

**JAMES HALL** **BEN LYON**  
**JEAN HARLOW**

**REMEMBER, PLEASE, TO GET YOUR TICKETS EARLY FOR THE PREVIEW**

**The Master Motion Picture the World Has Been Waiting Three Years to See!**

**RIALTO** **RIALTO**

MATINEE EVERY MORNING 10:30  
DOORS OPEN AT 10:00 — ADULTS 25c, CHILDREN 10c  
AFTER 1:00 to 8:00 P.M.—  
Adults 45c, Tax 5c; Children 25c.  
EVENING—8:00 P.M. TO CLOSING  
All Seats 67½c, Tax 7½c, Total 75c.

87 planes and 137 aviators. Over 5,000 extras—the burning of a Zeppelin over London—these are some of the things that have helped to build this mighty talking picture.

Read What John S. Cohen Says in the N.Y. Sun:  
... Bound to be the talk of the town . . . represents for sheer magnitude, sheer destruction and thrills, probably the high peak of the cinematic air circuses . . . most thrilling of all aviation pictures.

This from a Leading critic, is Unqualified Praise

# LOOK! Boys - Girls! FREE!



MORRIS HAMILTON  
Yo-Yo Champion



Two at a time with a genuine  
Duncan "77" YO-YO

## A Genuine Duncan '77' YO-YO

Throw Away the Old One  
and Get a REAL TOP

*It's Easy—*

Just Secure One New Subscription  
to

**The Edmonton Bulletin**

— Here's How —

Call on your friends, relatives and neighbors—show them what you are working for. If your folks are not now regular readers of the Bulletin get them they will be glad to help. Just as soon as you have secured your order bring it to the Circulation Department of the Bulletin and the famous Duncan "77" Yo-Yo will be yours.

### USE THIS YO-YO ORDER BLANK

*The Edmonton Bulletin*

I want to help the boy or girl mentioned below win a Duncan "77" Yo-Yo and hereby subscribe to the Edmonton Bulletin, for which I agree to pay the regular carrier at the rate of 15 cents per week hereafter until ordered discontinued.

Signed .....

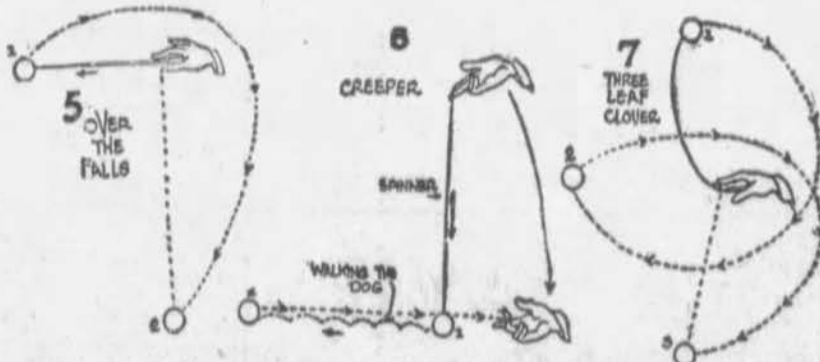
Address .....

Phone .....

Immediately upon verification of the above subscription, a famous Duncan "77" Yo-Yo is to be given to:

Name ..... Address .....

Do not sign this if you already subscribe to The Edmonton Bulletin—you will only disappoint this boy or girl.



**THESE TRICKS CAN BE DONE WITH A  
FAMOUS GENUINE DUNCAN "77" Yo-Yo**

THE FRESNO BEE, FRIDAY, APRIL 10, 1931

## Boys and Girls— The Yo-Yo Man

Will Demonstrate  
at Homan's  
Saturday, 10 A. M.  
to 4 P. M.

—THE GENUINE

## Flores Yo-Yo

—With the two-strand string,  
the only one that really per-  
forms. Get 'em at Homan's.

**15c and 25c**

**Homan & Co**  
MARIPOSA & VAN NESS  
TWO ENTRANCES

# Great Yo-Yo Tournament

At **EMPRESS THEATRE**  
**APRIL 11th**

9:30 A.M.

Open to All from 1 to 99 years old. The only condition is that the Yo-Yo used by Contestants Must Be a Duncan "77" — All kinds of fun! See opposite side for Prize List.

**Win a \$100 Credit Note**

On a New BUICK "8" at the Yo-Yo Tournament Tomorrow

PRESENTED BY  
**Price-Dayton Ltd.**

10040-48 104th Street

The Master of Ceremonies will be Jack Cowan, who has promoted Yo-Yo Contests throughout the United States. He will keep you on your toes from beginning to end.



**P-R-I-Z-E-S**

1. \$100.00 Credit Note on any car in the show room to the first person over 21 who can out-throw a minor. Donated by Price-Dayton Ltd.
2. A Beautiful Watch, presented by the management of the Empress Theatre.
3. \$25.00 Camera, donated by National Drug Co. Ltd. (Distributors of the Duncan Yo-Yo's in Alberta.)
4. A Pair of Choice Angora Rabbits, valued at \$35.00.

OTHER VALUABLE PRIZES

**"Bulletin" Duncan '77' Yo-Yo Tournament**

Empress Theatre, April 11

ENTRY FORM

Sign this coupon and bring it either to the Circulation Department of the Edmonton Bulletin or the office of the Empress Theatre or take it with you to the Empress Theatre on the day of the Tournament at 9:30 a.m.: Saturday, April 11th.

I wish to enter the Bulletin Duncan '77 Yo-Yo Tournament, Saturday, April 11, and I agree to accept the decision of the judges as final and binding.

Signed \_\_\_\_\_  
Address \_\_\_\_\_  
Age \_\_\_\_\_  
(Write your name and address in capital letters.)

**The Most Fun Yet**

**Genuine Duncan "77" Yo-Yo's**

WE HAVE THEM

**Armstrong's Drug Store**

10345 - 97th Street

Buy Your Tournament Yo-Yo's From Mitchell

WE SELL

Genuine Duncan "77" Yo-Yo's

**Mitchell's Drug Store**

9452 - 118 Avenue

Come To

Duncan's for Duncan Yo-Yo's

Genuine "77" Duncan Yo-Yo's Are Best!

**Duncan's Drug Store**

10364 Whyte Avenue

**The Supreme Yo-Yo**

DUNCAN GENUINE "77"

BUY THEM AT

**Agnew's Drug Store**

9546 Jasper Avenue

TODAY AND SATURDAY



MONDAY TUESDAY AND WEDNESDAY

Here is the season's dramatic sensation enacted by a cast of great stars! Society romance, underworld melodrama, 1000 thrills!



**JOHN GILBERT**  
IN  
**Gentleman's Fate**

A new kind of underworld story! It's real! It's amazing! It will touch your heart!

with **LOUIS WOLHEIM**  
**LEILA HYAMS**  
**ANITA PAGE**  
**MARIE PREVOST**

Gems of M.G.M. (Novelty)  
"Lambo Will Gamble" (Crazy Kat Cartoon)

One man's wife is another man's temptation. He thought his wife a child. But she played with fire and that's no child's play. Take a tip!



IF ONE KISS



COSTS \$10,000—

who can afford LOVE?

**DON'T BET ON WOMEN**

with **EDMUND LOWE**  
**JEANETTE MacDONALD**

FOX PICTURE

ADDED

Paramount News  
"Bride's Mistake"

**PUBLIC DRUG Company**

Come and Get Your

**Duncan Yo-Yo**

For the Big Tournament!

We have plenty of them.

A Full Stock of Quality Drugs

Our Prescription Service is the Last Word in Reliability.

Our range of Perfumes, Soaps and Toiletries is thoroughly complete.

Have You Tried the Latest?

Yo-Yo Lunches, Yo-Yo Sandwiches  
Yo-Yo Malted Milk

**PUBLIC DRUG STORES**

WE DELIVER

Store No. 1 Jasper Ave. at 102nd Street  
Store No. 2 101st Street Opp. Rialto Theatre  
21633 — Phones — 24777

**Morris Hamilton**

Canada's Youngest Yo-Yo Champion

stays at the

**CECIL HOTEL**

The Most Convenient and Homelike Hotel in the City

**Cecil Hotel**

10406 Jasper Ave. Phone 21131

**Morris Hamilton**

Canada's Youngest Yo-Yo Champion of Champions, eats at American Dairy Lunch for the most wholesome food.

**American Dairy Lunch**

Next Pantages Theatre



101st Street at 102nd Ave.

**Boys and Girls**

Come in and see CRAWFORD AIRTH

Edmonton's Own Yo-Yo Expert



Every Afternoon from 4.30 to 6 o'clock.

City and Out-of-Town Dealers

Phone, Wire or Write for Your Supplies of Genuine Gold Segl

**DUNCAN YO-YO'S**

TO

**BLOWEY HENRY**

LIMITED

Wholesale Distributors

10154 - 101st Street Phone 22058

**See Morris Hamilton**

In Action

Saturday All Day

using the



**Genuine Duncan "Yo-Yo" Tops**

which are for sale

by

**T. EATON CO LIMITED**  
EDMONTON CANADA

Second Floor, Annex

Phone 91245

## Famed Stage Star Yo Yo Fan

Here's Lillian Roth, famed movie, stage headliner, who has fallen to the Yo Yo craze that is sweeping the country. Lillian, who's a mighty good Yo Yoer, Yo Yoes in her dressing room and in the wings while she is awaiting her turn, and she has found that her Yo Yo whiles away many an otherwise lonesome hour in hotel rooms while she is on the road.



## All Succumb to Yo Yo Lure; Kiwanis Vie

Craze Is Spreading to All Parts of Binghamton; It Affects All

Yo-yo. The aggravatin' game that's sweeping Binghamton. Schoolchildren and octogenarians. Youth and middle age. Bankers, bakers, telephone operators and tailors. All are succumbing to the lure of the whirling disk on its vibrant string. And Kiwanians!

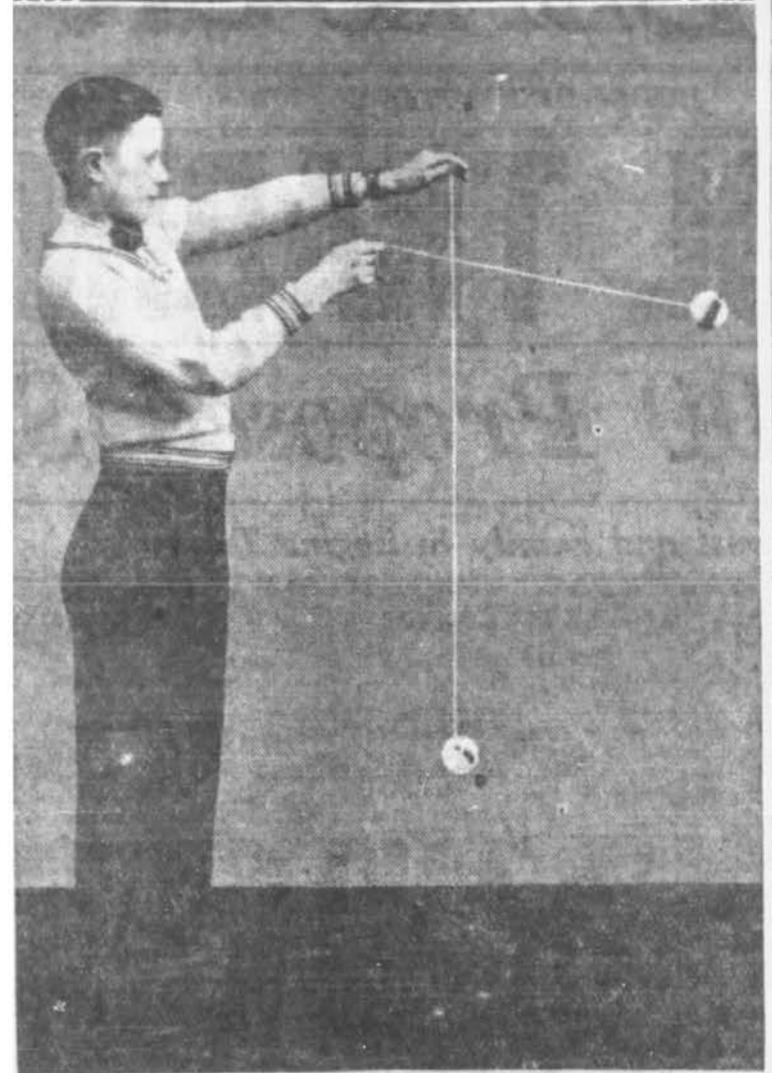
At their weekly luncheon meeting yesterday each member was presented with a genuine Duncan yo-yo. Perfecto Valdez, Filipino yo-yo expert, was on hand to put the spinning top through its paces. Perfecto made the yo-yo hop and twirl in an uncanny manner.

When the exhibition was concluded, about 100 shiny new yo-yoes rolled to the end of their strings as the business men attempted to follow the instructions that the Filipino had given them. But nothing happened as it should. The spools flopped aimlessly about and the Kiwanians learned that yo-yo-ing is not exclusively a game for children. And so it goes. Like an epidemic the craze for yo-yo is spreading to all parts of the city. One flip of the top and a new addict is made.

It is not known, as yet, whether any physicians have been consulted as to a cure for yo-yo-itis. However, it appears that the only safe advice they could offer is to let the disease run its course.

So, if you're walking along the street and feel an irresistible urge to reach into your pocket or handbag and take out the yo-yo for a few flirts, don't hesitate. Obey that impulse—and Yo-yo!

## Yoo-Hoo, Here Is An Example of Yo-Yo



Introducing Morris Hamilton, Vancouver, Canada's most expert Yo-Yo-er, who is in Regina and will give demonstrations in Regina stores of his skill in manipulating this little toy which has taken the country by storm. What is Yo-Yo?

## What Is Yo-Yo? Latest Philippine Island Game Grips Fun Loving Folk; Leader-Post Sponsors Contest Here

What is Yo-Yo? Children, and others, everywhere that Yo-Yo has been demonstrated have immediately become ardent fans of this pastime.

To further it in Regina, the Leader-Post has sponsored a Yo-Yo contest, bringing to the city, Morris Hamilton, Vancouver, who is without a doubt Canada's most expert Yo-Yo-er.

**A Peppy Toy**

To explain just what a Yo-Yo is—

A Yo-Yo is two flat pieces of wood fastened together with a core. A string is attached to the core, the idea being to keep the Yo-Yo running up and down the string, scampering across the floor, hesitating for a few moments and then running up the string again. Something like a monkey with an old-fashioned grind-organ, only with more pep.

The tricky little things are

for sale at practically all Regina stores where demonstrations are slated to be given by Morris Hamilton, the champion Yo-Yo-er.

Those who are acquainted with this latest plaything which originated in the Philippine Islands claim that with a Duncan "77" Yo-Yo the best results can be obtained. There is relaxation in manipulating these little toys, which take a lot of skill to handle.

In Regina a Yo-Yo competition is being sponsored by the Leader-Post with the co-operation of Jack Cowan of the Duncan "77" Yo-Yo company and Morris Hamilton, Vancouver.

Plans are being completed for this new and fascinating competition, the climax of which will be a contest in the Metropolitan theatre when promising Yo-Yo-ers of all ages will compete.

## As Binghamton Newsboys Go Yo Yo



Yo yos to the right; yo yos to the left. Here a yo yo; there a yo yo; everywhere a yo yo. These newsboys, everyone equipped with a yo yo, are shown on the Courthouse steps just before they began training for the big yo yo tournament.

### Tournaments Will Determine Southern Tier Yo Yo Champ

**Binghamton Press to Conduct Contests Here and in 20  
Surrounding Towns—\$200 in Cash Prizes  
Will Be Awarded**

It was bound to happen! With every schoolyard alive with flashing yo yos; street corners the scenes of impromptu contests; drug stores the nightly meeting place of amateur yo yoers; in fact, the whole city yo yo conscious, something had to be done.

And The Binghamton Press is going to do it! All this unguided yo yo effort will be focused on a worthwhile point. Here's how.

A great city-wide yo yo tournament will be held to determine the king yo yoer of Binghamton. Twenty contests in towns surrounding Binghamton will decide their respective champions; who then will come to Binghamton to compete for the title of grand yo yo champion of the Southern Tier.

Two hundred dollars in cash prizes will be given to the winners! All the boys and girls in Binghamton and the surrounding towns will be eligible!

Detailed announcement will be made in a few days. Watch The Binghamton Press.

The genuine Duncan yo yo has been selected as the official Binghamton Press contest top.

This particular yo yo is a replica of the best style Filipino yo yo. It is made in one solid piece of wood and has a loose string around the core. This construction enables it to do all the tricks in the yo yo category.

The Filipino yo yo experts in Binghamton will conduct training camps at the various playgrounds around the city and also will make trips to towns in the Binghamton area to teach the art of yo yoing.

Their schedule will be announced in The Binghamton Press from day to day.

Get ready, boys and girls!

### Yo Yo Captivates Walton, Police Chief Teaches Mayor

Walton, April 22—Walton's officialdom has gone yo yo.

Just an hour after the game was introduced in this village, Mayor Paul F. Taylor and Police Chief Alton C. Bartlett were at work solving the intricacies of the latest pastime.

Chief Bartlett claims credit for solving the yo yo game first. It is from him, he declares, that Mayor Taylor has learned what he knows about it. At any rate they are both doing nicely, and can even execute the "loop-the-loop."

The new game has taken Delaware county by storm. Plans have

yo as an ideal playground sport. At Hancock and Deposit well laid out plans are being made to introduce the yo yo game. Mr. Valdez will appear publicly in both these villages and also will visit the school playgrounds to give yo yo instructions.

Yo yo is captivating all classes and ages in Delaware county.

been completed for the public appearance of Perfecto Valdez, Filipino yo yo champion, in Delaware street, Walton, in front of Lane's pharmacy, Saturday afternoon at 4 o'clock.

Several public schools in Delaware county have recommended yo

## Southern Tier Yo Yo Title Will Be Conferred at Final Contest in Binghamton May 9

\$200 in Prizes Awaiting  
Boys, Girls Entered in  
Tournament

Attention, yo yoers!  
Final plans are complete in the big \$200 yo yo tournament, sponsored by The Binghamton Press. The elimination contest for Binghamton will take place on Saturday morning, May 9, at one of the Commercial theatres. Elimination contests in towns surrounding Binghamton are being arranged locally. The first two winners in the out of town contests will be invited to compete against Binghamton's two best yo yoers for the grand championship of the Southern Tier on Saturday night, May 9, in a Binghamton theatre.



Barbara Burgin of Delhi appears wholly satisfied with her new toy—a Philippine yo yo.

Two hundred dollars in cash prizes will be given to the winners of the eliminations and the grand final. This money will be divided equally between the out of town and the Binghamton contestants. All the boys and girls in Binghamton and surrounding towns are eligible to enter. The rules are simple. Contestants must be 13 or under and non-professionals. Each entrant must have his or her own yo yo.

Starting Monday, The Binghamton Press will print daily an entry blank. To enter the contest, just tear out the blank, fill in your name and address and send it to The Yo Yo Contest Editor, care of The Binghamton Press. There are no fees or red tape required.

The genuine Duncan yo yo is the official contest top.

The tournament will be run off by means of eliminations. Standard yo yo tricks will be called by the judges. The contestants will line up and pass across the theatre stage, each entrant being given three chances to do the tricks. Failure to do any of the elimination tricks will bar the contestant from further competition.

Beginning Monday The Binghamton Press will publish each day one of the elimination tricks and instructions as to how to work it. Training camps at the various playgrounds will also be announced next week with the Filipino experts on hand to teach aspiring yo yoers new tricks.

### Yo Yo Scores at Oneonta in Hartwick College Circus

Oneonta, April 25—Blaring bands, typical over-the-top lights, clowns, a sawdust trail and all the trappings that make the "big top" dear to the hearts of young and old featured the opening performance of the Hartwick college circus Friday night in the college building.

One of the biggest novelty surprise numbers on the program was the appearance of Perfecto Valdes, Filipino yo yo champion, whose masterly handling of the top which spins at the end of a string is expected to result in a rush for the tops at downtown stores which have placed them in stock. Mr. Valdes appeared under the joint auspices of The Binghamton Press and the Fox Oneonta theatre, both of which have offered prizes to the boy or girl who wins a yo yo contest in this city and who in addition will receive a free trip to Binghamton to enter the final contest in which valuable prizes have been offered by The Binghamton Press.

There were clowns, funny men and women, rubes, tumblers, acrobats and a score of other performers on last night's program, which will be repeated again this afternoon, with Mr. Valdes as one of the attractions on the program. One of the high spots on the program was the comedy wrestling bout between Hercules Harrison and Champion Hoopsey Doop Carbonelli.

The popularity of the yo yo since the visit of the yo yo man to this city several days ago has spread to the point where young and old are seeking to master the tricks possible with the old-time Filipino amusement device. It is expected that the contest in the Oneonta theatre next week will draw a large number of entrants.

### "Yo Yo" New Playground Cry of Pupils at Delhi

Delhi, April 25—"Yo yo" is the new playground cry at Delaware academy, Delhi, where the youngsters spend their recess and "after school" hours learning the new game.

But the new craze isn't confined to Delaware academy playground. It has captivated old as well as young.

Barbara Burgin, 19 months old, is the youngest of Delaware county's yo yoers. Then there is the farmer who stopped his automobile in the middle of main street traffic to ask if he "might look at one of those things." He looked. He experimented. The yo yo performed for him. He slipped it into his pocket, remarking somewhat sheepishly, "My grandchildren will get a lot of fun out of this."

And so it goes throughout Delaware county. Yo yo in the space

of a few days has become the prevailing sport of youngsters, youths in their teens and adults. Announcement that there will be a series of yo yo contests in the communities of Delaware county, with the winners going to a final yo yo contest in Binghamton, today sent the interest of youngsters of this section to a high pitch. Deep in the heart of each of these youngsters lies the belief that he will be the yo yo champion of his village. While they can't all be winners, the competition is developing a lot of skill. Yo yo has become exceedingly popular with the schools of Delaware county as a playground sport. In the larger schools the sport is not only endorsed but receives regular supervision.

## Mickey Mice To Stage Yo-Yo Contest Members To Feature Day's Program

Say, Mickies, just gather up those yo-yos that were given to you last meeting and bring them to the big time this morning, as there are going to be real prizes given to the members who can work one best. There were over 2,000 Flores yo-yos presented to members last time and there probably will be just that many entered in the contest. For that reason there will be two preliminary events and a final one.

In today's contest any one may enter and the one who is speediest, fanciest or cleverest in any manner will win. But more than one will be chosen today and next time. Prizes will be given at each meeting to the winners. Mickies, here is a chance to show off before the girl friend. Wouldn't that be nice to be the champion yo-yo operator of Fresno?

Tusch will be on hand to introduce the feature ideas on the Fanchon & Marco circuit, too. The "Russian Art" idea will furnish the talent. Two eccentric girls, giving a clever imitation of frogs, will prove very interesting. On the Mickey Mouse program is to be what might be called the "Song and Dance" idea by Mickey Mouse artists. Among these will be Delsie Malsbury singing "You're Driving me Crazy"; Doris Atkins doing acrobatic stunts; Jean An-



derson in a dance; Virginia Neal singing "Would You Like to Take a Walk?" and Virginia Martin in another dance.

Following the Mickey Mouse theme song there will be as usual the sound cartoon. The title of this week's offering is "Merry Dwarf." The second chapter of the all-talking detective story, "Finger Prints," will star Ken Harlan and Edna Murphy. Then after the showing of that favorite of everybody who attends the movies, Rin Tin Tin, in "Rinty of the Desert," will be the distribution of a "Wilson's Creme de Mint" bar to every Mickey and Minnie Mouse present.

### To Hold Essay Contest For Sixth Grade Pupils

Members of the Fresno Women's post 387, American Legion, meeting in the legion hall last evening, voted to conduct an essay contest among students of the sixth grade in the 17 county schools where cots are used during rest periods. The contest will include the awarding of two legion medals to the best essays on "Why Health Is Essential to Good Citizenship." A medal will be given to a boy and one to a girl. The post furnishes the cots in 17 county schools. Miss Esther Roach, commander of the post, presided at the meeting.



## Another Big MICKEY MOUSE SHOW

—on Screen—  
RIN-TIN-TIN  
"Rinty of the Desert"

Mickey Mouse Cartoon  
Serial "Finger Prints"

—on Stage—  
8 Special Acts

### Flores Yo-Yo Contest



TODAY  
10 A. M.  
Republican  
Mickey  
Mouse  
Club  
FREE  
CANDY

## FRESNO GOES YO-YO

Join the Fun  
With a  
**FLORES  
YO-YO**

**YO-YO**  
"The New National Sport"

ON SALE AT

**HOMAN & COMPANY**  
Mariposa and Van Ness

**FRESNO DRUG CO.**  
Fulton and Belmont

**FLOYD C. LYNN**

**STARR'S PHARMACY**  
North Fulton at Olive

**BLACKSTONE PHARMACY**  
539 Blackstone

**CHRISMAN'S PHARMACY**  
2448 Stanislaus



## Even Elephants Go "Yo-Yo"



### Yo-Yo Affords Fun For Entire Family

Fresno has gone Yo-Yo with all the fervor of childhood. And "Yo-Yo! Yo-Yo! Yo-Yo! aren't you coming out to-night?" might be the paraphrase which society could write on an old popular song.

Everywhere one turns one sees signs of the oncoming madness of the moment. It is either a well developed case—as witness the set of six bright colors bought by a barrister who "feared the strings might break just as he might be getting the hang of the pesky thing," or the mother of well-known young sons and daughters who forebore to have them removed from the living room tables—these symbols of harmless entertainment which had engrossed the attention of her entire family.

Or if you happen to be in one of the many local stores selling Yo-Yos you will notice some of our leading citizens buying a bright red Yo-Yo "for his son of course," but follow him to his office and his secretary will tell you "The boss is in conference" but from somewhere behind the door marked "Private" you will hear the tell-tale buzz and hum of a new Yo-Yo. Oh where, oh where will this thing end.

And we might also mention there is a lot in the Yo-Yo you buy. Flores Yo-Yos are the best and are on sale at the following stores: Fresno Drug Co., Bydes Hardware Store, Homan's Sporting Goods, McCarthy's Jewelry Store, all the Owl Drug Stores, Floyd C. Lynn, Murray's Ice Cream Parlor, Christman's Pharmacy, the Blackstone Pharmacy, and many other leading stores. Be sure and ask for a Flores and you will have the best in Yo-Yos.

YO-YO TIME WILL SOON BE HERE ! ! ! !

## BOYS and GIRLS

Get Ready For The Big



MATINEE AT BOTH

STATE and AMERICAN THEATRES

Saturday Afternoon Between 1 and 3 P. M.

First 150 (one hundred and fifty), boys and girls at each theater Will Receive Absolutely

**WITHOUT CHARGE**

One of the Famous Duncan Balanced YO-YO Tops—the kind that spin. In all 300 Free Tops.

**AND ON THE STAGE**

You will see the World's Champion Filipino Yo-Yo top spinner demonstrate the many tricks possible with this wonderful new toy. In addition Miss Leonard will explain details of the coming

**Championship YO-YO Contest**  
**\$25.00 IN CASH PRIZES**

Children's Admission price both theaters Saturday 1 to 3 p. m. 10c Under 11 Years of age.

SATURDAY AT THE STATE  
"UP POPS THE DEVIL"

SATURDAY AT THE AMERICAN  
Jack Oakie in "June Moon"

## Yo-Yo Contest Will Be Held on Saturday

The Flores Yo-Yo contest to determine the best Yo-Yo operator in Pasadena takes place at 1:30 p. m. Saturday at the Fox Pasadena Theater.

The prizes are three trophy cups, cash and Yo-Yo's. Mr. Baker announced that anyone may enter this contest, as it is for boys and girls of all ages. Twenty of the Post news carriers have entered.

## Get a YO-YO

We Have a Supply of the Genuine  
Duncan Yo-Yo's

25c and 10c

You can do all the tricks with the Duncan Yo-Yo.

See Tony Flor, champion Filipino, perform with a Yo-Yo in our front window tonight from 8 till 9:30.

**Shangraw's Pharmacy**

Opp. Hotel Berwick.



Get Your Yo-Yo Now  
And Be Ready for  
City Wide Contest

# GENUINE DUNCAN 77 YO-YO TOPS

## 25c

SOLD AT AUTHORIZED DEALERS ONLY

The Genuine Duncan Yo-Yo is the only top authorized by City Playgrounds Commission for the Ottawa City Championship held during Exhibition Week.



For Additional Tops  
and Information  
Phone Q. 5380

## GUESS THE VERSE AND WIN A YO-YO TOP

BOYS AND GIRLS  
Get Your Yo - Yo  
**FREE**

at  
**PARKER'S**

A Genuine Duncan No. 77 Yo-Yo top will be returned absolutely FREE with every gentleman's suit received for cleaning and pressing at our Bank St. Store, during the week of July 13 to 18.

Play the Yo-Yo

Gentleman's three-piece suit. One Yo-Yo Free **\$1.00**

Phone Carling 590 Now



Mrs. W. O'Hara, Manageress Bank St. Store.

Be Ready for the  
**BIG CONTEST**

No. 77 Genuine Duncan  
**YO-YO TOPS**  
25c

No. 44 Duncan Yo-Yo top 15c

Use verse

Get your top now at

**Liggett's**

207 Sparks St.

Queen 98

Are You  
Any Good  
at  
Guessing?

Here's your chance Boys and Girls, to win a genuine Duncan Yo-Yo top.

Read all the ads on this special Yo-Yo page and you will find hidden words through each ad that, when put together will make a verse of four lines.

To the first 25 boys and girls sending in the correct solution to this fascinating puzzle of putting the verse together a Yo-Yo top will be given Free.

Neatness and cleanliness in forwarding the answer will be considered by the judges. The names of the winners will be published in The Evening Citizen Tuesday, July 14.

Contest closes at 1 o'clock Tuesday.

Address all solutions to "Yo-Yo" Contest Editor, The Ottawa Citizen.

WESTON'S  
YO-HO  
BISCUIT PACKAGE



Price 25c  
CONTAINS

An excellent assortment of Fancy Biscuits and  
**1 YO-YO FREE**

Sold by all leading grocers in Ottawa and Hull.

The Message

**GEORGE WESTON LIMITED**  
Manufacturers of English Quality Biscuits.

**Boys! Girls!**

Join the Merry Throngs  
of Yo-Yo Players

Get your Yo-Yo top now, you'll need plenty of practice to compete in the big contest. On sale at

**15c and 25c**

All you

**THE CANADIAN DEPARTMENT STORES LIMITED**

GET YOUR

**YO-YO**

At Our Sparks St.  
Store

and be ready for the City wide

**TOURNAMENT**

You'll learn to

**F.W. Woolworth Co.**

Limited

5, 10, 15 CENTS STORE

Sparks Street

Every Home  
In City  
Affected By  
YO-YO

YOO-HOO.  
YO-YO.

AND THEN.

There is practically no home in the city, which has not been affected by the yo-yo craze. The "fad" that has spread from one end of the continent to the other, captured Ottawa a shortly over one week ago. And now everybody is doing the yo-yo.

Did we say doing it? We should have said everybody is trying to do it.

Haven't you heard?

Infants in their cribs and octogenarians in their wheel chairs, armed with the fascinating little gadget—two circular pieces of wood joined together and tied to a string are yo-yoing their hours away.

But that ain't noblin'! Since the announcement that Ottawa was going to have a yo-yo championship contest, young boys have forgotten to clean the back yards, run the messages and other odd necessities that a willing youngster may do about the house—while little sisters and girl chums have forgotten such things as piano lessons and washing dishes. They are busy practicing with the yo-yo. Each and every one has decided to enter the contest, and although the art appears very simple, it isn't. Ask your friends.

Expert Yo-Yoer in Town.

And talking about expert yo-yoers, may we introduce to you Harvey Lowe, expert Chinese yo-yoer, who is in the city. You've seen him on Sparks street fascinating a group of grown-ups by his manipulation of the yo-yo. Harvey is Canadian champion, and he deserves the title. He's a great youngster, and when it comes to yo-yoing he takes the cake, cherry pie, hot dog and everything else that goes with it. He's a master.

Harvey has received innumerable requests from adults, as well as youngsters, seeking information as to how he performs some of his stunts with the yo-yo.

And then the old saying, "Papa, buy me one of those," has been heard so often recently around town it appears that only when every boy and girl is the proud possessor of one of those things—meaning a yo-yo—will the expression cease being used. Parents, if you are anxious to please your children, you might purchase them yo-yo's. You'll have to do it sooner or later—so why not now? At any rate, kids, what is uppermost in your minds is the city-wide contest. It is going to be held next month. Get busy—practice whenever you get a chance. You may win, and anyway, it's great sport. Yoo-hoo—yo-yo—that's all.

Charles Ogilvy Limited

MASTER THE ART OF THE  
**YO-YO**

GENUINE DUNCAN No. 77  
YO-YO CONTEST TOPS

**25c**

You can have lots of fun trying your skill with this fascinating new toy. Get yours today.

Harvey Lowe can

SEE

**HARVEY LOWE**

Canadian Champion Yo-yoer demonstrate in our windows Monday and Tuesday

Get your Genuine Duncan No. 77 Yo-Yo Top in our toy department, Basement.

Do Not Miss of

**Bryson-Graham Limited**

Genuine Duncan  
**77 Yo-Yo**

Boys and girls, if you intend to enter the City Yo-Yo Competition, you must have the Genuine Duncan No. 77 Yo-Yo, which sells at

**25c**

From this four

For sale at

**The  
Plaunt Hardware Co.**

187 Sparks St.

Queen 4642

Headquarters for Sporting Goods, Fishing Tackle, Johnson Outboard Motors.

## EVERYBODY IS YO-YO'ING IN OTTAWA

DISTRIBUTING THE

# FAMOUS DUNCAN YO-YO

Too, the same as

ORDER YOUR SUPPLY NOW AND BE PREPARED FOR THE RUSH THAT WILL TAKE PLACE WHEN YO-YO EXPERTS START TO TRAIN FOR THE CITY-WIDE CHAMPIONSHIP

CITY DISTRIBUTORS

**NATIONAL DRUG AND CHEMICAL COMPANY, LTD.**

LYON and WELLINGTON

QUEEN 2486



**HEY, KIDS!**  
 Official Flores  
 Yo-Yo Contest to  
 Be Held Soon  
 at York Theater

There will be CASH prizes, trophy cup and passes to the York theater—100 genuine Flores Yo-Yo's given away at matinee.

**Cholly Grandetta**  
 Champion of San Francisco, Will Be There  
**FLORES YO-YO for Sale at ALL DRUG STORES**

**THE SUN, LONG BEACH, CALIFORNIA,  
 TUESDAY MORNING, SEPTEMBER 22, 1931**

**Flores Yo Yos**

10c, 15c, 25c  
**D. R. STONE**

Long Beach Distributor

Call Egyptian Theatre, 649-69

**The Official Yo-Yo for Sun,  
 Egyptian Theatre Cash  
 Prize Contest**



*A LAND WITHOUT AN APOLOGY. THE NAPA VALLEY*  
**The Napa Journal**  
*THE MORNING*

NAPA, CALIFORNIA, FRIDAY OCTOBER 2 1931.

**ENTRY BLANK**

**FLORES YO-YO CONTEST**

Yo-Yo Contest Manager:

I hereby enter The Napa Journal, Fox Theatre  
 Yo-Yo Contest.

Name .....

Address ..... Telephone .....

Hand this in to the Contest Manager at Napa Journal office

Only the Original Flores Yo-Yo Allowed

*Kenosha  
 has  
 gone*  
**YO-YO**  
*Intriguing  
 Filipino  
 game captures  
 Kenosha's fancy*

The Kenosha Evening News in order to give every boy and girl in Kenosha and the surrounding territory an opportunity to own one of these popular YO-YO Tops so as to practice up for a grand YO-YO Contest with cash and merchandise prizes, which will be sponsored by the Kenosha Evening News in the near future, have made arrangements with the Donald F. Duncan Inc., of Chicago, Manufacturers of the genuine Duncan YO-YO Top, so that for a limited time only, from now until the day of the big contest, we offer the following to every boy and girl in Kenosha County and surrounding territory.

**A Yo-Yo Top Absolutely Free!**

Have your mother or father give to you 65c to pay for a month's subscription to the Kenosha Evening News, if you are now having it delivered to your home. Bring it to our office and we will give to you absolutely free a YO-YO top. The 65c may be applied on advance payment for the news or for payment of September account.

This is the one you will want.

**A Genuine Gold Seal  
 YO-YO**

absolutely free to every boy or girl who brings into our office 65c as the first month's payment on a new subscription to the Kenosha Evening News. This is the top that must be used in the YO-YO contest.

To Every Boy or Girl who brings into our office a new subscription or 65c in payment of a month's subscription where you are already receiving the News, we will give a Genuine Duncan Gold Seal Tournament Button.

Boys and Girls get busy now. The contest will be soon and you want plenty of time to practice up. Have your mother or father give you what they would pay ordinarily for the News and you bring it to our office and get your YO-YO Top. Or hustle out and get a new subscription and get a Genuine Gold Seal YO-YO so that you can take part in the contest and perhaps win one of the valuable prizes.

Watch the  
**KENOSHA EVENING NEWS**

Every Day for Further Announcements of the Contest



# The Fascinating Toy that has taken Brooklyn by storm..



**SINGING BILL**

Brooklyn's well-known organist, now playing at the Strand Theatre, noted for his microphone antics, has succumbed to the lure of the Yo-Yo.



**AMBY SUBIA**

World renowned Yo-Yo champion, native of the Philippine Islands, uses and recommends ONLY GENUINE DUNCAN GOLD SEAL No. 77 YO-YO.

Yo-Yo, that amazing little Filipino Fun Bug that merrily climbs up and down a string, daily adds thousands of new victims to its lure. Every one everywhere, young and old, find this new game interesting, intriguing and exciting. Yo-Yo clubs, Yo-Yo parties and Yo-Yo contests have become popular throughout Brooklyn. You, too, will like Yo-Yo and the amazing tricks you can make it do. It's real sport, wonderfully fascinating... and if you haven't got a Yo-Yo, run, don't walk, to the nearest store and get yours today.

**Get Your Genuine Duncan Gold Seal Yo-Yo today... the official Brooklyn Eagle Tournament Top... Read The Eagle Daily for Yo-Yo Contest Details.**

**INSTRUCTIONS: How to Operate the Genuine Duncan No. 77 Gold Seal Yo-Yo. The Magic Top—New, Fascinating, Exciting. The Kind That Spins at the End of a String.**

**When Yo-Yo is First Received**

The cord is wound around center of top in the groove. The end of the cord has a loop which should fit tight on the finger, therefore it is necessary to pass the string through the loop, making a slip loop that will fit the middle (or large) finger of the right hand. Place the loop on the middle finger like a ring, drop the top, letting it fall almost to the floor, then draw it up again. This action is similar to the bouncing of a rubber ball on a long elastic string. If unsuccessful, re-wind the string loosely for a few inches, then tightly until it is all wound up, then start the whole action over again until you have mastered the first trick of making the top run up and down the string without stopping.



See Figure No. 1 and 2 for correct and incorrect way of holding Yo-Yo Top before throwing.



See Figure No. 3 and No. 4 for position and cast.

See Figure 5 for proper position of hand to catch Yo-Yo on return.

The string used on the Yo-Yo top is especially made of Egyptian Fibre Cord and to insure best results insist upon GENUINE DUNCAN EGYPTIAN FIBRE YO-YO STRINGS for your GENUINE DUNCAN GOLD SEAL YO-YO TOP.

While playing Yo-Yo, should the top become knotted, untangle and let the top hang free at the end of string and wind as in the beginning. After playing, if the cord becomes loose where it is twisted in top, re-twist tightly before starting to play again; this top is based on scientific principles and it requires practice and patience to obtain the most fun. As the top gets older, it works better, and the more you play the more enjoyment you have.

The following different tricks can be done only with

Genuine Duncan Gold Seal Yo-Yo, as well as many new ones the user will originate:

**THE SPINNER**—Make the top spin at the end of the string for a moment before returning to the hand. This is a difficult trick to do, but is the fundamental trick of practically all the following tricks, therefore should be learned first.

**WALKING THE DOG**—This trick is done by first throwing the Spinner and allowing the top to roll along the floor for a short distance before returning to hand.

**THE CREEPER**—This is done by first throwing the Spinner and allowing the Spinner to creep along the floor to the end of the string, lowering the hand to the floor and returning the top to your hand along the floor.

**OVER THE FALLS**—This trick is done by throwing the Spinner, returning it to the hand and instead of catching the top allowing it to go over the top of the hand and back down to the end of the string and then up to the end for the catch.

**BOUNCING BETSY**—This trick is done by throwing the Spinner and while top is spinning at the end of the string, bounce it lightly on the floor several times before returning to the hand.

**THE SLEEPER**—This is also known as the Lay-Down Trick. This is done by throwing the top as in the Spinner, except the top is thrown at a 45 degree angle, either from the left side or from the right side, making the top lie over on its side for a moment before returning to the hand.

**THE SIZZLER**—(This is a Hot One)—The top is thrown the same as the Sleeper and then is allowed to skate on the floor in a semi-circle before returning to the hand.

**AROUND THE WORLD**—(Sometimes called the AIRPLANE TRIP)—This trick is done by throwing the top out in front in a circular motion with palm of hand held down while releasing the top. Top goes to end of string and while spinning in the loop at end of string makes a complete circle, returning to starting position and then back to hand.

**THE BREAK AWAY**—This trick is done by casting the top with palm held upward directly opposite right shoulder, drawing hand toward left shoulder, thereby causing top to make a half circle to the left. When the half circle is complete, bring top back to hand.

**LOOP-THE-LOOP**—This trick is done by casting top directly in front, palm held downward before releasing top, throwing in a circular motion which causes top to come back toward hand, but instead of catching top with a snap of the wrist, send top out again, repeating this several times. This trick is known as Looping-The-Loop or making a Four-Leaf-Clover, but can be continued indefinitely.

**Buy your Genuine Duncan Gold Seal Yo-Yo from these Leading Brooklyn Stores**

**ABRAHAM & STRAUS DEPT. STORE**

**WALGREEN DRUG CO.**

1455 Nostrand Ave. 1222 Atlantic J  
5801 Myrtle Ave. 1702 Kings Highway  
5002 Church Ave. 1122 Avenue U

**UNITED CIGAR STORES**

351 1/2 Fulton St. 582 Atlantic Ave.  
16 Court St. 439 Fifth Ave.  
1424 Avenue J 5424 Fifth Ave.  
605 Fulton St. 6 Flatbush Ave.  
39-19 Main St., Flushing, L. I.  
440 Steinway Ave., Long Island City

**McCRORY**

1310-1312 Kings Highway, Brooklyn  
502-4-6 Fulton St. 5110-16 Fifth Ave.  
760-62 Nostrand Ave. 163-13 Jamaica Ave.  
4608-10 Queens Blvd., Long Island City

**F. & W. GRAND SILVER STORES**

1857 Myrtle Ave. 533 Fulton St.  
1593 Broadway 2165 86th St.

**WOOLWORTH 5 & 10c STORES**

- |                    |                             |                            |
|--------------------|-----------------------------|----------------------------|
| 532 Fulton St.     | 4318-22 13th Ave.           | 708-4 Flatbush Ave.        |
| 755 Broadway       | 746-50 Nostrand Ave.        | 245a-7 Utica Ave.          |
| 1281 Broadway      | 6509 18th Ave.              | 416 Knickerbocker Ave.     |
| 863 Manhattan Ave. | 3008-10 Church Ave.         | 303-5 Broadway             |
| 458 Fifth Ave.     | 2101 86th St.               | 1179-83 Liberty Ave.       |
| 1022 Flatbush Ave. | 1406 Kings Highway          | 712-14 Brighton Beach Ave. |
| 5314 Fifth Ave.    | Mermaid Ave. and W. 22d St. | 1556 Flatbush Ave.         |
| 229 Grand Ave.     | 1413-15 Avenue J            | 1835 Myrtle Ave.           |
| 57-37 Myrtle Ave.  | 557-59 Sutter Ave.          | 9401-3 Jamaica Ave.        |
| 1247 Fulton St.    | 86th St. and Fifth Ave.     | 31-05 Ditmars Blvd.        |
| 1671 Pitkin Ave.   | 6a Sutter Ave.              | 162-07 Jamaica Ave.        |
| 7408-10 Fifth Ave. | 1111 Avenue U               |                            |

**Buy your Genuine Duncan Gold Seal Yo-Yo from these Leading Brooklyn Stores**

**J. W. WILSON & SON CO., 1295 Broadway**

**S. S. KRESGE CO. STORES**

526 Fulton St.	777 Manhattan Ave.
5008 Fifth Ave.	6706 Bay Parkway
1266 Fulton St.	5015 Church Ave.
1004 Flatbush Ave.	255 Utica Ave.
1833 Myrtle Ave.	460 86th St.
462 Fifth Ave.	1639 Pitkin Ave.
1317 Broadway	514 Brighton Beach Ave.
1302 Avenue J	332 Steinway Ave., L. I. C., L. I.
1416 Kings Highway	53 Main St., Flushing, L. I.
2125 86th St.	
4402 13th Ave.	
6414 18th Ave.	

**WHELAN DRUG CO.**

5400 Myrtle Ave.	1367 Broadway
790 Nostrand Ave.	
159-29 Jamaica Ave., Richmond Hill.	114-05 Jamaica Ave., Richmond Hill.
147-02 Jamaica Ave., Richmond Hill.	1724 Kings Highway

**LOUIS K. LIGGETT COMPANY**

1402 Kings Highway	126 Flatbush Ave.
Flatbush Ave. and Fulton St.	972 Flatbush Ave.
1273 Broadway	404 Fulton St.
162 Jamaica Ave.	857 Manhattan Ave.
	20 Court St.

**INSIST UPON A**



**DEALERS ATTENTION -- These Jobbers Carry Stock for Immediate Delivery**

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|---|--|--|--|--|
| <b>BARD &amp; MARGOLIES,</b><br>1057 Broadway, Brooklyn       | <b>GOLDFARB NOVELTY CO.,</b><br>160 Park Row, N. Y. C. | <b>McKESSON, GIBSON &amp; SNOW</b><br>CO., 330 Spring St., N. Y. C.          | <b>SCHRANZ &amp; BIEBER CO.,</b><br>3 W. 22d St., N. Y. C. | <b>B. KITTAY &amp; SONS,</b><br>176 Park Row, N. Y. C. |
| <b>AYWON TOY &amp; NOVELTY CO.,</b><br>890 Broadway, N. Y. C. | <b>HARRY KELNER &amp; SONS,</b><br>50 Bowery, N. Y. C. | <b>McKESSON, GIBSON &amp; SNOW</b><br>CO., Inc., 464 Liberty Ave., Brooklyn. | <b>GEO. W. TRANVERS CO.,</b><br>146 Chambers St., N. Y. C. | <b>AMERICAN NEWS CO.,</b><br>131 Varriek St., N. Y. C. |

**Manufactured by DONALD F. DUNCAN, Inc.**

**Brooklyn Offices -- Telephone SUNset 6-1036**

**GENUINE DUNCAN GOLD SEAL YO-YO**

**CHILDREN'S WEEK**

**FREE**  
**A Genuine Duncan**  
**YO-YO TOP**  
 WITH EVERY PAIR OF  
**Children's, Boys' or Girls'**  
**SHOE'S**  
**FOR CHILDREN**  
**HIGH SHOES**



Protect their feet and ankles from wet and cold. All small children should wear high shoes for fall and winter. Our shoes give protection and wear. Properly shaped for growing feet.

**98c to \$1.95**

**SPORT OXFORDS**  
**FOR GIRLS**



Fall sport shoes for school and all-around wear. New color combination. Either flat or built-up heels. Heavy soles for many days of hard wear. All sizes A to D.

**\$1.95 to \$3.95**

**CORRECTIVE FITTING**

The Dr. Scholl's Foot Comfort Service teaches us the correct way to fit abnormal as well as normal feet. If your children have any foot troubles bring them here for proper fitting. Two foot specialist are at your service.

Mail Orders Sent Parcel Post Prepaid

**BANGOR SHOE STORE**  
 C. SCHIRO, PROP.  
 29 Mercantile Sq. Bangor, Me

NAPA, CALIFORNIA, SATURDAY, OCTOBER 3, 1931.

**YO-YO CONTEST**  
**OPENS TODAY**

**Pellett Slingers to Show Skill at Fox**

Napa youngsters are on their toes in anticipation of the first preliminary contest in the city-wide Flores Yo-Yo championship tournament, to be held Saturday afternoon at the Fox Theatre.

All you'll have to do is sign your name to the entry blank that appears in this paper and present it to the office of The Journal. Any one from six to 60 can compete and there will be available prizes for the winners of the final. No rules, no regulations, no 101 tape in this climax to the most fascinating fad Napa has ever seen. The only stipulation is that you use a genuine Flores Yo-Yo.

Brush up on your Yo-Yoing while you've still got the chance to get all the fine points from Don Frisco, Pacific Coast Yo-Yo champion now appearing at Miller's Pharmacy daily and demonstrating the ten Yo-Yo tricks that will be used in the tournament, which are as follows:

- 1—Dropping Yo-Yo up and down twice.
- 2—Overhand down, twice.
- 3—Throwing straight out, twice.
- 4—Throwing the left, twice.
- 5—Throwing to right, twice.
- 6—Throwing straight up, once.
- 7—Loop-the-loop, three times.
- 8—Around-the-world, once.
- 9—Spinning Yo-Yo at end of string, once.
- 10—Walking Yo-Yo on floor, once.

The question is, who is the champ Yo-Yoer of Napa? Not only the youngsters, but mother and dad, have gone plumb Yo-Yo, and now they're fighting to keep those Yo-Yos away from grandma and grandpa. Fill entry blank and bring it to the Napa Journal office at once.

# The Evansville Press

Sunday Edition

OCTOBER 11, 1931.

## HOW FILIPINO REVIVED YEN FOR THE YO-YO

You Have Pedro Flores to Blame or Praise for Fad's Startling Comeback

By ED KLINGLER

THIS town is crazy and something ought to be done about it.

No epidemic that has ever invaded this city has caused such alarm. No fad, not even the Eugenic hats, has ever created such a sensation.

The situation is indeed critical. I refer to the recently revived Yo-Yo craze.

At first I was only slightly amused when I noticed several small boys about town valiantly throwing wooden door knobs around on the end of a string.

"Local excitement," I said to myself, and was entirely satisfied with my deductions.

A week or so later, while doing one of my daily constitutionals down Main Street my attention was attracted by an immaculate young chap of Filipino descent in the show window of a five-and-ten-cent store who seemed earnestly engaged in Yo-Yoing.

Possibly this young man's performance would have escaped my attention if it had not been for the dense throng of humanity clustered about the window.

At the time I did not associate the young man with the activities of the boys I had seen the previous week. A week later when I saw the sartorially perfect young man in the window again I began to take notice.

YO-YOS were certainly coming back with a vengeance, altho I was not yet inclined to take the matter seriously. A few days later I received a mild shock when I saw a line of colored boys in front of a shine parlor at Fifth and Main Streets Yo-Yo topping.

I had no real cause for alarm until a short time later when I arose one morning, looked out of the window of my rooms, and there,



strolling down Madison Avenue, was a policeman, utterly absorbed in the intricacies of Yo-Yo operation.

I was completely flabbergasted that same day when I entered the police station.

So help me, Albert Felker, police clerk, was playing with a Yo-Yo. And the gadget was in demand, for before the day was over I saw the emergency officers playing with it.

Having a firm conviction that "nothing is deader than last year's fad," I asked myself from whence came this resuscitating force.

By the process of elimination my investigations eventually came to a head in a small shop off Main on Fifth Street.

Here was the master mind—the power behind the Yo-Yo throne. He admitted it.

PEDRO FLORES, Filipino, greeted me courteously.

The Yo-Yo was his creation, he told me, he had made a lot of money and was proud of it.

I asked him how he ever managed to revive a sport as defunct as Yo-Yoing.

This remarkable genius smiled with apologetic pride as he handed me a scrapbook of newspaper clippings.

Bigger towns than Evansville had been conquered by Filipino invasion, I learned in short order.

After five minutes of attentive



Here's Pedro Flores, Filipino, the man responsible for most of the lost sleep in Evansville. He commercialized a Filipino toy, centuries old, and is now busy making Yo-Yos of both young and old in Evansville.

Listening to a fluent lecture I suddenly found myself with a Yo-Yo string around the middle finger of my right hand. A minute later I was disgusted with the perversity of the thing and in possession of a secret desire to master it. I was on the point of digging up a nickel for the contraption when the genius offered me one free of charge. Secretly elated—outwardly reluctant, I accepted it.

I was converted, and hereby take the responsibility of justifying the genius for the benefit of people who still think of the Yo-Yo as I previously did.

Pedro Flores came from his native Philippines to this country in 1915 to attend school.

He explains that the Yo-Yo is a native toy of the Islands altho not

as scientific as the American top. While in the University of California at Berkeley he began to have dreams of a Yo-Yo enterprise after seeing some youngsters playing with balls on rubber strings. He made a few Yo-Yos by hand and circulated them on the campus.

After graduation he took the position of cook on a yacht but deserted the job on June 23, 1929, to



start the manufacture of the Flores Yo-Yo. He had developed a special string that was patented and gave a new meaning to the toy. It took the West by storm and later he sold out, lock and barrel, to a Chicago toy company.

Shortly afterward the Yo-Yo craze died out.

Pedro was grieved by the death of his brain child so he propositioned the toy company to revive his pet.

Did he succeed? And how!!

The chap I had seen in the five and ten window was Peter Noble, Filipino, who wears the world championship Yo-Yo belt.

Flores has converted everyone with whom he comes in contact, even his stenographer and his wife.

And can Flores and his Filipino

salesmen make those thing do wonders? The cakewalk, handsprings, grapevines, and dozens of other feats fade into insignificance in comparison. He has Yo-Yos galore, some as small as dollars—others as large as saucers.

COMPLETELY subjugated, I let myself out of that office, determined to become a proficient Yo-Yoer. That night in the privacy of my rooms I lost my ambition. I did not possess the knack of Yo-Yoing, it seemed.

So the next day I presented City Clerk Gus Ellerbush with my Yo-Yo.

The next day Mr. Ellerbush was late to work—a very unusual occurrence. He denied that he was ill—but the next day was late again.

In spite of his declarations of well being I was genuinely concerned.

The third day Mr. Ellerbush appeared at his office with the slightly rumpled look of one who has not slept too well. On the fourth day there was a distinctly hunted look about the eyes of the genial clerk and this time I took him aside for a consultation.

"Mr. Ellerbush," I said, "you are not well, you should look after your health. Forget the cares of administration for a while," I advised.

He denied ill health.

"Mr. Ellerbush," I insisted, "is there anything preying on your mind?"

Mr. Ellerbush's eyes sought an avenue of escape but he was cornered. Then he turned to me confidentially like a dying man who would confess all.

"Yes," he admitted, "I am worried."

"Perhaps you should tell me," I urged gently.

Mr. Ellerbush braced himself—then in a strained voice, "I can't work that Yo-Yo."

# Yo-Yo-itis is not a Disease

**BUT THE BUG WILL BITE YOU**

Don't be scared. The Filipino Fun Bug's bite means nothing but riotous amusement. Resistance is useless. Give way at once. Get a Yo-Yo top and put the tantalizing little rascal through his whirling, twirling antics.

Amazing. Anybody from 5 to 65 can play Yo-Yo, master Yo-Yo—make him loop the loop, walk the dog, creep the creeper. No wonder Lancaster is going ga-ga over Yo-Yo.

**EVOLUTION OF YO-YO**


Centuries ago Yo-Yo was the only weapon used by the Chinese to combat the battle formation, these distinctive warlike world amusements and used with master accuracy a little round disc attached to a leather string. Some would use their wrists and then knock them into unconscious with their little Yo-Yos, while they started them off in their beds. With the progress of time it advanced. Gradually its value as an amusement was recognized. Yo-Yos landed in Italy, California. Within a short time it has swept the country like a mad-mad revolution. American now thousands of Filipinos are in the new game.

Get the Fun-Bug Fever. Buy a Yo-Yo. But Don't Be Fooled!

Look for and insist on the **Genuine DUNCAN GOLD SEAL Yo-Yo**

The Kind the Champions Use! If It Isn't Stamped It Isn't a "Genuine Duncan"

Manufactured by **DONALD F. DUNCAN, Inc.**  
28 No. Sheldon St., Chicago, Ill.  
Lancaster Headquarters: Telephone 6131



**YO YO COMPETITION CLOSE IN SECOND PRELIMINARY**

(Continued From First Page) pete for the grand championship of New Castle county. The official Yo Yo is the genuine Duncan Yo Yo for the New-Journal contests.

The first county preliminary will be held at Kreh's School at Newport at 4 p. m. sharp. Many contestants are expected to enter this county preliminary. The four winners will be held over for the grand finale on Saturday morning here.

Tommy Reyes, world's champion Yo Yo spinner, is appearing this week at the Queen Theatre with his special Yo Yo act.

The Y. M. C. A. classes will continue until Friday. There will be five Filipino Yo Yo experts to teach and to prepare contestants for the grand final.

All winners who have won prizes in the preliminary should attend these classes so they will be prepared for the grand final. There's going to be some real competition from the county winners, so the city boys and girls had better get ready for the big tilt, so polish up your Duncan Yo Yos and be prepared.



705-707 Market Street

**Genuine Official "DUNCAN" Yo Yo Tops**

See Them Demonstrated at GRANT'S

**10¢ and 25¢**

**BE READY FOR THE BIG YO-YO Contest**


No. 77 Genuine Duncan Yo-Yo Tops 25c

Now On Sale At **S. S. KRESGE CO.**  
5c to 25c Store 611 MARKET ST.



**GONE.... ARE THE OLD-FASHIONED PASTIMES!**

It's **Yo-yo** today



Everywhere you go, in every Wilmington home, Yo-Yo is king. It's the play toy of thousands; it thrills the young and the old; it has dethroned the favorite pastimes of other days.

Yo-Yo is that amazing Filipino fun bug that climbs merrily up and down a string. You tie it on your finger, throw it out and draw it back, whirl it round and round, make it do all sorts of tricks, fascinating and alluring.

Don't be a back number. Get a Yo-Yo now and join your friends in informal Yo-Yo parties. See what a whale of a lot of fun you will have. Throw the Yo-Yo with your kiddies at home. It's the best sport in years and the most entertaining.

**Tommy Reyes, World's Champion Yo-Yo player, who will appear at the Queen Theatre this week. Don't fail to see the many fascinating tricks he can make this Filipino fun bug do.**

**BE SURE IT'S A GENUINE DUNCAN (No. 77) YO-YO ON SALE AT ALL WILMINGTON'S LEADING STORES**

Manufactured by **DONALD F. DUNCAN, INC.**  
28 N. SHELDON ST., CHICAGO, ILL.  
WILMINGTON HEADQUARTERS: PHONE 5351

**CITY AND OUT-OF-TOWN DEALERS**

Phone, Wire or Write for Your Supplies of **DUNCAN GENUINE GOLD SEAL YO-YOS**

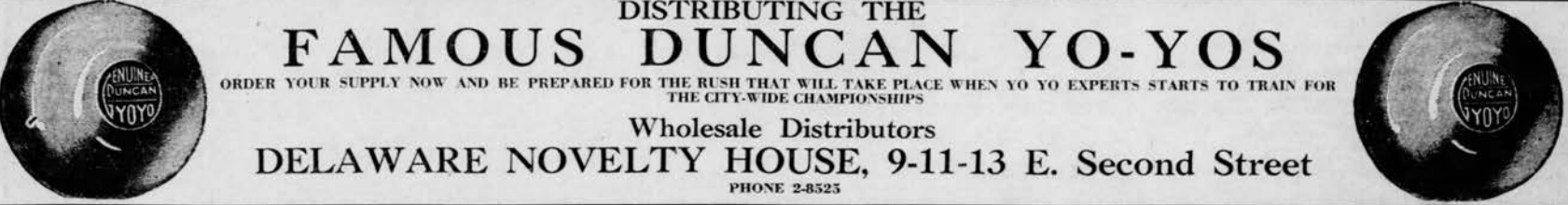
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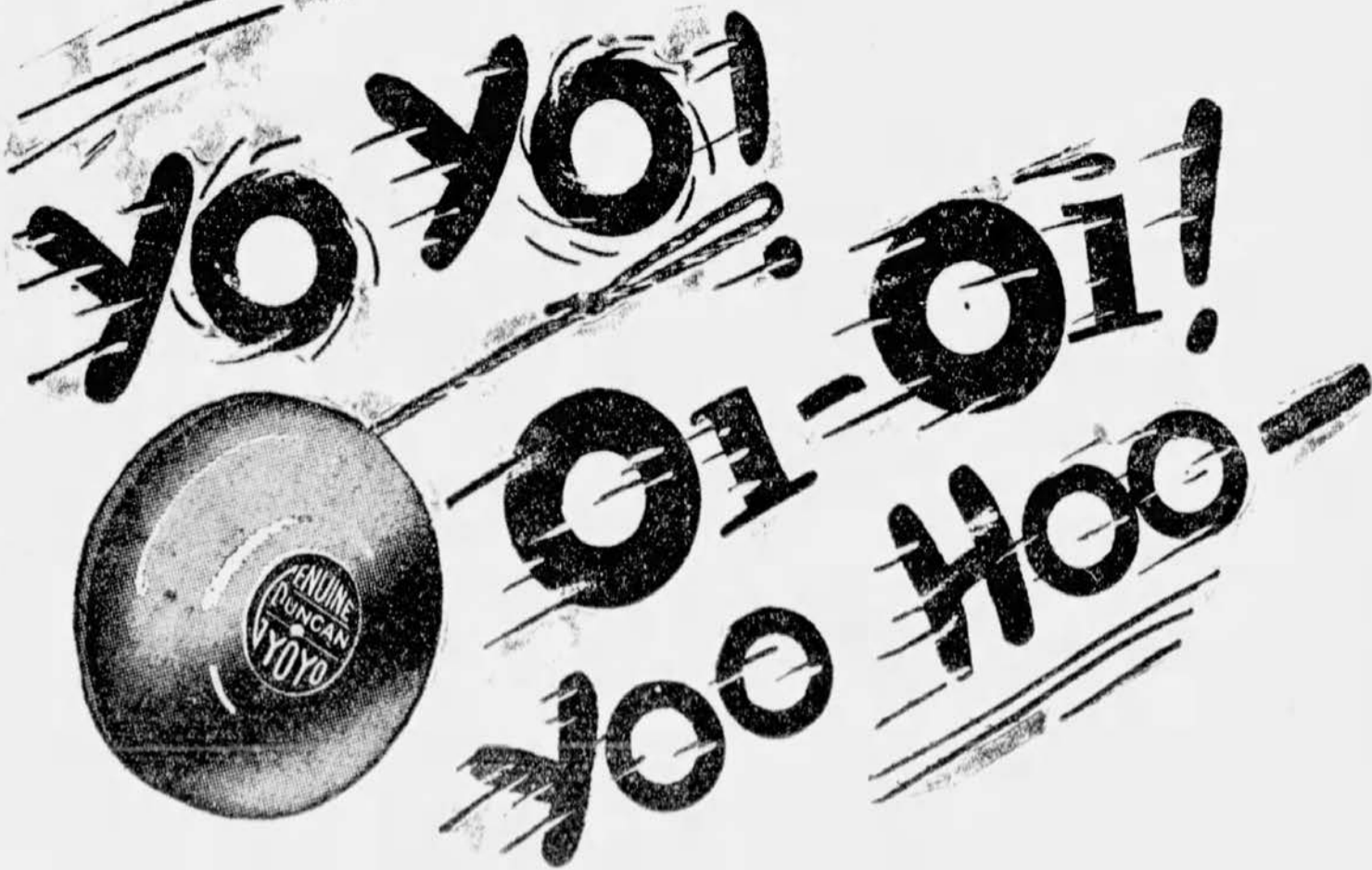
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**DISTRIBUTING THE FAMOUS DUNCAN YO-YOS**

ORDER YOUR SUPPLY NOW AND BE PREPARED FOR THE RUSH THAT WILL TAKE PLACE WHEN YO YO EXPERTS STARTS TO TRAIN FOR THE CITY-WIDE CHAMPIONSHIPS

Wholesale Distributors **DELAWARE NOVELTY HOUSE, 9-11-13 E. Second Street**  
PHONE 2-8525





## WHAT'S THE DIFFERENCE?

We don't know. But we'll let you in on a secret: "Yo-Yo" means "come back." "Yo-Yo" is that fascinating, tantalizing Filipino Fun-Bug that's bitten all Charlotte. Everybody's playing Yo-Yo . . . and the first rule is—

Get a GENUINE DUNCAN Gold Seal Yo-Yo Top—we won't be responsible for your success if you don't get one stamped "Genuine Duncan"—and then let yourself GO. Abandon yourself to Yo-Yo fever! It's perfectly harmless. And the worst that can happen to you is that all your friends will want to borrow your Yo-Yo.

Get a Yo-Yo today. Practice it tonight. Give a Yo-Yo party tomorrow. (R. S. V. P.—Bring your own Yo-Yo!)

### KEEP THESE INSTRUCTIONS

Place the loop on the middle finger like a ring, drop the top, letting it fall almost to the floor, then draw it up again. This action is similar to the bouncing of a rubber ball on a long elastic string. If unsuccessful re-wind the string loosely for a few inches, then tightly until it is all wound up, then start the whole action over again until you have mastered the first trick of making the top run up and down the string without stopping.

The following different tricks can be done only with Genuine Duncan Gold Seal Yo-Yo as well as many new ones the user will originate:

**THE SPINNER**—Make the top spin at the end of the string for the moment before returning it to the hand. This is a difficult trick to do but is the fundamental trick of practically all the following tricks, therefore should be learned first.

**WALKING THE DOG**—This trick is done by first throwing the Spinner and allowing the top to roll along the floor for a short distance before returning to hand.

**THE CREEPER**—This is done by first throwing the Spinner and allowing the

Spinner to creep along the floor to the end of the string, lowering the hand to the floor and returning the top to your hand along the floor.

**THE SIZZLER**—(This is a Hot One) —The top is thrown the same as the sleeper and then is allowed to skate on the floor in a semi-circle before returning to the hand. If you want to swing a Yo-Yo party, drop us a line and we will gladly send you instruction charts explaining thoroughly enough tricks to keep you and your guests up all night. Just tell us how many in your party. ♪



## GENUINE DUNCAN GOLD SEAL YO-YO

The Kind the Champions Use!  
If it isn't stamped it isn't a "Genuine Duncan."

Manufactured by

**DONALD F. DUNCAN, Inc.**  
28 N. Sheldon St.  
Chicago, Ill.

(Look for this picture on the Genuine Duncan Yo-Yo Box at your Dealer's).





You're  
Not Too Old  
To Play

YOYO

INSIST ON  
DUNCAN'S  
GENUINE  
GOLD SEAL  
YO-YO



25c

PROFESSIONAL MODEL

The Top That Does All the Tricks

O-Boy Duncan Yo-Yo

10c Beginner's Model 10c

ON SALE ALL OVER TOWN

Cincinnati Yo-Yo Headquarters

Parkway 5100, Room 825

It's Good for What Ails You

Want to drive away the blues? Or do you need relaxation? Try Yo-Yoing for pastime. It's a tonic for the tired mind and healthful exercise.

Come! Feel Young Again



# Everyone Shouts



**It's the World's Fun Bug!**  
For All From 6 to 60  
**Good for What Ails You!**

When Yo-Yo, the Filipino Fun Bug, bites you—he'll get you sure—but don't worry—don't let him get your goat, too! Do just as everybody else is doing! Master Yo-Yo. Make him do your bidding. He's the greatest little fun-maker that ever hit Shreveport. Play it with the kiddies! Join them in hilarious amusement.

**Fascinating! Startling!**  
**Thrilling! Baffling!**

Yo-Yo is a clever little performer. Slip the loop on your finger and give him a whirl. Run him up and down the string. You'll get the thrill of thrills when you learn to make him "Loop the Loop"—travel "Around the World," go "Reaching for the Moon" and numerous other stunts.

**There Is No Substitute for**  
**Duncan's Genuine**  
**GOLD SEAL YO-YO**

"The Kind the Champions Use"—Patented—Copyrighted—and Fully Protected—the Official tournament Yo-Yo!

SHREVEPORT HEADQUARTERS  
Phone 6012  
**C. W. CARGO**  
FACTORY REPRESENTATIVE

**Gone! Pastimes—Now It's**  
*Thrilling! Fascinating! Intriguing!* **It's**



**THE GAME THAT HAS CAPTIVATED ALL SHREVEPORT**  
**YOUNG AND OLD**

**GENUINE DUNCAN GOLD SEAL YO-YO**  
"THE KIND THE CHAMPIONS USE"

A clever little performer—Runs up and down the string—You can make it "Loop the Loop"—travel "Around the World" and Go "Reaching for the Moon"—Fun galore. Get a Duncan "Gold Seal" and laugh.

Shreveport Headquarters—Telephone 6012  
C. W. Cargo, Factory Representative

Official  
Tournament  
Yo-Yo  
**25c**  
Sold  
Everywhere

Official  
Tournament  
Yo-Yo  
**25c**  
Sold  
Everywhere

## "Everybody's Doing It," Says Col. I. B. Dearne



weeping everything in its path, Yo-Yoitis finally has engulfed Col. I. B. Dearne of Ida and his family. The old gentleman is sketched at the lower right as Roy Aymond, the cartoonist, envisions him. He is enjoying Yo-Yoing with a few satellites of the neighborhood. Writing to The Times he says he guesses the "whole gold-durned thing will wind up by chickens digging worms with their Yo-Yoes."

### Epidemic of Yo-Yoitis Attacks Ida With Astonishing Results

People Have Stopped Talking About "Depression". But Now Walk About in Fear of Injury Inflicted by Fun Bug

There is a new problem for the nation—at least that part of it around Ida, La., according to I. B. Dearne, who writes the editor of The Times that the Yo-Yo craze has at least one good mark on its slate.

The good mark is the fact that people have stopped talking about the depression and now gossip altogether about Yo-Yoing.

The new problem is that Yo-Yoitis has attacked the population of Ida in such virulent form that you practically take your life in your hands when you venture out.

"Dear Ed," he writes. "It's gittin' to where it ain't safe to get outside the house up this way since everybody's gone Yo-Yo crazy. I've got scars from the roof of my head clear down to where my boot needs half-sollin' from uppercuts inflicted by Yo-Yos. Kids have thrown away their bottles and taken to Yo-Yos. Old folks who have been wearing crutches for half a century have disposed of them and are now cavortin' up and down the streets and highways doin' acrobatics with Yo-Yos like mule colts in winter time. Everywhere a feller goes he gets socked in the jaw with a Yo-Yo."

A Dearne Idea.

"The things have put an idea into my head. I believe America could lick the entire civilized world in three days by enlisting all the kids with their Yo-Yos. If we ever have another war I feel that it will be fought entirely with Yo-Yos. We failed to have Sunday school up this way last Sunday because the kids refused to leave their Yo-Yos at home. I honestly believe the farmers are goin' to lose a crop here on account of Yo-Yos. In fact, the entire community has gone Yo-Yo goofy. Everybody has got one of the things except me, and I would have one if there was room here to Yo-Yo it. There has been enough energy exerted with Yo-Yos

here the past few days to milk every cow in the country from now 'til Christmas.

"I guess it's pretty good pastime and amusement. My kids has all got from one to a half dozen each of the things and I can't go to bed at night without crawlin' under the cover with a flock of Yo-Yos. The flappers has all took to Yo-Yoing and are buying different colors of the things to match their so-called dresses. Merchants are givin' a Yo-Yo with every barrel of flour sold, and bootleggers are offerin' a pint of pretty good likker with every Yo-Yo a feller buys. It's almost impossible to git a doctor to turn his Yo-Yo loose long enough to prescribe a dose of castor oil for a squallin' kid. When our least baby cries we don't know whether it wants its bottle or its Yo-Yo. Most of the time it will go to sleep Yo-Yoing."

Quit Talking Hard Times.

"I don't know for the life of me where the fad, or whatever you call it, originated, but it reached its climax in this community. If the craze continues it probably won't be long 'til the chickens will be diggin' worms with Yo-Yos. Folks has quit talkin' hard times and has began to argue and fight over the question of who is the champeen Yo-Yoer of the community. Instead of havin' church next Sunday, local congregations are goin' to put on a Yo-Yo contest to decide the championship. We may have to call out the state militia to settle the argument, but it simply must be settled in order to keep peace in the community."

"Well, Ed, I must stop and feed the baby its Yo-Yo. Hopin, that you've got the fever, too, I am  
"Yo-Yos truly,  
"COL. I. B. DEARNE."

### FIRST YO-YO CONTEST SOON

Preliminaries in Tournament  
Tuesday Afternoon at  
Allen Park

"All hands on deck," Mel Sisson, the international Yo-Yo champion, will cry Monday as he prepares to wind up the activities at Shreveport Yo-Yo schools next week.

Schools will continue at four of the city playgrounds until Thursday, although preliminary contests in the Shreveport Times' mammoth Yo-Yo prize tournament will begin Tuesday. Here are the schools where you will have your last chance to learn Yo-Yoing before entering the preliminaries:

Allen Park, Betty Virginia Park and the Y.M.C.A., Monday, March 14, at 3:30 p.m.

Betty Virginia and Andrew Curry Parks Tuesday, March 15, at 3:30 p.m.

Thomas Field, Cedar Grove Park, and Y.M.C.A., Wednesday, March 16.

Queensborough Park and Y.M.C.A. Thursday, March 17, at 3:30 p.m.

The preliminaries, beginning Tuesday, will be held at the following playgrounds:

Allen Park, 1500 Abble street, at 4 p.m., March 15.

Betty Virginia Park at 4001 Fairfield avenue, 3:30 p.m., March 15.

Andrew Curry Park, 1812 Laurel street, at 4:30 p.m., March 16.

Thomas field, 2901 Southern avenue, 3:30 p.m., March 17.

Cedar Grove Park, St. Vincent and Sixty-eighth street, 4:30 p.m., March 17.

Queensborough field, Fetzer street, 3:30 p.m., March 18.

Y.M.C.A., boys department, Mc-Nell street side, 4:30 p.m., March 18.

The winners in the preliminary

## Are You the Champion Shreveport Yo-Yo-er?

If You Are Here Is Your Chance to Prove It - Practice Up - Learn the New Points at the School and Then

ENTER THE SHREVEPORT TIMES' DUNCAN GOLD SEAL

## YO-YO TOURNAMENT

A Chance to Show Your Skill  
Oodles of Fun—Cash Prizes

**\$100 IN CASH AND SILVER LOVING CUP**

17 CASH PRIZES TO WINNERS

First Prize.....\$25.00 in Cash and Loving Cup  
Second Prize.....\$15.00 in Cash  
Next Best 5 Players.....\$2.00 in Cash

Third Prize.....\$10.00 in Cash  
Fourth Prize.....\$5.00 in Cash  
Next Best 5 Players.....\$1.00 in Cash

### SPECIAL FOR THE GIRLS

First Prize.....\$15.00 in Cash  
Second Prize.....\$10.00 in Cash  
Third Prize.....\$5.00 in Cash  
for the Youngest Girl Contestants Doing the Most Tricks

### TOURNAMENT RULES

All boys and girls up to and including the age of 18 may enter the tournament. All contestants must have a "Duncan Gold Seal" yo-yo. All contestants must have a "Duncan Gold Seal" yo-yo. All contestants must have a "Duncan Gold Seal" yo-yo.

### YO-YO SCHOOLS TO CONTINUE

Attend these schools, which will be your last chance to learn Yo-Yo before entering the preliminary contests. These schools will be held as follows:  
On Monday, March 14, at 3:00 p.m., at Allen Park, Betty Virginia Park and Y. M. C. A.  
On Tuesday, March 15, at 3:00 p.m., at Betty Virginia Park and Andrew Curie Park.  
On Wednesday, March 16, at 3:00 p.m., at Thomas Field Park, Cedar Grove Park and Y. M. C. A.  
On Thursday, March 17, at 3:00 p.m., at Queensborough Park and Y. M. C. A.

### PRELIMINARY CONTESTS START TUESDAY

The preliminary contests will start on Tuesday, March 15, at the following parks. Any contestant not winning in our contest may enter any of the preliminary contests that follow. Only those winning in these preliminary contests will be allowed to play in the final contest.

Allen Park, 1500 Aldine street at 4 p.m. Sharp, March 15  
Betty Virginia Park, 4001 Fairfield avenue at 3:30 p.m. Sharp, March 16  
Andrew Curie Park, 1812 Laurel avenue at 4:00 p.m. Sharp, March 16  
Thomas Field Park, 2901 Southern avenue at 3:30 p.m. Sharp, March 17  
Cedar Grove Park, St. Vincent and 60th streets at 4:30 p.m. Sharp, March 17  
Queensborough Park, Fetter avenue at 3:30 p.m. Sharp, March 17  
Y. M. C. A. Boys' Department on McNeil street entrance at 4:00 p.m. Sharp, March 18

### FINAL CONTEST NEXT SATURDAY

The winners of the preliminary contests will play off the final for the 17 Cash Prizes and Loving Cup on Saturday, March 19, at 2:30 p.m. sharp at the Courthouse Square on Milan street side.

Duncan's Genuine GOLD SEAL

The Kind the Champions Use

Is the Official Tournament Yo-Yo

**ON SALE EVERYWHERE**

Friends laugh—youngsters thrill—grown-ups marvel—kiddies coo—when Yo-Yo comes into the home.  
Yo-Yo is the most provoking, intriguing, fascinating, electrifying pastime that ever struck Shreveport. It is spinning its way to the championship of all merry-makers. This tantalizing little rascal will amaze you with its whirling, twirling antics.

SHREVEPORT YO-YO HEADQUARTERS  
C. W. CARGO—PHONE 6012



# Announcing THE ATLANTA CONSTITUTION City-Wide Yo-Yo Tournament

**Piedmont Park, 1 P. M., April 2**

For Boys and Girls Under 18

No Red Tape—No Subscriptions—No Coupons

**Prizes Galore—60 of Them**

It was bound to happen! With all Atlanta playing Yo-Yo someone had to do something to decide just who is Atlanta's champion Yo-Yo-er or Yo-Yo-ess. Join us in the fun and make up your mind to win one of the beautiful prizes to be given away. A whole week to get ready. Start practicing today!

Remember the Date, Place and Time

The Genuine Duncan Gold Seal Yo-Yo Is the Atlanta Constitution Official Tournament Yo-Yo

See Tuesday's Atlanta Constitution for Complete Description of Prizes

THE RAYNE TRIBUNE, RAYNE, LOUISIANA. Friday, April 1, 1932

## Dread Filipino Malady Scourging Entire Country

Medical authorities aver that a patient suffering from any given malady who is affected by a relapse is worse off than when he had the original attack. The second period of mental aberration or "dementia Americana" or what have you is always more violent than the first. Wherefore, philosophers, seers and sages, looking abroad over a country not too hilarious over economic conditions, predict vague and frightful things about to happen to us, en masse and individually.

Yo Yo is back again! Back in more virulent form than on its first appearance and easily afflicting more victims. It was thought—and fervently hoped—the germ had been exterminated but it appears to have withstood the ravages of fire, flood, famine and a republican administration and has this spring come to life with the suddenness of a swarm of boll weevils appearing in a farmer's cotton field and is making many of us about as happy as the groom at a shotgun wedding.

The disease, we are told, once contracted, is impossible to control. The only known cure is time, which will eventually remove the germ—

### Trouble, Commonly Called "Yo-Yo-itis," Apt to Prove Fatal.

or the patient. In many cases, both. No strata of society is immune; no warning of the insidious approach of the malady is given. You happen to be passing a drugstore, see a yo-yo, obey that impulse and buy it. Then you are a total loss!

#### Worse to Come

Yo Yo made its appearance here back in 1929, which was what probably precipitated the stock market crash. Business men were so busy Yo-Yo-ing they forgot affairs of finance and the result has been none too pleasant.

The following year, tiring of the Filipino toy, the youth of the country decided to emulate "Shipwreck Kelly's" flag-pole-sitting stunt, with result that every hamlet and village had its corps of "tree sitters" who were just up there sitting. It took virulent form in Rayne, "Cookie" Hunter and Abner Clark being its first victims. Neither of them established any records and neither of them have since ex-

pressed any desire to climb any more trees for a protracted stay.

What is feared now is that after the present craze passes, some thoughtless young lad or lass will remember the fun they had sitting in trees with nothing to do but just sit and start that all over again. Newspapers will be kept posted as to hours aloft—probably on the theory it will "help fill up the paper"—and between whiles the ground attendants of the aerialist may practice with Yo Yo. Oh, yo!

Anyway, yo-yo is back again, already having spread through juvenile society like a smallpox scare in a lumber camp. Some of the older heads are becoming a bit woozy, trying to make the little dingus on the end of a string do fancy stunts. Some of them, however, remain blind to the obvious pleasure of the alleged sport, apparently deriving their pleasure from watching a fat man or a stout lady—yeah, there's a difference—walking along jiggling that whirling little torture device up and down and sideways.

Oh, well, what's the use? Get you a yo-yo if you want and have at it! You probably already have, anyway.

# Blind Consultant Plays Yo-Yo

## GOOD FOR THE NERVES

### RECOMMENDING IT TO HIS PATIENTS



CAPTAIN LOWRY with his Yo-Yo.

From Our Special Correspondent  
**I** WALKED into a consulting room in Upper Berkeley-street, W., and found—a blind consultant playing Yo-Yo.

He was Captain Gerald Lowry, the first officer blinded in the war. He is now an osteopath, and, although sightless, an enthusiastic convert to Yo-Yo, the craze that, having swept the United States and Canada, is now gripping this country. Captain Lowry believes in the powers of Yo-Yo as a treatment for most evils of the nervous system.

It was Captain Lowry's dexterity with the Yo-Yo that surprised me, and the ease with which he made the little "devil on a string" perform a variety of tricks.

"It is easy," he said to me. "The eyes are not necessary to become proficient. It is like learning to play the guitar.

**"I feel so convinced that Yo-Yo would relieve the monotony of my many blind friends that I am taking the earliest possible opportunity of recommending it to Captain Ian Fraser, M.P., of St. Dunstan's, and Sir Beachcroft Towse, for the National Institute for the Blind. Now that I have discovered Yo-Yo, it is up to me to let them know about it."**

And all the time Capt. Lowry continued to play Yo-Yo—not only the simple tricks, but more advanced ones. He was, in fact, perfecting the "Over the Falls" movement.

#### ALWAYS SOMETHING NEW

"I think Yo-Yo a great step forward in the treatment of nervous diseases, both in the adult and in the child," said Capt. Lowry between two practice spins.

"Yo-Yo is admirable because the patient does not have to do anything strenuous—it is so light; and it helps to settle the nerves by giving the mind something to do. Soon it gets hold of both teacher and patient, and one

can never tire of it, for there is always something fresh to learn.

**"Yo-Yo enables people to pass an hour away pleasantly when their nerves are at breaking point, and the nerves will be soothed in the process.**

**"It is a boon, too, to the man who works at tremendous pressure; he can carry the Yo-Yo in a waistcoat pocket, and when faced with a knotty problem, take it out for five minutes.**

"He will find that the problem will have solved itself in no time.

"The only trouble is that before he knows it 30 minutes will have gone by.

"In hospitals and nursing homes, where people are just allowed up from their beds, but are prohibited from going out, Yo-Yo should be a boon. It provides noiseless amusement, exercise that is not violent, and relieves the monotony.

"Yo-Yo should be in use in every hospital and in wards dealing with patients that are not severe surgical cases.

#### FOR HIS PATIENTS

"A splendid thing about Yo-Yo is that it can be played anywhere and at any time. I always carry a Yo-Yo about with me.

"I have just returned from a two-day holiday in the country, where I practised assiduously. On the return journey by train it was so fascinating that I found myself playing in the corridor.

"I have introduced Yo-Yo to my consulting room at Streatham, where I treat people for nervous diseases which would never appear if Yo-Yo were in daily use in the homes of this country.

"Not only am I recommending Yo-Yo to my patients, but only to-day I recommended it to the head of a preparatory school in Brighton. I told him Yo-Yo was just the thing for his boys to quicken the co-ordination of the hand with the brain."

As I left Captain Lowry I turned at the door.

He was taking his Yo-Yo from his pocket again.

**Boys -- Girls -- Save GOODEY Bread Coupons!**

For 10 Coupons And 10 Cents **Get a Genuine Duncan 25c Gold Seal YO-YO**

OFFICIAL JOURNAL-STAR CONTEST YO-YO.



**Free Yo-Yo Demonstration**  
Saturday 10 a. m. to 12  
At our UNI. PLACE Store  
2802 No. 48th St.

Coupons Redeemable At Grocery Stores and Our 3 Retail Salesrooms.

SAVE COUPONS IN THESE LOAVES  
Large White, Large Whole Wheat.  
Sliced or Unsliced.  
**GOODEY** Largest and Best 10c  
**TWINS...** Loaf in Town.

**EBNER BAKING COMPANY**—The Home of Goodey Bread

221 So. 11 St.

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STORK BAR-B-Q, 14th & High

**LINCOLN WELCOMES YO-YO**



**Intriguing Filipino Game Captures the Fancy of Lincoln Thousands. Young and Old Succumb to Lure of Whirling Filipino Fun Bug**

Look! Slip the loop on your finger. Give the top a flip. You're off! You're getting your first twirling thrill of Yo-Yo—the most provoking, fascinating, tantalizing, electrifying little pastime that ever struck Lincoln!

You just can't put Yo-Yo down until you've mastered him, tamed him, made him play his whirling tricks. Made him loop the loop, do the sizzler, walk the dog, go over the falls.

Anybody from 5 to 65 can play Yo-Yo—subdue Yo-Yo, become a past master of a pastime that has no equal.

Yo-Yo is the Filipino fun bug that moves merrily up and down a string. Yo-Yo is Lincoln's smartest game today. Thousands play Yo-Yo, give Yo-Yo parties, enter Yo-Yo contests.

Get a Yo-Yo today! Play it with the kiddies. Show your friends the tricks you can do. 300 better candy, drug, department and toy stores sell Yo-Yo.



Look for This Picture on the Genuine Duncan Yo-Yo Box at Your Dealer's



Look for and insist on  
**Genuine DUNCAN GOLD SEAL Yo-Yo**

The Kind the Champions Use!  
If It Isn't Stamped It Isn't a "Genuine Duncan"

Manufactured by

**DONALD F. DUNCAN, Inc.**

28 No. Sheldon St., Chicago, Ill.  
Lincoln Headquarters: Capital Hotel  
521. Phone B1261

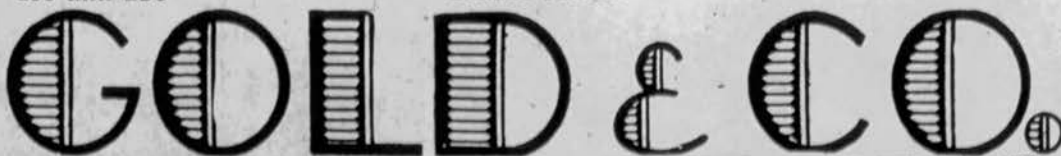
**See the YO-YO Champion**

*Free Exhibition All Day Saturday*

YO-YOS  
10c and 25c

—10 a. m. to 9 p. m.—  
STREET FLOOR.

YO-YOS  
10c and 25c



LINCOLN'S BUSY STORE.

COR 11TH AND O STS.

GET YOUR

OH-BOY



**FREE**



WITH

**4** pkgs.

**BLACKBIRD**

**JELL** for 30c

AT YOUR GROCER'S

Genuine Duncan  
**GOLD SEAL YO-YO**

The Official Journal-Star Contest Top



**FREE**

Saturday Only

On Saturday we will give away FREE— with every purchase of \$1 or more in any department in our store, one genuine Duncan Gold Seal Yo-Yo.

You must ask for your Yo-Yo when you make your purchase.

Free YO-YO Saturday Only

**Ben Simon & Sons**  
FORMERLY ARMSTRONGS

**"YO-YO"—the New Game Sensation!**

Genuine "Duncan" Gold Seal Yo-Yos  
10c and 25c

See them demonstrated by a world's champion Yo-Yo expert Saturday, 9:30 to 12:00 a. m. 3:00 to 9:00 p. m. —Street Floor.

**Rudge & Guenzel Co**

ORTHOPEDIC HOSPITAL INMATES EXPOSED TO YO YO-ITIS



—Photo by Macdonald.

Orthopedic hospital patients have contracted the new disease, Yo Yo-itis. Too bad, you say? Look at their faces and see if you can find any trace of suffering. No, this new disease is pleasant, all of the patients at the hospital agree. Instead of chills it sends thrills up and down the spine—a thrill for every time this new spinning top goes up and down the string. Joe Raduvan, world's champion Yo Yoer who distributed the Genuine Duncan Gold Seal Yo Yo's, showed them what he could do with this top and they all agreed that it was "sump'n."

EXPECT MANY YO YO ENTRIES

Many Tops Whirling in Practice for Contest.

Yo yos hummed and whirled all over Lincoln in many a practice session Wednesday in preparation for the great Sunday Journal and Star yo yo tournament that gets under way next week.

The champion yo yoers of Lincoln will be picked in four elimination contests held at four park playgrounds next week. The first preliminary will be held at Irvingdale, Tuesday, F street park, Wednesday, Peter Pan, Thursday and Antelope park, Friday. All contests will begin at 3:30 p. m. sharp. The grand finale will be held Saturday, June 11, the time and place will be announced within the next few days.

The only rule is that each contestant must be seventeen or under and bring his own genuine Duncan Gold Seal yo yo, the official contest top. A total of \$150 in cash and a silver loving cup to the champion will be distributed to the best Lincoln yo yoers. First place winners in the preliminaries will get a \$3 prize, second place, \$2 and third place, \$1.

The contestants will be judged

on their ability to do the standard yo yo tricks and the new ones that they may invent, rather than on endurance in keeping the yo yo traveling up and down the string.

Classes under the direction of Joe Raduvan, world champion yo yoer, will be held at the Y. M. C. A. Thursday and Friday night beginning at 7 p. m.

THE SELMA TIMES-JOURNAL, WEDNESDAY, JUNE 8, 1932

ANNOUNCING  
THE SELMA TIMES-JOURNAL  
CITY-WIDE YO-YO  
TOURNAMENT

ROWELL FIELD THURSDAY JUNE 16th.

PROMPTLY AT 9 A. M.

FOR BOYS AND GIRLS UNDER 18

NO RED TAPE—NO SUBSCRIPTIONS—NO COUPONS

PRIZES GALORE

RULES

Age limit is 18 years for contestants. Contestants must bring with them and use only "Genuine Duncan No. 77 Yo-Yo." The kind that spins at the end of the string. "The free-wheeler".  
The champion will be chosen for his or her ability to do the following tricks when called upon by the judges: the spinner, the creeper, walking the dog, around the world, the breakaway, lay down, and loop-the-loop.  
In event all contestants qualify in the above named tricks the winners will then be decided by the number of times they loop-the-loop.  
All boys and girls of Selma and suburbs under 18 are eligible to compete for the championship and prizes.  
Call the Times-Journal and register, giving your name and age, stating that you wish to enter the yo-yo contest. Phone 77.

DETAILS

There will be no preliminaries and no semi-finals, the contest is final.  
Filipinos and professionals not allowed to enter.  
Spectators are invited to come and see this contest. It is free to all.  
Judges' decision will be final.  
There will be three fair and competent judges.  
The prizes for contest will be announced soon in the Times-Journal and will be placed on display in some prominent place.

It was bound to happen! With all Selma playing Yo-Yo someone had to do something to decide who is Selma's champion Yo-Yoer or Yo-Yoess—Join us in the fun and make up your mind to win one of the beautiful prizes to be given away. Nine whole days to get ready. Start practicing today!

REMEMBER THE DATE, PLACE AND TIME

The Genuine Duncan Gold Seal Yo-Yo is the Times-Journal Official Tournament Yo-Yo. See Senor Bransuela, Great Yo-Yo Artist, Here in Selma to teach all how to do those fascinating Yo-Yo tricks.

Watch The Times-Journal For Complete Description Of Prizes.

# THE ELEPHANT WHO WANTED A YO-YO

**B**IG BOY, the elephant, was tired of standing all day in the zoo, doing nothing. The zoo was a very pleasant place in the days when he liked peanuts, but he didn't like peanuts any more. When he saw little Timothy coming in the front door, he shivered and said:

"There comes little Tim with some more peanuts. Peanuts make me sick, I'm so full of them. I wish he would stay away."

But Big Boy was wrong. Timothy didn't have peanuts. He had a string with a small, round, red piece of wood at the end of it. Timothy held one end of the string and the round, red piece of wood ran up and down. Big

could do better than that if I were not so heavy. If I wrapped my trunk around that electric light and tried to make a yo-yo of myself I am sure my trunk would be stretched all out of shape. If I had a wash pan or the wheel of a coaster wagon or something like that I could make a yo-yo of it and use my trunk for the string. Wouldn't that be fun?"

Just then a man with a straw hat strolled up and stopped in front of Big Boy. The man looked at Big Boy and said, "My, what a big animal!" And Big Boy looked at the man and said, "What a nice straw hat!"

And without another word, Big Boy reached out, snatched the straw hat

stuck in the mud. Won't you give me a push?"

"I will," said Big Boy, "if you'll give me your spare tire. I want it for a yo-yo."

"Certainly," said the motor car man, so Big Boy pushed the car from the mud puddle and took the man's extra tire.

When the man drove away, Big Boy spun the tire up and down his trunk and laughed with glee.

"What a splendid yo-yo!" he cried. "I shall go back to the zoo now and yo all day."

He turned back down the road, but he did not go far.

"Bang!" said the tire, and out whistled all the air.

"I've had a puncture," said Big Boy. "I can't use this yo-yo."

He threw the old tire away and set off up the road again.

He walked and walked until he came to a farmhouse where a dog was curled up, round and woolly, on the steps.

"Won't you be my yo-yo?" said Big Boy. "Just stay curled up like that, and I will roll you up and down my trunk all day. It will be more fun than a merry-go-round."

"I think I'd like that," said the dog. "I'm tired of this farm life."

So the elephant picked up the dog and rolled him up and down his trunk, tossed him in air and caught him again.

"Stop!" barked the dog. "I'm getting dizzy."

"No matter," said the elephant. "You promised to be my yo-yo. We're going back to the zoo."

"Stop!" growled the dog.

Big Boy didn't stop, so the dog bit him on the trunk. Big Boy dropped the dog and ran up the road.

Pretty soon the elephant saw a windmill whirling round and round at the top of a tower.

"There is the yo-yo for me," said he. "I'll wait until tonight when the farmer is asleep and steal that windmill. It'll roll up and down my trunk as swiftly as an electric fan. It will keep me happy and keep me cool."

When the day was gone and the moon came out in the dark, Big Boy, the elephant, stood on his hind legs under the tower, stretched his trunk and stole the windmill. Then he ran up the road with it until he was out of sight of the farmhouse. It was a beautiful yo-yo with four large blades. He caught it by its little axle, which looked very much like the pin in a paper windmill, and rolled it rapidly up and down his trunk.

"Whiz!" it sang.

Big Boy rolled it more swiftly still.

"Buzz!" sang the windmill.

"Yo! Yo! Ho!" sang the elephant and rolled the yo-yo faster.

And pretty soon it was roaring like the propeller of an airplane. And that silly elephant kept spinning it.

What do you think happened? What do you think would happen?

The elephant who stole the windmill sailed off through the sky, pulled along by his roaring yo-yo. He sailed away like an airplane. He was so happy with his yo-yo that he didn't even notice what had happened. He just kept going, and the more he yoeed the higher he went.

"This is great," said Big Boy. "Now I think I'll go back to the zoo and spend the rest of my life whirling this windmill up and down my trunk."

He started to turn around and found that he couldn't. His feet had no earth upon which to turn. He was flying away through the starry skies.

"Oh, me, oh, my!" moaned Big Boy. "What shall I do?"

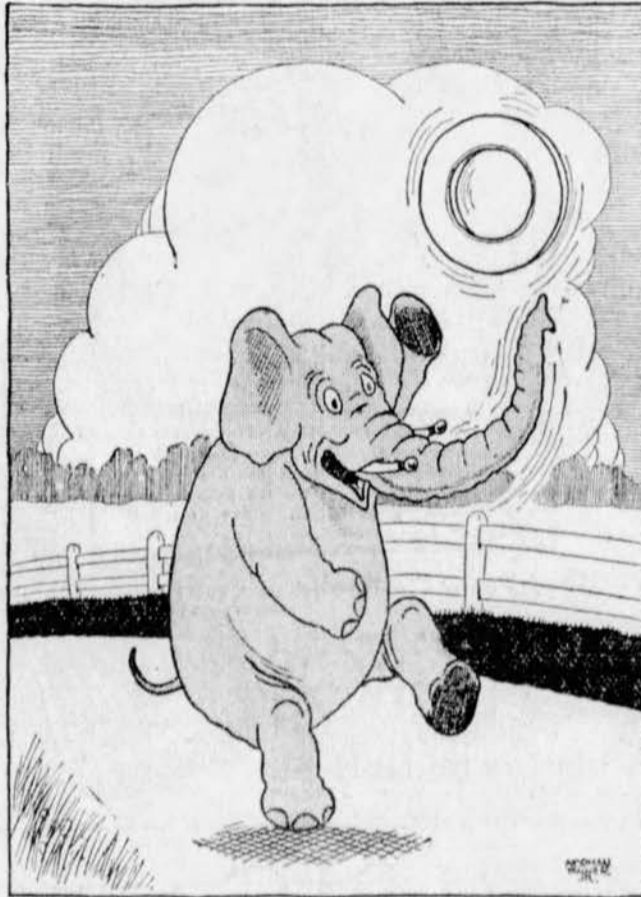
There was nothing to do, of course, except to keep on going. And the more he yoeed the higher he went. The poor old elephant began to cry.

Then, suddenly, he saw the big, round moon shining right overhead. His face brightened.

"Yo, yo, ho!" he shouted. "I know what I'll do. I'll use the moon for a yo-yo on the end of my trunk."

And he went on flying toward the moon. If you should wake up some night and see the moon rolling up and down the sky like a yo-yo top, you will know that Big Boy, the elephant, who flew away with a windmill, is happy at last.

H. W. K.



"WHAT A SPLENDID YO-YO," HE CRIED. "I SHALL GO BACK TO THE ZOO NOW AND YO ALL DAY."

Boy watched the toy with wonder. When Timothy came close the elephant lifted his trunk. Timothy took the end of it and held it up to his ear like a telephone.

"Hello," said the elephant. "This is Big Boy speaking. What is that strange little toy you are playing with?"

And Timothy answered through the elephant's trunk:

"It's a yo-yo. Don't you know what a yo-yo is?"

"I wish I had one," Big Boy said. "I'm so tired of standing here all day, doing nothing."

"Everybody has a yo-yo," said Timothy, "except elephants and beasts like that. Animals don't play with yo-yos."

"Be a nice little Timothy," begged Big Boy, "and lend me yours. I have nothing at all to play with."

Timothy shook his head and wandered away, spinning the round, red top up and down. The tigers growled at the yo-yo, the seals barked, the lions roared. But the monkeys, like Big Boy, watched the yo-yo with wonder. Then one of them grinned, wrapped his tail around the bar of his swing and yo-yoeed up and down. He was the yo-yo. His tail was the string. Then all the monkeys swung by their tails and ran up and down like elevators.

Big Boy looked at them with envy. "Those silly monks," said he. "I

and began to yo it gleefully up and down his trunk. It made a beautiful yo-yo.

"Stop!" shouted the man angrily. "You'll ruin my new straw hat. Stop, I say!"

And then he yelled for the zookeeper and the zookeeper came running with an iron hook to prick Big Boy on the ear.

"Give that man his hat," said the keeper, "before I hurt you."

But Big Boy was having more fun than he ever had had in his life. He wouldn't give it back. He rolled that hat up and down his trunk, tossed it in air, caught it again and went on spinning it.

The zookeeper jabbed him with a hook. Big Boy let out a cry of pain, dropped the straw hat and jumped away. He jumped so hard he broke the iron chain around his ankle. When he broke the chain, he decided suddenly to run away. Without saying good-by, he turned his back upon the zookeeper and the man with the straw hat and ran out the door.

"Come back," cried the zookeeper. "Never!" shouted Big Boy. "I'm going out into the world to find a yo-yo."

Big Boy ran through the zoo park and struck out through the country. He ran and he ran until he came to a man whose motor car had stopped in a mud puddle.

"Stop!" shouted the man. "I'm

# Los Angeles Record

LOS ANGELES, TUESDAY, JULY 19, 1932

## YO-YO ARRIVES IN LOS ANGELES

Look Out! Fun Bug Will Bite You, Too!



California is threatened with an epidemic of Yo-Yoitis. This is an infection caused by a fascinating fun bug. There is no escape from it. It attacks old and young alike. Thousands have succumbed to it in cities of the east. Now it is sweeping toward Los Angeles and is about to attack the city with the same overpowering effect that it has had elsewhere.

Here's a group of Duncan Yo-Yo experts responsible for the epidemic of Yo-Yo-itis which is about to attack Los Angeles. Kneeling, at right, Perfecto Valdez, world's champion Yo-Yo player.

### ISLAND MALADY

It is a malady which had its origin in the Philippine Islands 100 or more years ago and which still obtrudes itself there in occasional outbursts.

From advance information received it is certain that no one is immune from Yo-Yoitis. Painless and harmless though it may be, it gets adults as well as children. All are equally susceptible to the insidious microbe, which attacks and leaves its victims practically powerless to fight off its effects.

The germ itself has been isolated by experts at great danger to themselves, yet isolation of the bug been of little benefit. No culture which might be injected has been powerful enough to combat its effects.

### HERE ARE SYMPTOMS

Symptoms of Yo-Yoitis are easily recognized. The stricken child or grown-up is seen at any and all times with a round wooden object attached to a string.

The wooden sphere is dropped gently. Then funny things happen. It returns to the hand of the victim, or leaps about in odd gyrations and with bewildering effects.

After some minutes of this the patient sometimes becomes rational and may be induced to lay aside the animated sphere. But not for long.

He seems to be obsessed by the hallucination that he can make the Fun Bug do stunts that are impossible, and he takes up the thing again and tries and tries.

Not satisfied with making the whirling sphere return to his hand by climbing the string in mystifying fashion, he would wind it around his neck, spin it upon the floor, or he may aspire to become proficient with either hand, manipulating two of them at once.

### TRIES NEW TRICKS

His feverish mind conjectures new tricks by the dozen. For hours he concentrates upon them until his brain is in a whirl, but he will not stop until he is exhausted. He has Yo-Yoitis.

He will even converse with his friends about his skill and dexterity at the game. He tells about the care of strings, of balance and of rhythm. If no friends or acquaintances are in the neighborhood he will even accost strangers.

The contagion of this malady is at once apparent. The very act of speech spreads the disease—or what is it—and another victim is under the spell. No wonder it spreads like wildfire, from one spot to another and no one immune.

### IT'S CATCHING

The epidemic is catching right here in Los Angeles. Evidences of it have been seen on streets and in public buildings.

Within a few days it will spread to every part of the city. It's coming your way. Watch for it.

It has swept cities of the east with such effect that thousands upon thousands fell victims day after day. There's no getting away from it; it will get you, too.

It is called Yo-Yoitis, a term derived from the Yo-Yo, a flattened sphere of wood split around its circumference and suspended on a string.

It is capable of the most absorbing tricks, all entirely new and strange.

The Los Angeles Record has made special arrangements to keep the public informed of its spread. Watch for further information in The Record tomorrow.



# BOYS! GIRLS! ENTER YO-YO CONTEST

News and Sun Will Give Away 700 New 1932 Model Musical Tops Free—It's Easy—Just Color Sketches of Moon Mullins

Springfield is going Yo-Yo again. Yes sir, it will be only a few days now before Yo-Yo tops will be flying around everywhere.

The season is on and unless you are a Yo-Yoer you won't be in style.

If you could work the Yo-Yo of two years ago it is going to be much easier for you to work the new 1932 models. They have been improved in many ways. We are told that they are now perfectly balanced, have a polished inside and a new type of string that enables a Yo-Yoer to do up to 72 fancy tricks.

Two years ago you had to guess how it was done but we now have the correct information from none other than Freddie Urian himself, the new world's champion Yo-Yoer, who says: "There are instructions that go with every top. Follow those instructions and you 'can't miss' doing tricks with this new Yo-Yo."

Freddie says, "To Yo-Yo there is only one way to hold the top, only one place to put the string and one way to throw the top, those details are on the instruction sheets. Follow that one way and you will be a real Yo-Yo fan, for within an hour you will be able to do the simpler tricks and with very little more practice you will be doing the intricate tricks of the game." Freddie says to stop him or any of his group anytime, anyplace and he will prove to you how easy it is to work the new tops.

Freddie and his group arrived in Springfield Saturday and can be found demonstrating and teaching the art of Yo-Yoing in the store windows, on the streets and sometimes at the playgrounds and suburbs of the city, with only one thought in mind, and that is to lend a helping hand to the Yo-Yoist who desires to learn the new tricks of the game.

Yo-Yo as you know, is the Filipinos' national pastime and has been for more than 300 years. It is



comparatively new in this country yet it is rapidly becoming one of our national sports. Because it is a good clean sport that requires unusual skill, Yo-Yo has become popular with both young and old.

The News and Sun are going to give away 700 new 1932 model musical Yo-Yos free.

In Saturday's paper The News

made its first announcement of the Yo-Yo color contest.

It's going to be easy to get one of these Yo-Yos.

There will be 700 happy boys and girls in the Springfield district by Thursday of this week. Each one of them will be right in style, they will have a large, bright, singing Yo-Yo that they will enjoy and get many

hours of real pleasure from.

Here's all you have to do to get one of these Yo-Yos.

First, if you have not already cut the first sketch of Moon Mullins from Saturday's News, come to the News office and get it at once. Then cut out the second sketch that appears with this article. Watch for the third sketch in The News Monday and cut that one out of the paper. Then color these three sketches in any way you see fit, placing a Yo-Yo in Moon Mullins' hand as you color the pictures.

Have the three pictures in the office of the Yo-Yo editor of The News not later than 10 o'clock Tuesday night.

The 700 most cleverly-colored pictures will be selected and the names of the winners will be announced in The News Wednesday. Watch for your name.

If you are a winner, you must come to the office of The News between the hours of nine and ten Thursday morning where Freddie Urian will give you your brand new Musical Yo-Yo.

Be on time, for after ten o'clock all the winners will have gone to the Yo-Yo school with Freddie and his group who will teach you all the tricks of the game for the rest of that day.

You may send in as many sets of colored sketches as you desire. There will be no limit as to how many entries each boy or girl can make so that he or she may have more than one chance to be a winner, but only one top will be given to a child.

Now get out your colors and get busy, it's going to be loads of fun.

Watch for the third sketch of that Funny Man of The News Comic pages, Moon Mullins, in the columns of The News Monday and watch for more special Yo-Yo surprises to be announced daily in the News and Sun.

## Health Expert Offers Dont's On "Yo-Yo-Itis"



Betty Furness and Dorothy Wilson, screen starlets of RKO-Radio, don jumpers and take their Yo-Yo exercise.

The first shy little Yo-Yo bug arrived in Los Angeles only a few days ago, but, my! how it has multiplied.

Comparatively few persons were first exposed to the overpowering effects, of this harmless germ, but once exposed it was only a question of hours before they were toying with the wooden discs on strings which may be made to do so many intriguing, fascinating tricks.

From then on they carried the germs of this innocent malady everywhere they went.

The result was the appearance of these gay-colored little discs in the hands of men, women and children, who are taking great delight in making the wooden baubles whirl through the air or climb up the string and back into their hands.

The rapid-fire spread of Yo-Yo-Itis, which follows the bite of the little Fun Bug, was called to the attention of Dr. George Parrish, former city health officer. The plague, which has been prevalent in many eastern cities, seemed to be outside of the pale of the medical skill and even ologists who studied it were among its victims.

Dr. Parrish, after some study and watching it perform in the hands of a champion, issued the following "don't" which might be well followed by those about to be afflicted, which includes about every one:

"Don't expect to be an expert the first time you try to manipulate a Yo-Yo.

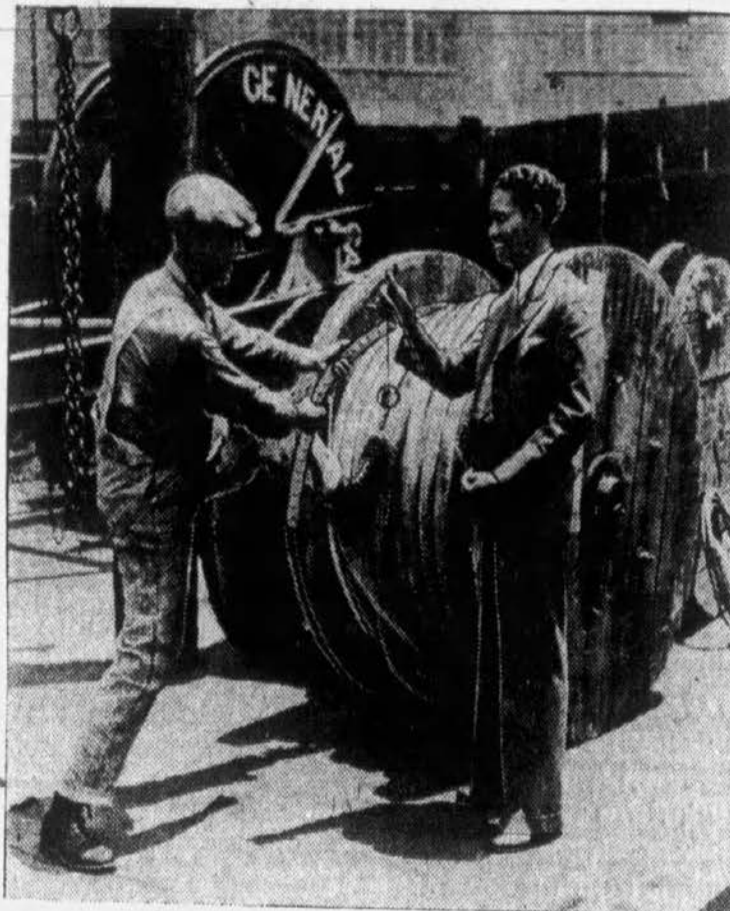
"Don't try using Yo-Yos until you can make one behave.

"Don't do too much bragging about how good you are.

"Your small son or daughter, or your grandfather, may show you a trick you never saw.

"Don't think you are immune. Yo-Yo-Itis attacks old and young alike and you are apt to be the next victim."

## EVEN MUNICIPAL POWER BUREAU HAS GONE YO-YO



"This Yo-Yo isn't as easy to wind as yours," an electrical worker of the bureau of power and light tells Jimmy Montalban, Yo-Yo expert, "but it can do some good tricks, at that."

"Can you do the spinner?"

That's a popular greeting among Los Angeles folks these days, and, unless you are conversant with the lore of Yo-Yo, a mysterious greeting.

To the initiates of the Yo-Yo fraternity, however, the question simply means, "Can you throw your Yo-Yo so that it stays at the end of the string revolving at dizzy speed until you flip it back into your hand?"

That particular stunt is the first to be mastered by the neophyte about to be admitted into the newest and one of the most popular fraternities now growing with leaps and bounds in Los Angeles.

If you have a real Yo-Yo and practise this particular stunt a few times until you "get the hand of it" you will learn the rhythm that makes the little top whirl up and down the string at your command.

### READY TO GRADUATE

With that particular art mastered, you are ready to graduate. Then you learn the tricks that make Yo-Yo the fascinating game that it is.

You've seen some of those Duncan Yo-Yo boys about town flipping Yo-Yo's hither and yon with a nonchalance that seems most simple. To the onlooker these boys have a control over the spinning discs that seems akin to wizardry.

Well, once you've got the knack of doing the spinner you are prepared to make the Yo-Yo "walk the dog," "loop the loop," or do any of the stunts these Duncan Yo-Yo boys do before your eyes.

It's just a matter of practice, and that's what thousands right here in Los Angeles are doing just now—practising to get that rhythm that makes the Yo-Yo behave.

### MORE PREVALENT

The little Duncan Yo-Yo fun bug is becoming more prevalent every day. The Duncan Yo-Yo boys demonstrating the game are the cream of the Yo-Yo-ers.

On the island 99 out of every 100 Filipino boys are adepts, just as American boys are at baseball. The game is centuries old.

It has mellowed from the "deadly" weapon first fashioned by a Philippine native is an instrument of sport. In this respect it has shared the fate of the bow and arrow and the flashing rapier of the medieval swash-buckler.

Introduced in this country in the East, it swept westward from the coast and through the South. Wherever it is played it develops a sports epidemic that envelops old and young alike.

### FIRST SYMPTOM

The first symptom displayed by a victim is his determined tossings and windings with mutterings such as "I'll get this thing if it takes all night."

Thousands have found fun mastering the necessary flick of the wrist and the proper manipulation of the fingers, and thousands in Los Angeles are beginning to get the keen enjoyment that this spinning top brings.

# BOYS AND GIRLS STAR AT YO-YO

## Ten Selected At Paramount To Compete Here For Championship

Nine boys and one girl qualified Saturday at the Paramount Theater for the finals of the Ogden Standard Examiner-Paramount Theater Yo-Yo contest which will be held Saturday, August 6, at the Mickey Mouse program.

An additional elimination tournament will be held Friday, August 5, at a special matinee to be held between noon and 1 o'clock. A special feature picture, Joe Mack Brown in "Vanishing Legion," will be shown at the same time.

The first elimination contest, held Saturday, was a real battle with the boys all fighting for top place. There were a large number of boys and girls entered with some expert Yo-Yo spinning demonstrated.

The eight standard tricks were shown with some of the contestants giving a few extra tricks they invented on the spur of the moment.

Johnny Camilloza, world's champion Yo-Yoer, conducted the contest and put each person through their paces. For some reason the girls entered were somewhat bashful and the first one did not make her appearance on the stage until the boys were pretty well through.

### OTHER GIRLS COMPETE

As soon the first girl summoned up enough courage to enter, the rest came in droves until a large list was present.

The contestants showed real ability and the result of constant practice. Practically without exception

all handled their tops in masterful style, and while one or two got out of hand occasionally, to the boos of the audience which was super critical, they were all fine.

And while the Mickey Mouse children booted those they did not think were doing as they should they were just as quick to applaud.

Fowler avenue made a clean sweep of the first three places, also putting a boy in ninth place.

For days the kids on that avenue between Twenty-eighth and Twenty-ninth streets have been practicing industrially and their labors were rewarded Saturday.

Another ten will be picked Friday and all 20 will compete Saturday, August 6, at the finals.

Joseph Armour, who has charge of the Yo-Yo's in Ogden, was enthusiastic about the elimination tournament.

"While it brought out some splendid Yo-Yoers," he said, "the contest next week should be even better in as much as the participants will have an additional week to practice. However, the winners Friday will also have the advantage of that week, so the finals Saturday should bring out some exceptionally fine work."

### CHAMPION PLEASED

Johnny Camilloza, world's champion, who judged the contest, reported the participants had grown as efficient in the manipulation of

the tops in the time they had been working as any he had seen.

Winners Friday were: Arnold Olsen, 2855 Fowler avenue; Billy Glasman, 2816 Fowler avenue; Bruce Lake, 2835 Fowler avenue; Elmo Jones, 748 Twenty-fourth street; Gerald Hogge, 3341 Childs avenue; Johnny Wadall, 2652 Madison avenue; Bill Dixon, 2730 Jefferson avenue; Jack Alexander, 3210 Jackson avenue.

In addition to the Yo-Yo contest and feature picture, Friday, the first 200 present will receive genuine O-Boy Yo-Yo tops free.

Those who wish to enter the final elimination tourney Friday have a full week to prepare. All that is necessary is to clip the coupon below, have it filled out and bring it to the Standard Examiner, where you will receive a genuine Duncan Gold Seal Yo-Yo top and a certificate allowing you to compete. Or bring a classified ad.

## Ford, At 69, Urges Up-To-Date Views

DETROIT, July 30.—(AP)—Henry Ford at 69 believes that if he continues to "keep interested in everything," old age will not bother him.

Celebrating his sixty-ninth birthday today, he said he believed that "people whose interests are up to date will get along in the world," without growing old.

# The VENTURA COUNTY Star

And The Ventura Daily Post, Established 1883

VENTURA, (Official Name, San Buenaventura) CALIF., MONDAY, July 25, 1932.

## YO-YOITIS COMES TO VENTURA THIS TIME IN EXPERTS' HANDS



"Star Newsies" gather for instruction under Duncan yo-yo champions who are to instruct Venturans in art of yo-yoing.

Have you caught yo-yoitis yet? Have you felt the craving to show the younger people how yo-yoing should be done with the animated wooden disc and the tricky bit of string?

If you haven't you still have something to look forward to and guard against. Don't fight it off, for it will get you sooner or later.

This time the game of yo-yo comes to Ventura in the hands of experts who show what the little top can do. The young fellows are to be seen on the stages of local theaters and in the windows of downtown department-stores teaching the yo-yo addicts the gentle art of "Shooting - the - Moon," "The Spinner," "Walk-the-Dog" and nearly a hundred different shots with equally picturesque names.

In the former epidemic, yo-yoitis afflicted Venturans just because they liked it. This year Ventura is being helped by skilled performers.

The beginner in yo-yo learns to start his top without winding it as is necessary with the orthodox tops of our youth. The trick of starting is accomplished with a flick of the thumb and a pull of the string. When one learns to start the top the next shot is the well-known rhythmic rising and falling one in which the top runs up and down the string. After this there comes the more complicated shots that introduce the victim to the rhythmic appeal which yo-yo has for young and old alike.

Schools, colleges and cities hold inter-scholastic, intercollegiate, inter-fraternity, and inter-urban championships. The states of Minnesota and Indiana have held state championships. The coming year will see the championship of the United States at stake in a national tournament. England is this month getting her first attack of yo-yoitis.

# Beginners At Yo-yo Should Not Try The Difficult Shot

Yo-yo experts will be at the Saticoy Drug store at 1 p. m. Monday to demonstrate to the boys and girls there how to make some of the fascinating shots of yo-yoitis.

"Can you 'shoot-the-moon'?"

This may sound like a queer form of password or greeting, coming from the fence-busting Babe Ruth, or from the former Notre Dame football star, Joe Savoldi. Yet one might easily imagine it after seeing these two headliners playing yo-yo with characteristic skill and enthusiasm.

To those who know, however, the question is quite regular. "Shoot-the-moon" is one of the most thrilling shots in yo-yo. This shot gets its name from the part of the shot that shoots straight up like a geyser of wood and string. Few people ever become complete master of the shot. It has ruined more tournament scores than any other shot in yo-yo. Beginners do well to leave "shoot-the-moon" for later stages of advancement.

The beginner in yo-yo should concentrate on 'the spinner'. This shot, according to information gathered by Star reporters, is the "basic shot" of a great many other shots in the art of tossing and whipping a gay chip of wood about on a mad string.

After learning "the spinner," a yo-yo addict soon learns to combine it with many comic, puzzling and entertaining shots such as "walk-the-dog," "creeper," "free-wheeling," "floating-power" and many others.

Star reporters send in disturbing news from Oxnard, Ojai, Santa Paula and Fillmore, for the yo-yo epidemic has broken out in these places. The reports state that the spread of the epidemic followed visits made to each town by the Duncan yo-yo champions who are on a tour of Southern California.

Camarillo, Saticoy and other points are yet to be heard from.

The yo-yo epidemic is becoming more prevalent each day. Each day the Star yo-yo reporter sends in news of another outbreak in a town hitherto untouched. Each day the spread at home continues to extend about the city as merchants report increased demand for the gay bit of wood in a piece of restless string.

The Star has arranged with visiting yo-yo experts to teach the readers of the Star how yo-yoing is done by experts. Wherever possible the Star will help the younger generation to hold practice tournaments and demonstrations presided over by yo-yo champions.

For the benefit of those who have not been in Ventura long enough to know what a yo-yo is and how it affects people the Star yo-yo reporter, who has been assigned to keep the Star readers informed of the latest sport, has made several surveys of the present epidemic and issues the following information for what it may be worth:

Yo-yoitis is not really a disease or a plague in the real sense of the word. It gets its name from the word yo-yo, which comes from the tropic isles, and means that when "it is thrown out, it comes back."

Yo-yo is the name given to the top with a string which holds such a lure for thousands of players each year. While it is just a simple piece of gaily-colored wood so constructed that it does hundreds of shots while tied to a string attached to one of the player's fingers, the yo-yo has a universal appeal.

Since 1929 the yo-yo has been seen in tournament play in every large city in the United States and in many of the Canadian and Mexican population centers. This month it made its first appearance in London.

\$400 CASH, 110 TOPS  
AWAIT YO-YO WINNERS



Nancy Preston, Los Angeles' youngest Yo-Yo-er, takes her first Yo-Yo lesson from Jimmy Montalban, Duncan Yo-Yo expert. Maybe she'll enter The Record's Yo-Yo \$400 prize tournament.

That peculiar hum you hear in the air today is the buzzing of Yo-Yo tops being spun by boys and girls preparing for The Los Angeles Record's Yo-Yo championship contest.

New vigor was injected into the rubber arms of the tireless spinners with the announcement that \$400 in cash prizes would be awarded the winners in this contest in which the Yo-Yo champion of Greater Los Angeles is to be selected.

In addition to the cash prizes there will be 110 Kayo humming, singing, whistling tops awarded to the winners.

This Kayo top sure is a "hummer," and will tickle any boy or girl lucky enough to win one. They are similar to the Gold Seal Yo-Yo in operation, but produce a varying whistle as they spin about at the end of a string.

Preliminaries in this contest are to be conducted in about 10 days. The exact time of the preliminaries will be announced in The Record. Any boy or girl of 15 or under may enter.

Prior to the date of the preliminaries several Duncan Yo-Yo champions will illustrate publicly to all boys and girls just what makes the Yo-Yo "Yo."

These Duncan Yo-Yo champions are now demonstrating the native Filipino toy about the city and suburbs. They are experts with the discs and flip them about in the most amazing gyrations.

FREE WHEELING  
The Duncan Yo-Yo champions use the Duncan Gold Seal top. This is the kind that spins at the end of the string in a peculiar sort of free-wheeling, and this is the kind of a top that is to be used in the contest.

The knack of making the top spin free at the end of a string is called the "spinner" and is the basis of many other stunts that can be done with a Yo-Yo. This is the first thing to try after getting the jigger to climb the string like a squirrel.

After that there is no limit to the twists and twirls, plain and fancy, that may be described with one of these whirling discs. And maybe some of the Greater Los Angeles Yo-Yo-ers don't know it. This little Yo-Yo has taken possession of them, and they are at it all day and night snapping and flipping the lacquered gadgets in new and strange ways.

Keep up that daily practice, boys and girls, and watch The Record for announcement of the preliminary nearest your home.

**COWBOYS MASSACRE YO-YOS**



When the Lions International met in convention at Los Angeles, here's what some of the cowboy members from Texas did with Yo-Yos.

**T**HE first preliminary contest of The Bakersfield Californian's county-wide Yo-Yo tournament was scheduled at 2 p. m. today at Beale park, at which time five of the best Yo-Yo performers will be selected to meet, in formal competition Friday, August 26, the winners of the three other preliminary contests to be held on Tuesday, Wednesday and Thursday of this week.

At each of these preliminary contests prizes will be given winners and consolation prizes will go to competent losers. The grand final contest offers \$50 in cash to be divided among winners in this manner: First prize, \$20; second prize, \$10; third prize, \$5; and fifteen prizes of \$1 each. This is a great opportunity for the Yo-Yo artists of Bakersfield and competition is expected to be keen for qualifying places for the grand final event.

The contests for qualifying for the final will be held on the following tricks as have been taught in Bakersfield by Jimmie Montalbin, world's champion Yo-Yo artist: The spinner, walking the dog, the creeper, around the world, the breakaway, lay down, and loop-the-loop.

These are the fundamental tricks of the Yo-Yo game and great proficiency in the execution of these maneuvers is necessary before one is really a good Yo-Yo performer.

At the school for ambitious Yo-Yo-ers that has been held all this past week by Montalbin, he has taught these tricks along with many more. Those who attended this school will be especially prepared for the tournament and are looking hopefully at the cash prizes.

Jimmie Montalbin, along with a representative of The Californian, and some third person yet to be selected will judge both the preliminary contests and the final event.

When asked about the tricks that entrants would be asked to do Montalbin said, "All of the fundamental tricks as I have taught here are important but in actual competition the

loop-the-loop will be the most important trick because the usual method of judging a Yo-Yo tournament gives an opportunity for many points to be made on this trick whereas a maximum of three points is all that can be made on the correct execution of the others. This is true because for each successful consecutive loop-the-loop negotiated the contestant will receive one point. The value of this is readily understood when this fact is known, namely, that it is not unusual for entrants successfully to execute as many as 200 of these loops.

This tournament is open to all not over 18, with no "red tape" involved. All you have to do is to be present with either a Flores or a Duncan Yo-Yo, these being the official tournament Yo-Yos, and you are ready for competition. If you can do anything with a Yo-Yo, don't fail to try for those prizes for you may be the person to win.

**TRAINING FOR YO-YO TOURNAMENT**



Do you recognize this specialist as a citizen of Bakersfield? He's in training to compete in The Californian's Yo-Yo tourney now under way.

**E. Croson Qualifies for Finals in Big Kern Yo-Yo Contest**

**E.** CROSON, youthful Yo-Yo player of 2607 San Emidio street, swept through the first preliminary contest of The Bakersfield Californian's county-wide Yo-Yo tournament, held Monday afternoon at Beale Park, to win the honors of the day with the accuracy of his loop-the-loops.

Handling his Yo-Yo like a veteran, Croson won first prize in the preliminary contest, and will be a favorite in the finals to be held Friday at Beale Park at 2 p. m. when 20 selected Yo-Yo artists compete for \$50 in cash prizes, divided into 18 awards as follows: First prize, \$20; second, \$10; third, \$5, and 15 prizes of \$1 each.

**Others Qualify**  
Coming close behind Croson were the following splendid performers with a Yo-Yo: Joe Santiago, 800 Tulare street; Floyd Harness, Moneta street; George Marantos, 321 East Twenty-first street, and C. D. Perry, 2400 Verde street.

All of these boys proved themselves good in the new sport that has captured the imaginations and activities of so many folk in this city.

Today, Wednesday and Thursday, at Beale Park, at 2 p. m., there will be held further preliminary contests to select skillful Yo-Yo-ers to meet in the final for the championship of Kern county and the \$50 in cash.

**Simple Rules**  
There is no red tape or difficult qualifying rules and the tournament is open to all boys and girls of Kern county not over 18. Either the Flores or Duncan Yo-Yo will be the proper top to use as these are the official tournament Yo-Yos.

The contest is judged on the relative ability of the contestants to gracefully perform the fundamental tricks of the Yo-Yo sport as have been taught here by Jimmie Montalbin, world's champion Yo-Yo artist.

These tricks are the spinner, walking the dog, the creeper, around the world, over the falls, three-leaf clover, and loop-the-loop.

## JUVENILE FUNSTERS PLAYING YO-YO



Our Gang, comedy kids of the Hal Roach studio, take time out during exclusive Yo-Yo tournament, to pose for the camraman.

### Huge Crowd Sees Young Yo-Yo Stars Battle for Kern Title

**B**EFORE a large crowd of interested spectators, gathered Tuesday afternoon at Beale park to witness the second preliminary contest of The Bakersfield Californian's county-wide Yo-Yo tournament, Robert Mitcheletti, Oildale, and Robert Perry, Terrace Way, Yo-Yo-ed their way into a tie for the honors of the day, closely followed by four other qualifiers, who were also in a knot when the score was counted.

Jack Hart, 1114 Jefferson street; Manuel Garcia, 1519½ F street; Ludwig Drammel, 302 C street; and Emil Aubin, 518 East Eighteenth street, were the four qualifiers who tied in second place and were all awarded similar prizes.

#### 11 Are Qualified

With two of the four preliminary contests scheduled to be held to seed the proficient Yo-Yo players of Bakersfield and Kern county over, 11 youthful exponents of this new fascinating sport have qualified for the final, which will be held Friday afternoon, 2 o'clock, at Beale park, at which time \$50.00 in cash prizes will be divided among winners as follows, first prize, \$20.00; second, \$10.00; third, \$5.00, and 15 prizes of \$1.00 each.

Interest was sustained throughout the entire preliminary contest as spectators stood agape, marveling at the wonders as performed by the contestants with their Yo-Yos. The contest was held in the amphitheater at the park and frequently the crowd would mill too close to the players and competition would have to cease until the spectators moved away to allow room for such tricks as around-the-world, loop-the-loop and others requiring great dexterity.

#### Two Preliminaries

Two other preliminary contests will be held before the grand final. These are scheduled for today at 2 p. m. in Beale Park and Thursday at 2 p. m. in Beale Park.

Only those who qualify in these preliminary contests are eligible for the final with its cash prizes. There are no strict rules, no difficult regulations and no red tape to entering the preliminary contests. Anyone in Kern county not over 18 years old, possessing either a Duncan or Flores Yo-Yo can enter this tournament. Duncan and Flores Yo-Yos are the official tournament tops. Age is no consideration up to 18. The youngest to qualify in the two contests held to date is a lad 9 years old.

## Under Another Name.

A CORRESPONDENT has called the writer's attention to a letter in the 'Times' which makes it very clear that the new toy which has been so much in the public eye of late—the Yo-Yo—was known to the youth of Britain a great many years ago. The letter referred to quotes from a book published in 1852, which states: "The bandilor. —The bandilor is a toy made of hard wood, resembling a pulley with a very deep groove; round this groove a piece of string is wound. To set the bandilor in action the end of the string must be held between the finger and thumb, and the toy allowed to fall; by this means the string is necessarily unwound; but if its fall be suddenly checked by a sharp jerk the motion is instantly changed, and instead of continuing to fall it will rise towards the hand again, and the more rapidly it is falling the more readily it can be made to change its course." The old saying, "There is nothing new under the sun," is once more justified by the revival of a popular toy that no doubt amused children a century ago. Probably it goes a long way further back in history.



**YO-YO CHAMPS ARRIVE HERE**



They're past masters in the art of operating the Yo-Yo, these three youths pictured above. They can make the small wooden objects do everything but talk. The world champion Yo-Yo artists pictured above, left to right, are Charles Advincula, John Hisper of Redlands and Jimmi Montachan.

**Strange Malady, Yo-Yo-itis,  
Stalks Among Young and Old**

Stockton is threatened with an epidemic of Yo-Yo-itis. This is a malady caused by a fascinating fun bug. There is no escape from it. It attacks young and old alike.

Thousands have succumbed to it in cities of the East, South, and recently the Pacific Coast has been the objective of an attack that is now in full swing.

It is a malady that had its origin in the Philippine islands more than 300 years ago and still obtrudes itself there in occasional outbursts.

**NONE IS IMMUNE**

From advance information it is certain that no one is immune from Yo-Yo-itis. Painless and harmless though it may be, it gets young and old, leaving none in its wake who has not known and felt its strange effect.

The germ itself has been isolated by experts, yet isolation of the bug has been of little benefit, for no culture which might be injected has been powerful enough to combat its effects.

Symptoms of Yo-Yo-itis are easily recognized. The stricken child or adult is seen at all times with a wooden object attached to a string. The wooden object is dropped gently, then funny things begin to happen. The wooden disc returns to the hand or leaps about in odd gyrations and with devastating effect.

**VICTIM POWERLESS**

After some minutes the patient may be induced to lay aside the fun bug for a while, but not for long, for within the brief time that the bug has been in control of the patient it has rendered him powerless to resist its lure. After the first attack the victim seems to be laboring under the hallucination that he can make the fun bug do stunts that are impossible and he takes up the thing again and again to try.

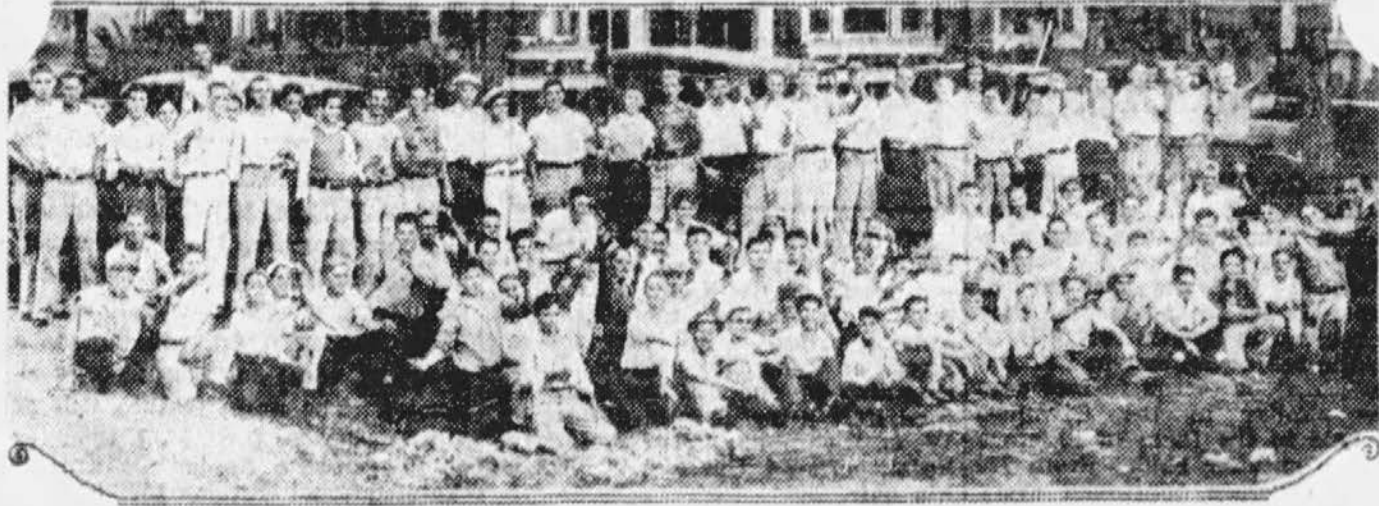
Not satisfied with having the bug return to his hand, the patient will work his brain overtime conjecturing new tricks by the dozen.

**"EPIDEMIC" GROWING**

The epidemic is gaining in Stockton. Evidences of it have been seen on the streets and in the public buildings. Within a few days it will spread to every part of the city. It is just that powerful. It will be in your neighborhood before you know it, but do nothing to prevent or combat its coming or its attack will be even more intense than an ordinary epidemic of Yo-Yo-itis.

Since this disease has spread so rapidly in other cities and is now threatening to go into every nook and corner of Stockton, the Stockton Record has made arrangements to keep the public informed of its spread and all details concerning its attack. Watch for further developments in the Record tomorrow.

## CARRIER BOYS CATCH YO-YO-ITIS



Carrier boys of the Record have gone Yo-Yo fans with a vengeance. Every one of the boys pictured above has one of the tiny wooden disks attached

to a string and is learning to wield it proficiently through instruction by one of the three world's champions visiting Stockton.

—Pictures by Record Staff Photographer

### *Carrier Boys Catch Yo-Yo-itis; Twirl Spheres Like Experts*

In a moment of thoughtlessness, Yo-Yo champions now in Stockton passed out a flock of these color-spashed tops to Stockton Record carrier boys waiting for the latest edition, and immediately all else was forgotten in the convulsion of tossing, twisting, arm waving and cavorting that followed.

And what rubber arms these Record newsies have! Extra cautious onlookers took to cover as soon as the boys unleashed the whirling spools into the gyrations as was being shown them by one of the champions.

After seeing how completely the insidious Yo-Yo bug got hold of these newsies in so short a time, it is easy to understand how Yo-Yo-itis has swept with such great rapidity and with such disastrous results through Stockton.

"They are pretty quick to catch on," said Jimmie Montalbin, holder of the world champion Yo-Yo title, after watching the boys go through the preliminary stages of the sport and seeing them wrestle with "the breakaway," "three leaf clover," "the spinner" and other clever tricks that may be performed with this spinning gadget.

"Just a little practice," he said, "and these boys will be able to do most of the tricks. Once they master the spinner and get the proper rhythm in getting the top to run up and down the string, they will find other figures are going to be much easier to perform."

The Record newsies are not the only ones who seem to be catching on to the intricacies of a Yo-Yo. Every section of the city has its addicts. The suburbs are breaking out with the rash.

Youngsters are not its only victims. Men and women are falling for the craze, neglecting their homes and business to dangle a bit of lacquered wood on the end of a string. No home or place of business seems immune.

THE EUGENE REGISTER-GUARD NOVEMBER 13, 1932

You are going to have Yo Yo Itis

Because Every One Has Sooner or Later . . .

Genuine

Duncan Yo Yos

10c, 15c, 25c

Yes, it looks easy but have you tried it? Of course it is only a piece of wood on a string but the amazing way that it wants to behave is a caution. We dare you to try it.

BASEMENT

THE SOUTH BEND TRIBUNE, TUESDAY EVENING, NOVEMBER 22, 1932



Hello Skinney!

Now, I can do tricks easy with my new imported Philippine silk cord YO-YO I got Free by saving

10 Paul's Kremmo Bread Wrappers

SAVE 10 Wrappers

From Paul's KREAMO BREAD and get a

Genuine Flores Imported Silk Cord Filipino

YO-YO FREE

(This does all the tricks)

Boys and Girls

As long as you can spin the rest, its easy to spin the best. This Yo-Yo cannot be bought in any store. It's easy to do difficult tricks with the Flores Yo-Yo because it's the most expensive Yo-Yo made. Finely balanced — with imported silk cord thread.

Paul's Bread Co. 1910 Lincoln Way West

THE TIMES AND EAST CHESHIRE OBSERVER, FRIDAY, NOVEMBER 19, 1932.

Yo-Yo Champion SHOWS HIS SKILL His Visit to Macclesfield TWO HUNDRED TRICKS



[By courtesy of the "Daily Express."]

The fourteen-year-old world's champion yo-yo manipulator came to Macclesfield on Monday afternoon. He is a Chinese boy, Harvey Lowe, and he visited the shop of Messrs. Tom Wood (chemists) Ltd., 76 Mill Street, to demonstrate, under the auspices of the "Daily Express," exactly what he can do with a "99 Yo-Yo" top.

Harvey Lowe can do anything with a yo-yo except make it talk; as a matter of fact, he very nearly accomplishes that, for the top becomes so exhilarated by virtue of the prodigious spin he imparts that it actually purrs with delight.

Under his magic spell, the yo-yo does all manner of breath-taking and eccentric things and so perfect is his control that the top seems to go through its performance of its own volition.

TWO AT ONCE

Chatting with a "Macclesfield Times" reporter, Harvey Lowe was busy manipulating a couple of yo-yos at terrific speed without even deigning to cast a glance at them. He casually mentioned that he could perform about two hundred tricks and some of them he had discovered by accident whilst practising.

The yo-yo is said to be a survival of a very ancient and serious game in the days when men had to hunt for their food. The first yo-yo was a stone attached to a leather thong and it was used as a weapon for delivering a telling blow upon the head of the quarry. We are impelled to add that if the hunters were as expert with their stone and thong as Harvey Lowe is with his string and top, the slaughter must have been perfectly sickening and hunger unknown as long as there were animals to knock out.

But we must return from the jungle to civilisation and contemplate the yo-yo of to-day. The young world champion, demonstrating his mastery of the top and working with two at once, sent them spinning, turning and circling with marvellous precision. He seemed to be able to judge distance to an inch and the proximity either of those watching him, or of the articles in the shop, caused him no perturbation whatsoever.

FIRST IMPRESSION

Our representative's first impression of the world's champion in action was that of an efficient youth propelling and recovering a couple of yo-yos with such speed and facility that the air seemed full of them. They came desperately close, too, and our representative only resisted the temptation to duck and dodge by reminding himself that, however painful a bang on the nose with a yo-yo might be to him, it would be infinitely more so to the reputation of a world champion. In short, such an accident could not possibly happen and, of course, it did not.

Among the many manoeuvres to which Harvey Lowe treated our reporter were: "Around the world," "reaching for the moon," "cross fire loops," "bow bells," "the creeper," etc. By way of variety, the champion threw the yo-yo so that it lighted a match held in someone's hand and afterwards extinguished the flame in like fashion. The top was made to spin upon the floor, upon a chair; in fact, anywhere the fancy of its controller dictated.

REALISTIC

We had, for instance, a very realistic illustration of the trick called "walking the dog." There was a real dog in the shop and the champion dexterously cast the yo-yo to alight gently upon the animal and spin along its back.

Harvey Lowe trains yo-yos exceedingly well. They never stray, however intricate the evolutions they perform. Always they return home precisely and correctly to his expert fingers, or if he so wills, they pop into his pockets.

Wondering if there was any special virtue in the way the champion rears the yo-yos he manipulates, our reporter was handed a "99 Yo-Yo" by Mr. Wood out of his stock in the shop. Invited by Mr. Wood to try and emulate the champion by giving a little demonstration, our representative managed to cause the top to rise and fall fairly obediently, but came an inglorious cropper when attempting the world tour—it happened about the equator. The top was then handed to the world-beater and lo! it became inspired, running the whole gamut of yo-yo tricks without the least sign of rebellion.

In the case of the champion, it took eighteen months to attain his present title; ordinary mortals will not reach the dizzy height if they practise a life-time. But don't be discouraged. The amateur can do quite a lot with a yo-yo and it is a fascinating game.

Young Lowe came all the way from America to demonstrate in this country. In the very near future another similar demonstration will be given at Messrs. Wood's.

**YO-YO CHAMP DOES HIS STUFF**



Balance of the body as well as skill with arms, wrists and fingers, is necessary to twirl the little Yo-Yo as this expert, Roy Pascual, does it. Pascual is appearing at various clubs, societies and other assemblies, on invitation. Arrangements to have Pascual demonstrate the spinning of the Yo-Yo may be made through W. B. Taylor, circulation manager of The Star-Bulletin.

**BOOKING PASCUAL FOR EXHIBITIONS**

**Yo-Yo Expert Is Showing 'Em How It's Done; Yo-Yo-itis Is Spreading**

Yo-Yo, the art of spinning a little top on a string, is getting under way in Honolulu.

Roy Pascual, heralded as a champion at making this spinner do strange things, has three exhibitions booked and is available for more.

At 3 this afternoon he will spin the Yo-Yo before a crowd at the natatorium, Waikiki, watching the city-wide swimming meet. Tomorrow afternoon at 2:30 he will show at the public playground at School and Fort St. He will appear at the same park, same time, on Monday afternoon. The latter occasion is a meeting of playground directors.

Mr. Pascual is making all these appearances under the auspices of The Star-Bulletin. Any club or other organization wishing him to appear is requested to get in touch with W. B. Taylor, circulation manager of The Star-Bulletin.

The neophyte, as yet uninitiated into the mysteries of the "Mystic Order of Yo-Yo Winders and Unwinders," rises to ask a few questions.

He is puzzled by the spasm of yo-yoing that has seized the states and threatens Hawaii.

"What, Your Honor," he begs of the High Imperial Yo-Yo-er, "is a yo-yo?"

"Well," says the H. I. Y. authoritatively, "a yo-yo is not a Swiss yodel. Neither is it a secret password of the mystic order, nor a sailor's welcome on a foggy night. It isn't a swear word, either."

"I still don't know what a yo-yo is," replies he.

"Of course you don't," comes the answer, "until I show you one."

**How To Yo-Yo**

And then His Imperial Highness produces a yo-yo. It is a bright colored disc, with cord attached. He holds one end of the cord in his hand, and with mystic gyrations makes the disc slither up and down the cord. He does it to waltz time, then swings into a two-step movement and ends with a flourish of plain and fancy yo-yoing in red-hot fox trot tempo.

The neophyte is impressed. He says so.

"Oh, it's really nothing," says the man of the yo-yo world, "not when you know how. Of course, you couldn't do it right away. But you might learn. You look like a smart lad."

So his imperial highness of the Mystic Order of Yo-Yo Winders and Unwinders begins to teach the fundamentals of yo-yoing to the neophyte.

Many other Honoluluans are yo-yoing now. In the states what started as a fad has developed as an occupation. Old and young have been bitten by the bug. They play with their yo-yos all day and put them under their pillows at night. You can't escape. And the yo-yo epidemic isn't like rabies—you can't be inoculated for protection.

Now if you are good with a yo-yo and think you would like to meet in competition to test your ability, The Star-Bulletin will be glad to arrange a formal meeting with Roy Pascual, expert yo-yo player from the mainland, who has issued a challenge to island yo-yoers through the columns of this paper. Let's hear from you.

## YO-YO BLAMED FOR LACK OF RAINFALL

### Toy Is Placed Under Official Ban in Damascus.

Beirut.—Times are very hard in Syria just now. The sun shines, the skies are blue and the weather is so perfect that tourists think it heavenly, but natives believe it has been sent by the Evil One. The Syrian winter should be rainy, but the weeks are slipping sunnily by with only an occasional evening sprinkle.

Seed is wasted, crops are lost, farmers are in despair. Wells are going dry and flocks are dying of thirst and disease, so that meat may soon become a great luxury. Camels recently were sold in the open market by impoverished owners at £2 Syrian each, or about \$1.00.

One distraction during the dismal days has been yo-yo, introduced into Syria recently from Europe. Children in the streets, messenger boys on bicycles, conductors on Beirut's fragile trams, porters weighted down with rugs, waiters in cafes, merchants selling their live chickens on the hoof, students in the university, while away idle moments with this pastime.

But the yo-yo rolls no more in Damascus. Yo-yos seen upon the public highways are confiscated.

A number of leading sheiks formed themselves into a committee to determine why ill luck should thus have fallen on their city and agreed that the yo-yo was the cause of the hardships. Perhaps they felt that the yo-yo was merely a waste of time, and hence had brought Allah's displeasure; perhaps that the yo-yo had distracted Allah so that he became confused in his intention to send the necessary moisture.

The committee did not explain its line of reasoning, but simply requested that yo-yo be prohibited. As a result policemen on the streets who spy the toy flying up and down its string appropriate it.

The weather in Damascus, like that of the rest of Syria, continues to be sunny.

## Lend Me Your Ears

By BOB BOUCHETTE

### Civilization's Way Out—Yo-Yo!

Capitalism has failed.  
Communism hasn't buttered many parsnips.  
Technocracy died in embryo.  
There is only one remaining solution to the problem of civilization.

And that solution, this department maintains, is YO-YO. As Sir Josiah Stamp, or maybe it was Bill Tutte, remarked to me at one of his mind-improving causeries the other afternoon, the depression wouldn't last five minutes if the world went Yo-Yo!

"Give me a billion Yo-Yos," said Tutte, or maybe it was Montagu Norman-Banner, "and I'll show you a billion people who won't even care if there is a depression."

#### Search

When men like Stamp and Tutte and Norman and John Maynard Keynes speak that way, you know it means something.

I was interested in obtaining first-hand information on the Yo-Yo question so on Thursday night I accepted the invitation of Mr. Pat Conlin to attend a Yo-Yo demonstration. Mr. Conlin is the gentleman who is organizing a world's championship Yo-Yo contest which will be held in Vancouver early next month.

#### Party

A little group of earnest thinkers, including Mr. Pat Terry and Mr. Syd Williamson, two of the leading press protagonists of Yo-Yoism, also were present at the gathering.

The party, numbering about a score, ranged themselves around Mr. Conlin's living-room. Our host talked briefly of the history of Yo-Yoism, the martyrs to the cause in the early years of its development, the many possible uses of Yo-Yo.

Mr. Conlin pointed out that a Yo-Yo was not merely a toy. It could be used as a weapon of defense or offense.

"That's true," said Mr. Terry. "With a Yo-Yo at the end of a 20-foot string you could just about knock a man's eye out, or bust his nose."

At this point the ladies present displayed a quickened interest. They gazed curiously at their husbands. The husbands looked nervous.

#### Mind

The demonstration followed. Joe Young, world's champion Yo-Yo player, and his partner, Harvey, a Chinese boy from Victoria, showed us that a Yo-Yo can be manipulated as easily as a tennis racket if you can just get the knack of it.

"It's a question of mind over matter and concentration," said Mr. Conlin.

This department perked up at Mr. Conlin's remark. "In that case Yo-Yoing would be a simple matter for me," we said bashfully.

Harvey's eyes gleamed significantly. Subtle race, the Chinese.

"Step up here, then," said Harvey, "and I'll show you how it is done."

He took the little top in his hand and made it rise and fall on the string. You have seen the boys in the street doing it.

Then he handed us the Yo-Yo. At our first pass the Yo-Yo leaped downward like a stockbroker committing suicide from a high building. It narrowly missed the clock on the mantelpiece and the right ear of one of the feminine guests.

After that it wouldn't do anything. It seemed tired out, or something.

"You see," said Harvey, with a note of what I considered unnecessary emphasis, "It's a question of mind over matter."

#### Dawn

After the demonstration Yo-Yos were passed around to all of us and we went to work. I suppose there is nothing intrinsically funny in the sight of a part of grown people playing with little colored tops at the end of a string. It just seems funny.

It was past midnight when the investigating group left the Conlin home. We were still playing at Yo Yo's. When my wife and I reached our home I continued Yo Yoing. I kept at it for hours. Dawn was slithering out of the east when I fell on a couch in sheer exhaustion.

But I won a great moral victory. I mastered the elementary movement, the rise and fall business.

Incidentally, I overslept and arrived an hour late at the office, but that is a secondary matter, I feel. The City Editor however, does not agree with me.

#### Level

There is a weird fascination about this game. There is no particular point in playing with a Yo Yo. It is a strange mental pleasure. Its futility is attractive. The absurdity of Yo Yo connotes the general silliness of all human endeavor. Yo Yoism is a philosophy.

And how will Yo Yo solve civilization's problems? That's easy. Mr. Conlin shall persuade the Bennetts, the Roosevelts, the MacDonalds and the rest of them to take up Yo Yo. Mr. Conlin is an exceedingly persuasive fellow.

Other legislators will take it up. In a few months the parliaments of the world will be converted into Yo Yo arenas.

Even a politician can't maintain his dignity while playing with a Yo Yo, for Yo Yo is a great leveler. And when people are leveled out and cease to take themselves seriously as individuals the depression will cure itself.

# SUN'S \$100 YO-YO CONTEST

**Hudson's Bay Company**  
INCORPORATED 22<sup>ND</sup> MAY 1870

## Here Again! Yo-Yo-Itis!

Remember what a lot of fun Yo-Yo was? Well, it's back again, and just as much fun as ever. MORE FUN because The Vancouver Sun is offering \$100 in cash prizes for the best Yo-Yo players - and you have a good chance to win some of this money.



**Expert Performs Saturday**

Come down to "The Bay" Toy Department, Mezzanine Floor, tomorrow morning. One of Canada's greatest Yo-Yo experts will be here demonstrating the wonderful tricks that can be done with Yo-Yo. He'll be here from 9 to 12 in the morning and 2 to 4 in the afternoon.

**Official Contest Top**

In order to win one of the prizes you'll have to use one of the official contest tops—the famous "Cheerio 99". You can buy them at "The Bay." Each . . .

**30c**

**Two Other Models**

There are two other models—one for beginners and one for practicing. We have these at . . .

Practice Model—**20c**  
Beginner's Model—**10c**

—Toys, Mezzanine Floor, at "The Bay"

## CHAMP IN CITY

### JOE YOUNG HERE TO EXPLAIN 10 TRICKS

Joe Young, 15-year-old world champion Yo-Yo player, is a Canadian. His fame spread from North America. A year ago he was a school boy in Regina. Six months later his name was known throughout Canada and Europe as the greatest exponent of the revived art of Yo-Yoing.

It didn't take long for the world to fall victim to the fascinating Yo-Yo. His fame spread from North America. A year ago he was a school boy in Regina. Six months later his name was known throughout Canada and Europe as the greatest exponent of the revived art of Yo-Yoing.

Joe Young entered an Open Yo-Yo competition staged at Regina. A week before, one of his six brothers had bought him the top and within an hour he was able to show remarkable ability in handling it.

**LEARNED EIGHT TRICKS**  
Joe practiced all day and every day. His family became proud of him, his parents, his brothers and three sisters. He had only five days in which to practice the eight tricks which made up the competition.

And Joe won, though there were eighty other entrants, many of them years older and with more experience. His first win came as a surprise. Joe, who arrived in Vancouver today, confessed to interviewers. It happened like this. He didn't care so much about winning but there was one boy he wanted to beat. One of his aunts had boasted to a friend at school that her brother could beat anyone at the game. The friend replied that her brother was so good he'd "wipe the floor" with Joe. That put Joe on his mettle and he practiced all the more.

An offer was made to Joe to travel through Canada, demonstrating his cleverness with the Yo-Yo. A brilliant lad in his studies, he had already passed the standard at which children are allowed to leave school so there was no difficulty.

Joe laughed when he told the story of how his principal replied when he was asked if the boy could leave. He did not want Joe to go because he was doing well at school. On the

## Rules for Sun's Big Yo-Yo Contest

Polish up your Yo-Yo and follow the crowd to compete in The Vancouver Sun's \$100 prize Yo-Yo championship contest.

Don't worry about qualifications. There aren't any. Contestants may be any age, providing they can wield a Yo-Yo. If your 4-year-old kid brother's good at it, enter him along with grandpa. Yo-Yoing is an aptitude sport.

Contestants are required to perform ten tricks, of which directions will appear in The Vancouver Sun. The big contest will be held at the Orpheum Theatre and will run on points.

Nine of the ten tricks that start with the up-and-down movement and end with the loop-the-loop, give the contestant one point, if well performed. The loop trick merits two points.

All contestants must use the "Cheerio 99 Yo-Yo" in the competition. Joe Young, the world's champion Yo-Yo player, arrives in Vancouver today to explain the ten tricks required for the contest at all schools and leading stores in the city. Watch for him!

Other hand, he commented that he would really be glad to see Joe's back for one reason, because he was always playing Yo-Yo.

**INTERNATIONALLY KNOWN**  
Once Joe was nearly beaten at Yo-Yo. It was at Montreal where he was asked to show a pretty dance how to perform tricks. She picked it up so quickly that he feared she would enter a competition and he felt she would have beaten him hopelessly.

Smiling, Joe, in his flannels, jersey and red badge, his calm way of spinning a Yo-Yo, here, there and everywhere, has become widely known in two continents.

When he was in England, Joe was asked as to his ambition in life. He shook his head, looked at the Yo-Yo he always carried in his hand and replied: "You know I can't think of anything but Yo-Yo and fresh tricks. I expect, though, I'll go back to Regina to high school."

He expressed this hope, however. "Maybe, if I ever think of anything else except Yo-Yo, I'll begin to consider what profession I'd take up."

**Popular Game Centuries Old**  
It's said, but it really seems as if there's nothing new under the sun. The word "Yo-Yo" as a new game but there is proof that it has been known for centuries.

The bushy-haired Pitt Islanders have counted it among the pastimes of that tropical isle for years and it is said that George III of England had a Yo-Yo.

A giant Yo-Yo, one hundred years old, was handed down in the family

## HINTS TO PLAYERS

### STRING IS MOST IMPORTANT PART

Here are some hints for beginners at Yo-Yo:  
The string is an important part of the Yo-Yo for on it depends the player's performance of tricks. It will be wise to have your Yo-Yo all set for The Vancouver Sun's prize competition, and if you've been bothered with "string trouble" when you play, the following tips, learned from Joe Young himself, will help you.

While the Yo-Yo may be used for years, the string is liable to break in three, with hard practice.  
If this happens it is unwise to mend the string by knotting it for the smallest tangle can "crowd" the groove in the top and prevent a movement being carried through.

String, twisted and ready for use can readily be bought.  
The twist in the string is important because various tricks depend on the tightness or slackness of the doubled length of string.

To put a new string on your top, first make the end of the twisted string opposite to the knot, divide it and make a loop. Then slip the top in to the loop, making sure the twisted string around again on the axle evenly and smoothly before winding the top up. This also applies should the string become loose while playing, for you must re-twist it before starting to play again.

The top itself is made in one piece. The groove has been carefully cut out until a small axle is left connecting the two halves. It is highly polished inside to facilitate the smooth running of the top and much use will make the top smoother and the tricks easier to perform.

If the string becomes snagged on the inside of the top, pull it hard; if it refuses to disentangle, cut the string entirely out of the groove made by the two halves, taking care to avoid any cut or scratch on the inside surface of the top. Then fit the new string.

If you let the string become too tightly twisted as is likely to happen when you use it a lot, it will twist itself into knots and you will be unable to wind it up. The simple way to surmount this difficulty is to let the top roll the length of the string and it will untwist itself.

## 130 TRICKS WITH YO-YO

Just think, Joe Young, world champion Yo-Yo player, can do more than 130 tricks with his Yo-Yo. Most people can't get beyond the loop, or up-and-down movement with a Yo-Yo. Ten tricks are required by contestants in The Vancouver Sun's \$100 prize Yo-Yo contest and the hardest of these is the loop-the-loop.

Here's how it's done:  
First of all a tight string is required. The first forward throw must be a hard one. Begin it as a simple throw out, but do not catch it as it returns. Instead, give the string a twist, describing a semi-circle with the top. Twist the string, inward, downward and outward in one, swift movement. This gives the top impetus for another forward throw.

When you can make ten loops you're becoming expert. The more loops you do, the more difficult the trick becomes, because the string is being loosened by the action of the top.

Holy Austin Rock, at Kinross, Staffs, has been occupied by a family named Shave for 130 years. Even members of the family still live in this sandstone cave.

and now belongs to the descendants of a prim early-Victorian lady. It measures about five inches across and is made of solid mahogany.  
One Englishman came forth with a Yo-Yo he had won at a Sunday School sports day, 35 years ago. This one was cut from boxwood and was very light in weight.

The modern Yo-Yo is cut from a solid piece of maple wood.

Get Your  
**Cheerio YO-YO**  
at  
**Woodward's**

- CHEERIO YO-YO Contest Model, No. 99 . . . . . 30c
- CHEERIO YO-YO Practise Model, No. 55 . . . . . 20c
- CHEERIO YO-YO Beginner's Model, No. 33 . . . . . 10c

A boy expert will demonstrate this popular toy in our toy department on Saturday morning 9 to 10 and 11 to 12.



Hastings and Abbott and Cordova Streets  
Phone Sey. 7151

AT THE **BURRARD MARKET** AT 3 P.M.

Open to Everybody  
Boys or Girls  
Mothers or Fathers

## Yo-Yo Competition at 3 p.m.

Lots of Fun \$5 In Cash Prizes

Boy champion will be there to show you how it's done. Get your Yo-Yo at the Market on Saturday

## Boys KRESGE'S

Sell the official  
**No. 99 CHEERIO YO-YO TOP**

It's the Real Thing—It Walks  
THE PRINCE OF WALES CAN SPIN IT—CAN YOU?

A boy expert will demonstrate contest tricks here on Saturday. Remember—Kresge's for the official Cheerio Yo-Yo Top.

**331 WEST HASTINGS**

Phone Seymour 1761 Quick, Efficient Service

Headquarters Distributors  
**CHEERIO 99 YO-YO**

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Prompt Attention to Mail Orders

For . . . . .  
**DELIVERY SERVICE**

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**YO-YO'S**

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- CHEERIO YO-YO Beginner's Model, No. 33 . . . . . 10c

(Cheerio Yo-Yo Is Our Registered Trade Mark)

**JOBBERS .∴ WHOLESALEERS**

Note  
**Cheerio Yo-Yo Representatives**  
Are  
**DONALD H. BAIN LIMITED**  
Phone Seymour 6426

## Thousands of Yo-Yos Are Being Put Into Service as Fad Catches On Here

A thousand Yo-Yos more or less went into service today and yesterday as more than 40 dealers reported active sales in the inexpensive little toy which is taking hold in northeastern Wisconsin as it has caught on everywhere else.

Staid old business men humped and snorted and belittled the idiosyncrasy of the fandangled fad, then said "Lemme take it a minute" and fell for Yo-Yo with a thud. Bank clerks supposed to abstain from all fun and frivolity and wear a countenance as sour as the business they're in were caught doing a little private Yo-Yoing at noon and on the way between banks. In certain wash rooms about the city it was a little unsafe to enter without previously announcing oneself for the Yo-Yo toys were flying up and down, east, west, north and south as clerks and employes tried to master the thing before demonstrating it publicly in the stores.

### Busy With Yo-Yo

And most of all — the kids. If you can't do five or six distinct and separate tricks with the Yo-Yo you're just a dud that's all — in sand lot society. "Skinnay" has forgotten his proposed baseball team for the moment and the yard is being neglected. The dog isn't fed regularly and he's plumb forgotten to continue with the bird house project he was so proud of a week ago. But he's going to master that doggone Yo-Yo if it costs him his home.

Up in the nursery after the lights are out, the plunks against the wall are known by now. Junior didn't fall out of bed, after all, and he isn't hanging new pictures. He's sneaked the Yo-Yo up to bed with him and after all was quiet he went back at that trick of making the top stop at the end of the string and spin endlessly before he decided to snap it back to his hand. He hopes to have that one learned by breakfast.

And what to do about it? Just this: go get yourself a Yo-Yo and join in. You'll never know the fun it is until you have succumbed and have learned a trick or two in "the ancient game of the islands."

### 100 Stores Have Yo-Yos

By Monday 100 stores will be offering Yo-Yo. A whole schedule of appearances have been booked for Pedro Flores, and his world champion Yo-Yo team for next week. Boys clubs, school assemblies, neighborhood societies are all inviting the visiting Filipinos to "come over and play." On Monday a whole week of school assignments will be printed. Mind you, these are not withdrawals from school time. The Filipino artists are scheduling their appearances for "right after school" for they are to be the guests not of the school, but of the school children. They start the week at Howe School and St. John's School on Monday afternoon.

Also on Monday "Uncle Bill" Haslam, of the Press-Gazette circulation department, will play chaperon to one of the champions and conduct him on a tour of cities east of here. Quite early in the morning they will be at the Luxemburg schools and later in the morning at Peeters, and at Hoppe's stores. Then they will dash over to Kewaunee to the high school, the parochial school and Bohne's News Depot. By afternoon they will have reached Algoma, the teachers college, the high school, the parochial school and Fluck's Drug Store. Toward the end of the afternoon "Uncle Bill" and his Filipino Yo-Yo champion will be performing in Sturgeon Bay at the high school campus and then at Arndt's News Depot.

Meanwhile plans are going ahead for Northeastern Wisconsin's first Yo-Yo tournament on Saturday, May 20. The place, hour and requirements for competition will all be announced in ample time and will depend largely upon the number of participants and the number of cities from which they come. One thing however has been announced. The Duncan Gold Seal Yo-Yo which is Pedro's own perfected and patented device is to be the exclusive tournament Yo-Yo. It is better than the practice Yo-Yos and the string will stand up under grueling wear, the top will respond more sensitively and the tricks the tournamenters will have to do can be easier and best done with this particular Yo-Yo. Get a Yo-Yo!

## Yo-Yo Expert to Work In Shawano, Oconto, Gillett, Pulaski, 'Falls' Tuesday

"Yo-Yo" continues to captivate, fascinate and to accomplish its capture of another sector. Youngsters, now numbered in the thousands are on the streets demonstrating numerous tricks they have mastered with the amazing little toy. In groups and individually they are preparing for Northeastern Wisconsin's first "Yo-Yo Tournament" to be held under the sponsorship of the Press-Gazette on Saturday, May 20. Cash prizes totaling \$75 will be awarded and the grand champion "Yo-Yoer" will be presented with the Press-Gazette trophy, a large silver loving cup.

But the youngsters aren't the only ones who have succumbed to "the ancient game of the islands." No indeed, the number of young men and women who are seen jauntily walking to and from school or to and from business and snapping the whirling toy to the end of the cord and then making it spin, shimmy, reverse and climb are nearly as numerous as the children seen with "Yo-Yo."

### Works After School

And beyond that age too—there are numerous women who have resisted just as long as they could and then gave in and said to the grocer as they placed their morning order "And send one of those Yo-Yo things along too. Junior wanted me to get it." Junior happens to be at school, and Junior happens to have a Yo-Yo and Junior happens to have a dozen tricks already learned for the tournament. But what does it matter, so long as one more enthusiast takes up the harmless, entertaining sport of "Yo-Yo"?

This week, after school, one of the Filipino champions will be in front of various city schools to conduct his classes with the pre-tournament groups. Rumor has it that one youngster has already been sent home from school because he could not resist the urge to snap the "Yo-Yo" along the corridors when he was passing from one class to another. So Henri, not wishing to jeopardize anyone's graduation, will wait until after school and will be near the school though not at the school. He'll be spotted easily enough and the youngsters may ask all kinds of questions and learn all scores of tricks. Because, that's what Henri is here for. He was brought from the far-away Pacific islands to tour the country with Pedro Flores, inventor of the modernized "Yo-Yo," demonstrating the game which is as old as the ages in the island country he knows as his home.

### Going To Country

While Henri is instructing Green

### TUESDAY'S SCHEDULE

Yo-Yo experts preparing boys and girls for the Press-Gazette tournament will demonstrate their art at the following places Tuesday:

- 8:30 Oconto High school.
  - 9:00 Ulsberger's store, Oconto.
  - 10:00 Woeckner's store, Oconto Falls.
  - 10:30 Oconto Falls High school.
  - 11:00 Gillett High school.
  - 1:00 Shawano High school.
  - 1:30 Teachers' News depot, Shawano.
  - 2:30 Bonduel High school.
  - 3:30 Rogalski's Drug store, Pulaski.
  - 3:55 Pulaski High school.
- At the Green Bay schools the following afternoons at 3:30: Today, Howe and St. John's; Tuesday, East High; Wednesday, Vocational; Thursday, Washington Junior High; Friday, West High; Saturday, Elmore School.

Bay's school children in the intricacies of advanced "Yo-Yo" and showing them how very easy it is if one will concentrate, practice a great deal and develop a little cleverness and skill in their manipulations, his partner the champion Max, will be with "Uncle Bill" Haslam of the Press-Gazette subscription department touring the Press-Gazette country.

With this story is published the itinerary of both of the champions. All who are at all interested are invited to meet these Filipino boys and watch them perform the "Yo-Yo" tricks. They have nothing to sell. They carry but the one "Yo-Yo" which is a standard Duncan Gold Seal of the type which will be the official tournament "Yo-Yo." They like the game. They like to see it spread and become so popular. They never tire of answering questions or of doing the same trick over and over until one of their little listeners have mastered it and can do it quite as well as they do.

About 50 stores in Green Bay alone are now selling this inexpensive little device which is capable of so much fun and skillful entertainment. Those who have bought it declare it to be a great investment and one which will be good for many, many months. Even if it breaks it is very easily repaired—usually only a new string is required. The top itself is almost indestructible. By the end of this week the same number of places in other cities, towns and villages will have "Yo-Yo" in anticipation of a healthy demand prior to the big tournament which will bring out all the kids who have mastered the bloom'ing thing and are willing to prove it before a large crowd.

# YO-YO PROVIDES RELAXATION

## FASCINATION OF "SPINNING TOP" WINS BOTH ADULTS AND CHILDREN—SURE WAY TO HEALTH

Are you one of the grown-ups who has discovered the fun and lasting benefit of Yo-Yo?

If you are, you've found real pleasure, and a healthful exercise which is suitable to grown people.

Yo-Yo teasing, puzzling at first, seemingly intricate, you will have found by now to be a genuine pastime, simple, handy, inexpensive, with a definite health benefit. It is a mental and physical tonic.

Like most novelties, especially those which children first of all introduce into the home, Yo-Yo is nearly always met with laughter.

It is not until children demonstrate Yo-Yo, and you see the absorbing interest they find in it, that you think there may be something in it for you.

At last you try it, get the knack—for that is all there is in Yo-Yo—and discover for yourself why it is of lasting benefit not only to children but to yourself.

### MENTAL RELAXATION

Your doctor, if you ask his opinion will tell you something like this:

"The minds of men and women become sick with the responsibilities of ordinary daily life and work.

"It is essential, if you wish to keep well, physically and mentally, to have some form of relaxation, some relaxation to which you can turn without trouble. It should be a form of relaxation which takes the mind off daily cares. It should offer the same mild, mental exercise, the same exercise for the brain as a good detective mystery novel, for instance, but with the addition of regulated exercise for the muscles of the body.

"But it must not be too strenuous. If a man or a woman has not been used to strenuous exercise for some years, he or she must not step straight into heavy sport. If he or she plays strenuous sport, Yo-Yo will correct over-development of the muscles brought into play. Yo-Yo offers a gentle exercise for many muscles, those of the wrists, the fingers, the arms, the shoulders, the neck, the abdominal.

"Some of the tricks bring all the muscles of the body into play, and, the tricks are so graduated, that the exercise, as the learner progresses, becomes slightly more strenuous. Yo-Yo bringing the brain, eyes, and body muscles into play, and in unison, is an ideal form of recreation."

That would be your doctor's verdict. He would be right.

If you have bought a Yo-Yo, and learned even only the first trick correctly, the Throw Down, and how to keep the top climbing up and down its string, you will have found that the muscles of your wrists, arms, and shoulders, neck, respond to the exercise.

Learn this trick with both hands and you will notice a definite feeling of having taken exercise, real exercise without strain. And, properly played, Yo-Yo will help you to reduce safely.

The tonic effect, if you have had a worrying day, is just as noticeable.

Yo-Yo, by some strange influence—not strange to doctors and psychologists—charms away cares and worries and irritability.

Thus, Yo-Yo, far from being "just a stunt for kids," as you may once have called it, is a beneficial exercise from which, already, in just two years of its popularity, millions of men and women have reaped health and considerable happiness.

That is why, on the continent of Europe, where it "caught on," in the United States, where it became a craze in the home and elsewhere, in the Orient, where men and women and children took to Yo-Yo like ducks to water, the game is still played as much as ever, and there has been no check in its popularity.

Yo-Yo comes to stay. It becomes an entertainment, an achievement, and an accomplishment which does you good without effort.

In all seriousness, you can Yo-Yo Your Way to Health, and you will find that your kiddies are all the better for learning to play.

It teaches them the same things that the carpentering and sewing they learn at school do; not to be carpenters or seamstresses, but to learn to co-ordinate their hands, eyes and brains, and to be nimble fingered. Patience, self-control are two of its lessons.

The Vancouver Sun has organized a big contest for \$100 for boys and girls at the Orpheum Theatre next Saturday.

### CONTEST PARTICULARS

Here are full particulars, and boys and girls should cut them out and keep them for reference:

Time to be at the Orpheum: 9 a.m. punctually!

Official contest top: Cheerio 99 Yo-Yo.

Prizes: 1st, \$50; 2nd, \$25; five prizes of \$5 each.

(Contest open to ALL boys and girls. No paid demonstrator of Yo-Yo allowed to enter.)

**SPECIAL CONTEST FOR GIRLS ONLY:** Prize, brand-new girl's bicycle, valued at \$35, presented by Ray Simmons of the bicycle and sports' goods firm of R. G. Simmons Ltd., 412 Hastings Street.

Great added attraction: Fight for the world's title of Yo-Yo, between Joe Young, Regina holder, and Vancouver and other challengers, for a purse of \$50. Open to any boy or girl who can do two-handed Yo-Yo play, and has novelty Yo-Yo tricks.

Feature film program. No increase in admission price.

Remember, next Saturday, Orpheum theatre, 9 o'clock in the morning prompt! Don't miss this extra special Yo-Yo program, the greatest ever staged in Canada. There's time to practise. Get your Cheerio 99.

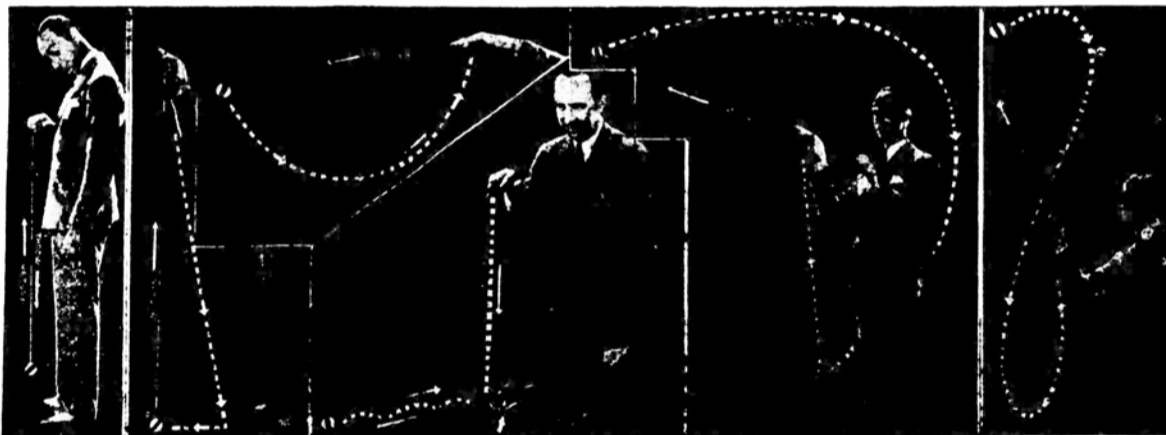
# Get Ready For The Yo-Yo Tournament



FASCINATING

CAPTIVATING

SKILLFUL



Can you do this with Yo Yo? If you can you're good. Try now and test your skill.



## This Silver Loving Cup the Press-Gazette Trophy, and \$75 In Cash Prizes

offered by This Newspaper to the best Yo-Yo  
players in Northeastern Wisconsin

### Saturday, May 20th

Duncan Gold Seal, the Official Tournament Yo-Yo, is obtainable at these stores

Ullsperger's Drug Store  
Oconto, Wis.  
Rozanski's Drug Store  
Pulaski, Wis.  
Korpell's News Depot  
Shawano, Wis.  
Woelckner's News Stand  
Oconto Falls, Wis.

Rose Bros. Hardware  
Fond du Lac, Wis.  
Stan's News Stand  
Shawano, Wis.  
Fluck's City Drug Store  
Algoma, Wis.  
J. Minor Berger  
Luxemburg, Wis.  
Sturgeon Bay News Depot

A. M. Hoppe Sons Co.  
Casco - Luxemburg, Wis.  
Kieweg-Peters Co.  
Kewaunee - Luxemburg, Wis.  
Mike Bahne's News Depot  
Kewaunee, Wis.  
James W. Nejedlo  
801 N. Irwin Ave.

Tuyls Grocery  
1015 Main Street  
North Side Grocery  
1110 Main Street  
Karlmann Grocery  
912 Shawano Ave.  
Pleiner's Grocery  
1101 Shawano Ave.  
Merrill Thomas Drug Store  
901 S. Webster Ave.  
Tom's Fruit Market  
510 E. Walnut Street  
Weeman's Drug Store  
205 E. Walnut Street  
Lison's Drug Store  
328 N. Washington Street  
Clusman Grocery  
1376 Main Street  
Joe Kolcik  
1375 Main Street

Lee Pinchard Drug  
1354 Main Street  
Baum's Department Store  
327 Main Street  
Soquet's Drug Store  
210 N. Washington Street  
John Biebel, Grocer  
1400 E. Mason Street  
Drace & Nelson, Grocer  
701 E. Walnut Street  
Paul Hofmann, Grocer  
1106 Chicago Street  
Jack's Confectionery  
1377 E. Walnut Street  
Pech's Drug Store  
1290 E. Mason Street  
Broadway Pharmacy  
101 N. Broadway  
Hoppe's Grocery  
412 W. Walnut Street

Hartmann Grocery  
100 S. Oakland Ave.  
Prange's Department Store  
203 N. Washington Street  
Van Beck's Grocery  
1000 Douglas Street  
Haanen Drug Store  
670 Mather Street  
Rondou Grocery  
916 Elmore Street  
Ostrandrer Grocery  
1301 W. Mason Street  
Stapleford Grocery  
1400 S. Broadway  
DeTennis Grocery  
220 S. Broadway  
Belleau Drug Store  
500 S. Broadway  
Wide Awake Grocery  
821 S. Adams Street

Janssen Drug Store  
1300 E. Mason Street  
Royal News Stand  
208 E. Walnut Street  
Empire Drug Store  
101 N. Washington Street  
Haanen's Drug Store  
1067 Shawano Ave.  
Kearby Fruit Market  
1267 Main Street  
H. Francar Drug  
1219 Main Street  
Mednikow Fruit Store  
1116 Main Street  
Zellers Grocery  
244 S. Monroe Avenue  
E. J. Hempton  
431 E. Mason Street  
Corner Drug Store  
228 N. Washington Street

A. Wyent, Grocer  
817 W. Mason Street  
Gus. Dachelet  
808 S. Webster Ave.  
M. Vanden Busch  
801 N. Washington Street  
Octave Berceau  
629 N. Irwin Ave.  
E. J. Hempton  
613 S. Monroe Ave.  
Plog's Grocery  
500 S. Jefferson Street  
Stender's Grocery  
443 S. Madison Street  
Van Kessel's Grocery  
124 S. Monroe Ave.  
Bui Grocery Company  
300 S. Webster Ave.  
Schweger Drug Store  
100 N. Adams Street



# Yo-Yo Tourney to Open at Joannes Park Next Saturday; All Invited

## YO-YO TOURNEY RULES ARE ANNOUNCED TODAY

Here are the rules and regulations of the contest: The important thing to remember is that every contestant must be equipped with a genuine gold seal No. 77 Duncan Yo-Yo, and be able to perform the twelve tricks specified below. Start polishing up on these tricks, boys and girls. There will be plenty of competition, don't worry.

1. Snap the yo-yo with the left hand and wind the string in full length with the right hand.
2. Throw the yo-yo over hand, five times.
3. Throw the yo-yo straight forward, five times.
4. Throw the yo-yo straight up into the air, five times.
5. Throw the yo-yo downward and make it spin at the end of the string, two times.
6. Throw the yo-yo downward, making it spin at the end of the string, roll it on the floor, then bring it back to the hand without winding.
7. Throw the yo-yo downward, make it spin at the end of the string, fold the string three times, and then let the yo-yo drop, causing the yo-yo to come back to the hand.
8. The Waterfall. Throw the yo-yo straight up, then let it fall down close to the body, catching the yo-yo as it comes back up.
9. Throw the yo-yo straight down, making it spin at the end of the string, then bounce it on the floor, causing the yo-yo to jump back to the hand.
10. Around the world, two times. Throw the yo-yo in a full circle at the right hand side of the body, letting the yo-yo rewind itself after completing the circle.
11. Wind the yo-yo by means of rolling it on the floor.
12. This is an important rule. Loop the loop. Throw the yo-yo straight forward from the body in rapid succession without catching it until the yo-yo fails to wind. Note: Special attention should be given to trick No. 12 (this one) for the champions selected depend mostly upon this trick.

Now, yo-yoers, there are the rules. Get to work and practice them. They don't seem to be so hard, but they require effort, and plenty of boys and girls will find them lots of fun.

### Everybody out!

This means that every boy and girl in northeastern Wisconsin who can handle a yo-yo should be out at Joannes park next Saturday morning, May 20, at 9 o'clock for the Press-Gazette's big yo-yo tournament. Boys and girls, it's going to be one of the most exciting game contests held in this section of the state in many years.

And one of the nicest things about it all is that you don't have to go there and show off your wares for nothing. There will be \$75 in cash prizes. Here they are: first prize, \$25, besides a beautiful loving cup; second prize, \$15; third, \$10; fourth, \$5; and twenty \$1 prizes.

You know, in times like these, a prize of \$25, plus a beautiful loving cup, looks pretty good. We have been walking around the streets of Green Bay and other neighboring cities, and it seems that everybody has gone yo-yo. The time was once, a few years ago, when people didn't seem to fall so hard for it. But now it is different. Every boy and girl is yo-yoing.

Experts at the game, mind you, have already been seen sauntering up the street, snapping and spinning their yo-yo. Some of these are really remarkable. But there is no other way for them to show just how good they are than by getting out to Joannes park Saturday. Why, hundreds of yo-yoers will be there. There is no limit to the space; the park is big, and will accommodate thousands. Be there!

The most important thing is to be out there at Joannes park Saturday morning. The weather is going to be fine, the park is big, and we promise you an exciting morning. The crowd just can't be too large. These native Filipino champions who are going to judge the contest are crack men in their field. Crowds can't come too large for them. They just line up hundreds at a time, and run off the contests by the dozens.

Remember, size doesn't count, looks don't count, strength doesn't count. It's just yo-yoing skill that counts. And the smallest boy or the most delicate girl may be among the winners Saturday.

Everybody out! Joannes park Saturday morning, May 20, at 9 o'clock, for the big Press-Gazette Yo-Yo tournament. Come on, boys and girls, let's go!

## Change Yo-Yo Contest Time; to Open at 2 P. M. Saturday

Announcing a change! The Press-Gazette has decided to change the time of its big Yo-Yo tournament. Instead of 9 o'clock Saturday morning, the time is now 2 o'clock in the afternoon. But that is the only thing changed.

Again we remind Yo-Yoers of this important rule: be sure to bring a genuine gold seal No. 77 Duncan Yo-Yo to Joannes park Saturday afternoon. That's the real Yo-Yo, and you will not be permitted to enter the contest without one. Your mother cannot sweep the floor well with an old broom; your father would slash his face to pieces with an old razor blade; so you can't win the Yo-Yo contest with an old string. Buy a brand new string at your store, wind it on your Yo-Yo, and you will be sitting pretty for the contest Saturday.

### Does 62 Loops

We said yesterday there were some experts in town. But we didn't be-

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  7. Throw the yo-yo downward, make it spin at the end of the string, fold the string three times, and then let the yo-yo drop, causing the yo-yo to come back to the hand.
  8. The Waterfall. Throw the yo-yo straight up, then let it fall down close to the body, catching the yo-yo as it comes back up.
  9. Throw the yo-yo straight down, making it spin at the end of the string, then bounce it on the floor, causing the yo-yo to jump back to the hand.
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Heve there were downright wonders. You know how to loop the Yo-Yo, don't you? Ten, fifteen or even twenty times is not a bad record. But what do you think of 62 loops in a row without a break? Don't look as if you don't believe it. It's the truth. A young fellow at St. Patrick's school, Bernard Ratachie, living at 111 Dousman-st., turned the trick 62 times. He was so good that one of the Filipino champions took him to St. Willibrord's school to demonstrate to the school children there.

And that's not all. Bernard can do 13 tricks, one more than required by the contest rules. This boy says it was not so hard. He just practiced, and pretty soon he could flip that Yo-Yo around with such skill that people began thinking he was born with one in his hand!

Another boy has been doing some real practicing. Martin Helf, 826 Ash-st., West De Pere, a pupil at Nicolet High school, has done the loop 17 times. How do these fellows do it? You ask. They work, they practice at it, and think it's great fun.

### Ready For Crowd

Preparations are being made to handle a big crowd at Joannes park Saturday afternoon. Don't be afraid there will be too many for the Filipino champs to handle. They don't come too large or too many for those boys. Hop a street car or bus or have your dad drive you down in the car, or walk out. But get there somehow.

And bring your friends to cheer you on. You'll need a cheering section, or you may be sure that the other contestants will have one. The bigger the crowd the better the fun, and the more satisfaction you'll get out of it all.

Now let's go over these prizes once

again. No less than \$75 in grand prizes just for doing those tricks better than the other boys and girls. Oh, of course, you Yo-Yoers are not dollar chasers. No, no, who'd think of such a thing! But we can't help thinking that no matter how well-heeled you may be, you could use \$25 plus a beautiful loving cup, as the first prize; or the \$15 odd bucks, the second prize, and how would you like a new suit or a new dress, boys and girls? Well, it seems to us that \$10, the third prize, will go a long way toward buying one. A lot of nice things, books, ball bats and gloves, roller skates, and a thousand other different games and things can be bought with the fourth prize, \$5. Honestly, we believe that if you go right down to the store immediately and buy a 77 Duncan Yo-Yo and begin practicing at once you can win one of the twenty \$1 prizes. Is it worth while going out there and back for one dollar?

### Chance For Everyone

How many boys and girls are earning real money these days? That is, boys and girls from eight or nine up to fifteen or sixteen. There really aren't very many. This Yo-Yo contest is the best way to pick up some extra cash that we've seen in a long summer. There are plenty of us older folks who would like to enter the contest.

Just what have you to remember? Well, there's the genuine gold seal No. 77 Duncan Yo-Yo that you will have to bring. Then don't forget the new string, for your Yo-Yo will work 100 percent better with a brand new, smooth and snappy piece of string. Thirdly, bear in mind the time and place: Saturday afternoon, 2 o'clock, Joannes park.

But most important of all: Come! Every boy and girl who can spin or flip a Yo-Yo at all, come and try your luck. Just a little tip: maybe some of these experts will fall down a little bit on the big day; then there's chance for some of you not-so-hot Yo-Yoers to come up and snatch a prize or two!

## Boop-a-Doop, Yo-Yo



HELEN KANE

## FILIPINO TOY SPREADS ITS GRIP THROUGH CITY

(Continued From First Page)

If you see some one spinning a whistling disc on the end of a string, you can put him down as a Yo-Yo addict. And what is more, Yo-Yo-itis not only affects boys and grown men, but also women and girls the same way.

Albert Veirnic and Jose Rubiano, Filipino Yo-Yo champions, have found some real artists in Wilmington and it seems as if they, also, will have to practice more to hold their crown. Yo-Yo here and there and everywhere.

The marathon dancers will enjoy Yo-Yo before long as Alfred and Jose will present each dancer with a new Yo-Yo tonight at 8:30 o'clock at Shellpot Park, where they both will do their stuff in fancy Yo-Yoing.

The Morning News has good news in store for all Wilmington boys and girls, so be on the lookout. Albert, the champ, will be at the Y. M. C. A. tomorrow morning from 10 until 11 o'clock. And don't forget, boys and girls, the Queen Theatre will present Albert tomorrow afternoon at 1 o'clock at which time he will have some good news to broadcast regarding the secrets of his famous native toy, Yo-Yo, which is now improved and

called the Genuine Duncan Gold Seal No. 77 Yo-Yo and which he will use as will all other champions.

# The Sheboygan Press

THE PAST IS GONE WE FACE TO-DAY.  
SHEBOYGAN, WIS., TUESDAY, MAY 23, 1933

## Press To Offer \$50 In Prizes For Yo-Yo

"The King of Yo-Yo" is in town. Towns go crazy about Yo-Yo and Sheboygan will be no exception. With the king are two world champion Yo-Yo artists for Yo-Yo is more than a mythical kingdom of fun and cleverness; it is at the same time a very skillful game, and many are the nations where this game has taken hold and spread like wildfire.

Here's what it is all about as described by Pedro Flores himself. Pedro is a native Filipino. He hails from one of the very old and very good families of the Philippines. He came to the United States to be educated in California universities. At a home where he stayed there was a son, a very little boy. He liked Pedro and the young Filipino was fond of the youngster. But Pedro didn't think so much of the games he and the little boy played for amusement. They were American games and there was nothing to them.

The boy was too young for baseball and organized sports. And he and Pedro had hours to waste together, just the two of them. A rubber ball was about the only article for play and there were but few things could be done with that. It could be bounced back and forth; thrown and caught, but not enough

skill nor fascination to it, Pedro thought.

So Pedro Flores got an idea, and out of that idea he has now become a famous man and a very wealthy one.

His idea was the old game "Yo-Yo," the savages played inland in the Philippines hundreds of years ago. Scarcely any civilized Filipino was playing it, but nearly every Filipino boy had learned something about it and there was no end to the fascination to "Yo-Yo" as one became more and more proficient.

### Demand Grew Rapidly

Down to the basement went Pedro. Out of the kindling wood box he took just such a piece of wood as he wanted. With his knife he fashioned a "Yo-Yo" and attached a stout cord. Then he proceeded to initiate the boy of the household into the great game of "Yo-Yo."

But that did not solve the game problem. It took care only of the boy. The boy got but occasional chances with the new toy. The father was learning. The mother was playing "Yo-Yo"—the sister, the aunts, the neighbors and they were teaching their friends.

Poor Pedro was in the basement

(Continued on editorial page).

## Press To Offer \$50 In Prizes For Yo-Yo

(Continued from page 1.)

now most of the time. He carved eight to ten "Yo-Yo's" a day and he could not begin to meet the demand. Soon after the boy's father financed him in a factory to turn out "Yo-Yo's" and the two made money. A "Yo-Yo" patent was obtained by Pedro and a big corporation formed. In 1929 there were seven American factories manufacturing "Yo-Yo" and the production exceeded 30,000,000 a year.

One big concern finally bought and merged the seven factories into a "Yo-Yo" monopoly and for a figure said to be more than a quarter million dollars Pedro sold out because he still was more interested in teaching kids to play "Yo-Yo" than he was in manufacturing. He is in the employ of the monopoly no need to say. In fact he is the "King of Yo-Yo."

Now Pedro Flores has come to Sheboygan to expose this city to the Yo-Yo craze. You may have seen him. If you have not, you will. With him are the two champion "Yo-Yo" artists of the world. The three of them are going to instruct Sheboygan youngsters in this scientific, skillful, fascinating and harmless game which is several centuries old and yet which has been resurrected so recently by this good natured Filipino.

### "Yo-Yo" A Fascinating Game

The Sheboygan Press immediately interrogated cities, where Pedro has been. From every newspaper questioned came the reply that "Yo-Yo" had swept the place and hundreds of thousands of school children were having tournaments and rodeos and were skillful and proficient in the game.

What is there to "Yo-Yo" that takes such a hold? It is not new. It has been played before. American manufacturers have introduced the game and the toy. You probably spun this interesting top at the end of a cord when you were quite young. But it gets you. You'll be "yo-yoing" again and before long.

Discovering this spectacular interest in the game, The Sheboygan Press is following the lead of other metropolitan newspapers from coast to coast wherever the "King of Yo-Yo" has demonstrated and instructed the youngsters — and adults too, for that matter. The Sheboygan Press will give the youngsters of this city 30 days or until Wednesday, June 21, to get up on this game of "Yo-Yo" taught by Pedro himself, and his two world champion "Yo-Yo" artists.

On Wednesday, June 21, The Sheboygan Press will sponsor a huge "Yo-Yo Tournament" and Pedro and his two champion assistants will be the judges of who has become Sheboygan's "Yo-Yo" champion. There will be a large silver loving cup presented by this newspaper to the champion of "Yo-Yo" for Sheboygan and in addition there will be \$50 in prize money divided up so that there will be many winners.

There is no end to the tricks a real proficient artist can do with

## He Shows You How To Yo-Yo



Here is Pedro Flores, "King of the Yo-Yo", now in Sheboygan to show boys and girls how to use it, as he told Miss Oreana Thomas, just how to go about it. The "Yo-Yo" craze has been sweeping the country generally and it is expected that the younger generation of Sheboygan will fall in line enthusiastically.

"Yo-Yo" and Pedro Flores and his two champions are all here to teach those tricks. There is the "waterfall", and the "pavement bounce", the "trip 'round the world", and the "glider". They will all look simple enough when you see the little dark-skinned Filipinos doing them on the street, in the parks and playgrounds.

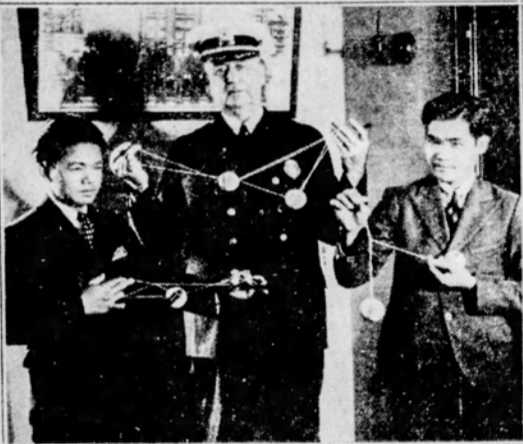
But try to do them. That's the trick. But that trick can be learned. That's why the "King of Yo-Yo" is here. The trick seems to be in preventing a wobble. Once the "Yo-Yo" wobbles, you're lost, and the trick is over. Only practice, care and skill prevents this wobble, Pedro tells us.

Stores were scurrying for "Yo-Yos" today after the purpose of Pedro's visit was made known. Wires were following wires, and for the next 30 days while the "King of Yo-Yo" holds court here, Sheboygan will be the Yo-Yo capital of the world.

Sensing this, this newspaper is sponsoring the visit of Pedro and the fun he will bring to all and has offered The Sheboygan Press cup and \$50 in cash for prizes at The Sheboygan Press' "Yo-Yo" Rodeo and Round-Up on Wednesday, June 21st.

Watch Pedro. It's easy — when you know how to "Yo-Yo".

Tries Hand With Yo-Yo



Superintendent of Public Safety George Black and Champion Filipino Yo-Yo Artists.

YO-YO EDITOR,  
WILMINGTON MORNING NEWS,  
WILMINGTON, DEL.

I hereby subscribe to THE WILMINGTON MORNING NEWS for a period of thirteen (13) weeks from date, at the regular rate of twelve (12) cents to be paid to the carrier, which subscription entitles the contestant to one Yo-Yo top such as used by the Filipino champion Yo-Yo spinner, Jose Rubiano, in his demonstrations about the city.

PAY NO MONEY TO CONTESTANT

NAME .....  
STREET ..... NO. ....  
PHONE (or nearest phone) .....

Remember! Pay no money to contestant, simply give him the above blank properly filled out.

# WILMINGTON WELCOMES YO-YO



Look for this picture on the genuine Duncan Yo-Yo box at your dealer's.

Intriguing Filipino game captures the fancy of Wilmington's thousands. Young and old succumb to the lure of whirling Filipino fun bug. The sensation of a nation. Look and ask for a genuine Duncan Gold Seal Yo-Yo No. 77, today's marvel in Yo-Yo.

Look! Slip the loop on your finger, give the top a flip, you're off. You're getting the first twirling thrill of Yo-Yo, the most provoking, fascinating, tantalizing, electrifying little pastime that ever struck Wilmington.

You just can't put Yo-Yo down 'til you've mastered it to the full extent, tamed it, made it play its whirling, fascinating tricks, made it loop the loop, do the Texas cowboy, walk the dog and 50 other mystifying tricks.

Anyone from 5 to 65 can play Yo-Yo. Subdue Yo-Yo, become a past-master of a pastime that has no equal.

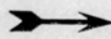
Get a Yo-Yo today. Play it with the kiddies. Show your friends the tricks you can do. All prominent stores: drug, toy and department stores sell Yo-Yo.

Look for and insist on genuine Duncan Gold Seal Yo-Yo, the kind the champions use. If it isn't stamped it isn't a genuine Duncan Yo-Yo.

THE TRADE MARK "YO-YO" is registered under the name of Donald F. Duncan, Inc., in the United States Patent Office as Trade Mark No. 300504, and only genuine Duncan Yo-Yo tops are legally entitled to bear the inscription "Yo-Yo." Any infringement on the part of dealer, jobber and manufacturer will be promptly prosecuted to the full extent of the law.

Mfg. by Donald F. Duncan, Inc., 1500 S. Western Ave., Chicago, Ill.

Dealers: For Your Duncan  
Yo-Yos of all kinds, call



Wilmington Representative  
Chas. Fickas, 1327 West Street Phone 5872

# Twirlers of Yo-Yo Loop With Skill of Hawks, Doolittle

## Contestants Prepare Feverishly for Tournament Here Saturday

Loop-the-loop, over and over again. But it isn't Frank Hawks or Jimmy Doolittle out practicing up in a plane. It's nearly every member of the younger generation, working on that all-important Yo-Yo fundamental in preparation for the tournament at Pierce park Saturday.

There, at 2 o'clock Saturday afternoon, hundreds of youngsters from all over the Post-Crescent circulation area will be in competition for the Yo-Yo championship of this district. There are 12 rules—which were listed yesterday and will appear again before the contest—to govern contestants, and the loop-the-loop is the most important.

Pedro Flores, Yo-Yo king, will be in full charge of the tournament, assisted by Nemo and Henri, his world championship team. The brown-skinned Filipinos can run a tournament off with lightning speed and precision, so don't worry about long delays. The champion will be found, despite the great number of entries.

And all you have to do is show up at Pierce park with a genuine Duncan gold seal Yo-Yo, equipped with a new string. You should be able to perform the stunts required after all the practice you've had! It's just a matter of how well you remember after that.

### Lots of Prizes

There are some 17 prizes to be awarded to the 17 best spinners of the Yo-Yo Saturday afternoon. There are 13 prizes of \$1 each for the last 13 places. Fourth prize is \$2 in cash, third prize is worth \$5 in cash and second place nets \$10.

For the grand champion, however, not only will the Post-Crescent give a prize of \$20, but a handsome silver loving cup, emblematic of the championship, will be presented the proud—oh, so proud—winner of first place.

So get your Yo-Yo back from the older folks at home who pooh-pooed you when you started—and now want to play with the Yo-Yo all the time—and get yourself in proper condition to win this important prize.

And even if you're not intending to enter the contest, be sure to show up at Pierce park for one of the most exciting afternoons you've ever witnessed.

# Competitors Await Yo-Yo Zero Hour Tourney Saturday

CONTINUED FROM PAGE 1

it's the same way with the Yo-Yo. The other types are fun, but the heavier official Yo-Yo gives you the best opportunity to do all the stunts without faltering.

And of course, be sure that your Yo-Yo is equipped with a brand new string. Remember that strings wear out with enough use and would your face be red if the string on your Yo-Yo broke just as you were going good!

Pedro Flores advises all contestants to get to bed early tonight, too. He wants all the boys and

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Now, Yo-Yoers, there are the rules. Get to work and practice them. They don't seem to be so hard, but they require effort, and plenty of boys and girls will find them lots of fun.

girls who participate to the feeling "swell" and he doesn't want anyone subjected to an attack of "nerves."

### \$50 In Prizes

The Post-Crescent has provided marvelous prizes. First prize is \$20 in cash and a handsome trophy, emblematic of the championship; second prize is \$10; third, \$5; fourth, \$2 and there are 13 prizes of \$1 each for the next 13 ranking contestants.

Yet even if you don't win or don't plan to participate, be sure to be on hand. It'll be one of the most exciting afternoons you ever spent. Remember, you're eligible as long as you live in a community where the Post-Crescent is circulated.

**Yo-Yo Champion  
To Instruct City  
Children In Act**

To demonstrate the many tricks that can be performed with that fascinating little toy, the Yo-Yo, Albert, the champion, will give exhibition performances this afternoon from 2 to 3 o'clock at Price Run Playground and from 3 to 4 o'clock at Baynard Stadium. He will also instruct free all boys and girls who wish to become experts in using the Yo-Yo.

Albert can do so many things with the Yo-Yo that it would appear he has the little disc trained, but he explains it is all due to the patience and practice he has exercised in training himself in its manipulation.

At these demonstrations details concerning the city-wide championship tournament will be given. Next Tuesday the preliminary contests will be held at Cool Spring Park. On Wednesday they will be held at Kirkwood Park; on Thursday at Baynard Stadium, and on Friday at Price Run Playground. They will be held at 4 o'clock each day at each park and the winners in each contest will be awarded cash prizes. Three boys from each park will be selected to compete in the grand finals which will be held Saturday in the Queen Theatre, beginning at 2 o'clock in the afternoon.

To compete in any of these contests and in the finals of the tournament any boy and girl will be eligible, the only requirement being the possession of a genuine Duncan Gold Seal No. 77 Yo-Yo.

**YO-YO EDITOR,  
WILMINGTON MORNING NEWS,  
WILMINGTON, DEL.**

I hereby subscribe to THE WILMINGTON MORNING NEWS for a period of thirteen (13) weeks from date, at the regular rate of twelve (12) cents to be paid to the carrier, which subscription entitles the contestant to one Yo-Yo top such as used by the Filipino champion Yo-Yo spinner, Jose Rubiano, in his demonstrations about the city.

**PAY NO MONEY TO CONTESTANT**

NAME .....

STREET ..... NO. ....

PHONE (or nearest phone) .....

Remember! Pay no money to contestant, simply give him the above blank properly filled out.

**WHY WILMINGTON HAS GONE**



**News-Journal Co. Announces \$50.00 in Cash Prizes**

**YO YO. Tournament open to every boy and girl in Wilmington. Get your Genuine Duncan Gold Seal No. 77 now and start practicing. Learn all the tricks. Be a champion.**

Boys and girls the secret is out. The Morning News is sponsoring a city wide YO YO contest with cash prizes. All you have to have is a Genuine Duncan Gold Seal No. 77 YO YO to enter this tournament, this being the official contest YO YO and trick top.

There will be four preliminary contests, one in each side of Wilmington, so every boy and girl has a chance to enter. Winners of the preliminary contest then will compete for the final contest that decides the champion of Wilmington.

Can you make the YO YO vanish right before your eyes? No? Well Albert the champion can, right into his pocket. To do this trick requires a Genuine Duncan Gold Seal No. 77 YO YO. The one that Walks the Dog, Shoots the Moon, Over the Falls, and the Loop the Loop, that being the trick that decides how good a YO YO player you are.



Only the  
Genuine Duncan  
NO. 77 YO YOS  
Will Be Used in the  
NEWS YO YO TOURNAMENT  
\$50.00 Cash  
in Prize Money.

Look for and insist on a genuine Duncan Gold Seal YO YO, No. 77. Also Duncan's EGYPTIAN fibre cord extra YO YO Strings



This Trade Mark "YO YO", is registered under the name of Donald F. Duncan, Inc., in the United States Patent Office, as Trade Mark NO. 300504, and only Genuine Duncan YO YO tops are legally entitled to bear the inscription "YO YO." Any infringement on the part of the dealer, jobber or manufacturers will be promptly prosecuted to the full extent of the law.

Get your Genuine Duncan Gold Seal No. 77 YO YO today, the official contest YO YO, the one that improves with use.  
On sale at all leading stores in WILMINGTON, and wholesale jobbers.

Manufactured by Donald F. Duncan, Inc.  
1500 S. WESTERN AVE., CHICAGO, ILL.

Wilmington Representative,  
Chas. Fickas, 1327 West St. Phone 5872

HEADQUARTERS  
FOR THE OFFICIAL  
**DUNCAN**  
**Yo-Yo**  
Zenker Notion Co.  
Wholesale  
Notion and Novelties  
211 MARKET ST.

**Yo-Yo Contests  
Open Tomorrow  
For City Title**

Only five more days remain until the last word in Yo Yo will be, "I'm champion of Wilmington, Del." The Morning News is all set to give out the cash on Saturday, June 10, to the best Yo Yo spinners in the city. With the boys now capable of doing all the eight tricks of the contest, there will be a real contest of fancy Yo Yo spinning. Preliminary contests will be held this week to select three prize winners from each park. The winners will then compete in the final contest on the stage of the Queen Theatre, Saturday, June 10, at 2 p. m.

Starting tomorrow at Coolspring Park the preliminary contests will be held, followed by the contest at Kirkwood on Wednesday and Baynard Stadium on Thursday. These contests will be held at 4:30 o'clock instead of at 4 o'clock, so all the boys of the city will have ample time to get there. Cash prizes of \$2.50, \$1.50 and \$1 will be awarded the winners.

Albert, the Filipino champion, will conduct these contests and the winners will be judged by the score system, and all boys will have an equal chance.

The genuine Duncan Gold Seal No. 77 Yo Yo will be the only one used in these contests, as the tricks can only be completed with this particular top. Don't forget, boys and girls, this little fun bug may bring you one of the cash prizes next Saturday.



**Why the Champion**  
Uses Only the  
**Genuine Duncan Yo-Yo**

A Word of Caution from Albert Veirnes,  
Filipino YO-YO Champion

Just any round piece of wood with a string attached is not a YO-YO. The wood must be perfectly seasoned to avoid warping, the weight must be just right, the axle must be a certain size and the inside of the YO-YO must be highly polished to make the YO-YO spin fast. That's a Duncan GOLD SEAL YO-YO.

In addition to these facts the string is an important factor, as you will note by examining a Duncan YO-YO. The string is a double cord going around the spindle, made of the finest Egyptian fibre cord.

I am speaking of the kind and type the Champions use to perform tricks. This top is known as GENUINE DUNCAN NO. 77, GOLD SEAL, the one that spins at the end of the string.

Just remember to ask for and get a Genuine Duncan Gold Seal, No. 77, YO-YO. If your yo-yo string breaks be sure to ask for GENUINE Duncan Egyptian Fibre Strings, they are made especially for the spinning type of yo-yos, No. 66, No. 99 and No. 77.

**The Genuine Duncan Gold Seal Yo-Yo, the Kind the Champions Use, Are Stamped. If a Yo-Yo Isn't Stamped It Is Not a Genuine Duncan Yo-Yo.**

The trade mark "YO-YO" is registered under the name of Donald F. Duncan, Inc., in the United States Patent Office as Trade Mark NO. 300504, and only Genuine Duncan YO-YO tops are legally entitled to bear the inscription "YO-YO." Any infringement on the part of dealers, jobbers or manufacturers will be promptly prosecuted to the full extent of the law.

Get your Genuine Duncan Gold Seal No. 77 YO-YO today, the official contest YO-YO, the one that improves with use.  
On sale at all leading stores in WILMINGTON, and wholesale jobbers.

Manufactured by Donald F. Duncan, Inc.  
1500 S. Western Ave., Chicago, Ill.

Wilmington Representative  
Chas. Fickas, 1327 West St.  
Phone 5872

Only the  
Genuine Duncan  
NO. 77 YO-YOS  
Will Be Used in the  
NEWS YO-YO TOURNAMENT  
**\$50.00 Cash**  
in Prize Money.

Look for and insist on a genuine Duncan Gold Seal Yo-Yo, No. 77. Also Duncan's EGYPTIAN fibre cord extra YO-YO Strings.



Look for this picture on the genuine Duncan Yo-Yo box at your dealers.

YO-YO EDITOR,  
WILMINGTON MORNING NEWS,  
WILMINGTON, DEL.

I hereby subscribe to THE WILMINGTON MORNING NEWS for a period of thirteen (13) weeks from date, at the regular rate of twelve (12) cents to be paid to the carrier, which subscription entitles the contestant to one Yo-Yo top such as used by the Filipino champion Yo-Yo spinner, Jose Rubiano, in his demonstrations about the city.

**PAY NO MONEY TO CONTESTANT**

NAME .....

STREET ..... NO. ....

PHONE (or nearest phone) .....

Remember! Pay no money to contestant, simply give him the above blank properly filled out.

# Why The Champion *Uses Only* GENUINE DUNCAN



## A Word of Caution

from

**E. D. SORDILLA**

*World Champion*

Just a round piece of wood with a string attached IS NOT a YO-YO. The wood must be perfectly seasoned to avoid warping; the weight must be just right; the axle must be a certain size and the inside of the YO-YO must be highly polished to make the YO-YO spin fast. THAT'S A DUNCAN YO-YO.

In addition to these factors, the string is very important. As you will note by examining a DUNCAN YO-YO, there is no twist in the string as it goes around the axle of the YO-YO.

I am speaking of the type of YO-YO the experts use to perform tricks.

This YO-YO is known as GENUINE DUNCAN GOLD SEAL YO-YO No. 77, the one that spins at the end of the string.

The other YO-YO, No. 44 is for practice, as are DUNCAN Whistling YO-YOS Nos. 66 and 69. Then, when you become more efficient, you use the No. 77, the YO-YO I use, my Filipino experts use and the YO-YO you should use.

Just remember to ask for and get a Genuine DUNCAN GOLD SEAL YO-YO. If your YO-YO string breaks, be sure to ask for GENUINE DUNCAN EGYPTIAN FIBRE Strings. They are made especially for the spinning type of YO-YOS, Nos. 66, 77 and 99.  
E. D. SORDILLA.



No. 77



No. 99



THIS TRADE MARK, "YO-YO," is registered under the name of Donald F. Duncan, Inc., in the United States Patent Office as Trade Mark No. 300504, and only genuine Duncan Yo-Yo tops are legally entitled to bear the inscription "Yo-Yo." Any infringement on the part of dealers, jobbers or manufacturers will be prosecuted promptly to the full extent of the law.

The Yo-Yos Shown Above Are the Official Tournament Yo-Yos. . . Only These May Be Used in the Yo-Yo Contest Sponsored by The Cincinnati Post.

**Donald F. Duncan, Inc., 1500 So. Western Ave., Chicago, Ill.**

CINCINNATI HEADQUARTERS—WOODBURN 4799—J. W. PEARRE



# Attention! Cincinnatians!

Yo-Yos shown below—Numbers 77 and 99—are the official Cincinnati Post Tournament Yo-Yos.



No. 99—Master Musical Model . . . Hums, Sings, Whistles . . . . . 20c



No. 77—Gold seal Champion Model. Does all the tricks . . . . . 25c

**A  
Word to  
Yo-Yo  
Players:**

To make a Yo Yo looks simple but it is not!! Yo Yo is a scientific toy following fundamental laws of construction known only to the originators of Genuine Duncan Gold Seal Yo Yo. Thousands of patterns have been tried, then submitted to Filipino Experts to finally prove there is only one Yo Yo and that is a Genuine Duncan Yo Yo. We are proud of our product and you will find each and every Yo Yo we offer to you for your enjoyment bearing our seal. **LOOK FOR IT. ASK FOR IT AND INSIST UPON GETTING A GENUINE DUNCAN GOLD SEAL YO YO. ATTENTION, BOYS AND GIRLS, MOTHERS AND DADS: ONLY GENUINE DUNCAN GOLD SEAL YO YO 77-99 WILL BE ALLOWED IN THE POST \$250 PRIZE YO YO TOURNAMENT.**

# Are You Playing YO-YO

Are You Playing With a  
**GENUINE DUNCAN  
GOLD SEAL YO-YO?**

We ask the first question because we want to call your attention to the most fascinating sport of all time; this game called Yo Yo. Originating in the Philippine Islands hundreds of years ago, used as a primitive weapon by the natives, Yo Yo today has been tamed and is the pastime of millions, the Sport Supreme.

In Paris it's the Fashion. In London, to Yo Yo is Quite the Thing to Do. In the Argentine where Rhythm Reigns Yo Yo holds the Spotlight. No matter where you go, far or near, it's Yo Yo.

**EVERYBODY, EVERYWHERE, YOUNG  
AND OLD ARE PLAYING YO YO**

We ask the second question to warn you against trying to play this game with an ordinary piece of wood and any old kind of a piece of string. **IT WON'T WORK! IF IT ISN'T A GENUINE DUNCAN IT ISN'T A YO YO!**



THIS TRADE MARK, "YO-YO," is registered under the name of Donald F. Duncan, Inc., in the United States Patent Office as Trade Mark No. 300504, and only genuine Duncan Yo-Yo tops are legally entitled to bear the inscription "Yo-Yo." Any infringement on the part of dealers, jobbers or manufacturers will be prosecuted promptly to the full extent of the law.

**Donald F. Duncan, Inc., 1500 So. Western Ave., Chicago, Ill.**

CINCINNATI HEADQUARTERS—WOODBURN 4799—J. W. PEARRE

**Nos. 77 and 99 Are the Official Post Tournament Yo-Yos — Buy One Today!**

# TRIBUNE YO-YO TOURNAMENT TO BE HELD SATURDAY AUG. 19

**\$15 Cash, Loving Cup, Other Prizes To Be Awarded**

Here's the news that anxious boys and girls who have been diligently practicing with their Yo-Yos have been anxiously waiting for. The Tribune will hold its first Yo-Yo tournament next Saturday afternoon at two o'clock in the Tribune Court. All boys and girls who wish to take part in this tourney must register their names and addresses with the classified advertising department of The Tribune before 7 p. m. next Friday.

### Prizes

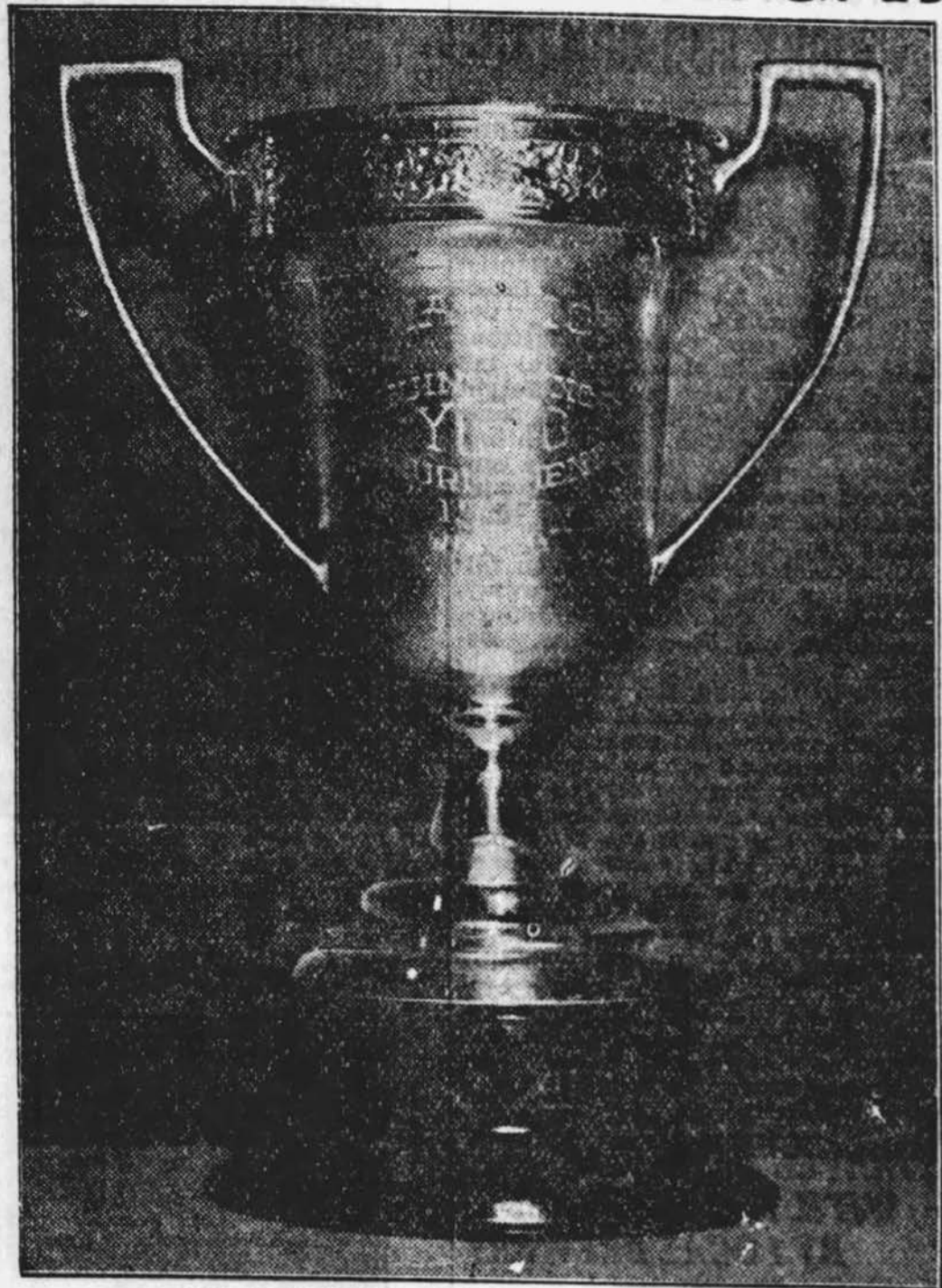
The Tribune is donating a large silver loving cup, twelve jeweled Yo-Yos and \$15 in cash as prizes for this event. Division of the prizes will be as follows: to the boy or girl whom the judges select as champion of all will go the beautiful Tribune Yo-Yo trophy, a silver loving cup and \$5 in cash. The second prize for boys will be \$3 in cash, third prize \$2. The girls' prizes will be \$3 for first and \$2 for second place. Should there be no girls entered in the contest, their prizes will be added to the boys' list. The twelve contestants whom the judges select as worthy of honorable mention will each receive a genuine Duncan jewelled Yo-Yo for their efforts.

### Judges

The judges will be Pedro Flores, inventor of the modernized Yo-Yo and his corps of assistants from the Philippine Islands who have been teaching the fascinating sport to the children for the past two weeks. These men are well qualified to act as judges as they are champions of the world in this sport. Remember boys and girls, read the rules printed below very carefully, register your name at The Tribune on or before Friday, practice the twelve tricks diligently and be on hand at The Tribune next Saturday afternoon at two o'clock sharp. If you haven't already gotten one of the genuine Duncan gold seal No. 77 Official Contest Yo-Yos that you will need to enter the contest you can get one free by bringing a classified ad with an order to run seven times to The Tribune.

### THE RULES:

The important thing to remember is that every contestant must be equipped with a genuine gold seal No. 77 Duncan Yo-Yo, and be able to perform the twelve tricks specified below. Start polishing up on these tricks, boys and girls. There will be plenty of competition, don't worry.



LA CROSSE TRIBUNE YO-YO TROPHY

1. Snap the yo-yo with the left hand and wind the string in full length with the right hand.
  2. Throw the yo-yo over hand, five times.
  3. Throw the yo-yo straight forward, five times.
  4. Throw the yo-yo straight up into the air, five times.
  5. Throw the yo-yo downward and make it spin at the end of the string, two times.
  6. Throw the yo-yo downward, making it spin at the end of the string, roll it on the floor, then bring it back to the hand without winding.
  7. Throw the yo-yo downward, make it spin at the end of the string, fold the string three times, and then let the yo-yo drop, causing the yo-yo to come back to hand.
  8. The Waterfall. Throw the yo-yo straight up, then let it fall down close to the body, catching the yo-yo as it comes back up.
  9. Throw the yo-yo straight down, making it spin at the end of the string, then bounce it on the floor, causing the yo-yo to jump back to the hand.
  10. Around the world, two times. Throw the yo-yo in a full circle at the right hand side of the body, letting the yo-yo rewind itself after completing the circle.
  11. Wind the yo-yo by means of rolling it on the floor.
  12. This is an important rule. Loop the loop. Throw the yo-yo straight forward from the body in rapid succession without catching it until the yo-yo fails to wind.
- Note: Special attention should be given the trick No. 12 (this one) for the champions selected depend mostly upon this trick.

## Duncan Yo-Yo Experts Instructing Boys and Girls in Prize Contest

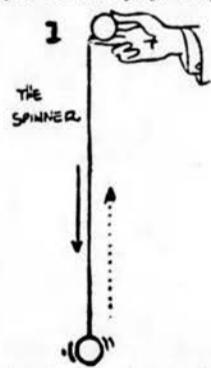


Headed by Al Cruz, Filipino boy, and world's champion yo-yo spinner, the Donald F. Duncan company, manufacturers of the genuine Duncan yo-yo tops, have their crew of Filipino boy experts giving demonstrations and instructions to boys and girls of Lansing and East Lansing who are practicing for the \$50 cash prize contest to be sponsored by The State Journal. Not only the children of the city, but the grown-ups as well have fallen victim to "yo-yoitis" the strange malady that has rapidly spread throughout the city.

Have you been bitten by the "yo-yoitis" germ? If not you are among the few citizens of Lansing and East Lansing not to fall victim to the epidemic that has descended upon the community. Frankly, it's not a disease so don't be alarmed. It's a game, originating over 100 years ago in the Philippine Islands. The Filipinos who mastered the art of manipulating the tiny wooden sphere on a string, carried the game to many nations of the earth. It instantly "caught on" with young and old alike.

Lansing, within just a few days has "gone yo-yo" so to speak and on every hand, youngsters and adults alike may be seen coaxing the little yo-yo top to do its many little tricks and gyrations at the end of a cord. It is surprising, in fact amazing, just how many things one can make the little yo-yo do. Here are some of the named tricks that can be mastered with but little practice.

The beginner, after just one or two attempts, learns the spinner, an action where the top drops from the hand spinning and quickly returns to the player. As the yo-yo drops to



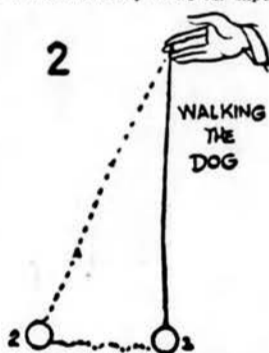
within three to six inches of the end of the string, a slight quick raise of the hand brings it back. After the return, by continuing to do the spinner several times, the yo-yo top is then easily handled in accomplishing numerous other tricks. Here is the second easy trick, called "walking-the-dog," illustrated to show how the yo-yo top, by being allowed to touch the floor or pavement while doing the spinner will hop along for some distance, returning to the player's hand when desired by making a slight quick inward and upward motion of the hand.

Wherever Al Cruz and his crew of

### Yo-Yo Champ at Strand Saturday

Boys and girls attending the Strand theater Saturday afternoon will have an opportunity to see Al Cruz, world's champion yo-yo expert and his crew of Filipino boys demonstrate the mysterious gyrations of the little yo-yo top which has captured all Lansing, young and old alike. Announcement will be made from the Strand theater stage regarding the \$50 cash prize contest for boys and girls of the city which opens next week, under the sponsorship of The State Journal.

Filipino experts stage their demonstrations throughout the city from day to day, crowds gather and marvel at the deftness with which the boys manipulate the yo-yo top. However, it is not necessary to be an expert in



order to follow their rules and do with the yo-yo top everything they do. It is merely a matter of practice. After becoming familiar with the correct method of handling the yo-yo each individual will be able to create many new and novel tricks of their own.

Starting next week, at different points throughout the city, to be published later, preliminary contests for boys and girls of Lansing and East Lansing will be staged. From among the district winners those boys and girls to participate in the final contest to be held on the stage of the Strand theater will be named.

The winners of the city-wide contest will receive \$50 in cash awards from The State Journal, sponsors, of the contest and announcement has just been made that William Present, president of Daniel's Jewelry will present a handsome silver trophy cup to the girl who is named as the best yo-yo spinner in the contest. This award is in addition to the cash prizes.

Complete details on the contest will be published later and it is important that boys and girls understand that only those with the genuine Duncan yo-yo will be permitted to participate in the contest. Dealers everywhere throughout the city have complete stocks of the yo-yo tops so that they may be purchased in most any neighborhood.

## Headquarters for Official Contest Yo-Yo



Daily Demonstrations in Our Store by Filipino Champions and Our Expert Local Demonstrators

All Official Contest Yo-Yo and Strings Sold Here

S. S. Kresge 5c-10c-25c Store

## Attention Battle Creek Are You Playing?

Yo Yo shown below No. 77 is the only official Enquirer and News tournament Yo Yo.



No. 77 Gold Seal Champion Model does all the tricks.

25c



### Are You Playing with a Genuine Duncan Gold Seal Yo Yo?

A WARNING TO YO YO PLAYERS

To make a Yo Yo looks simple but it is not! Yo Yo is a scientific toy following fundamental laws of construction known only to the originators of Genuine Duncan Gold Seal Yo Yo. Thousands of patterns have been tried, then submitted to Filipino experts to finally prove there is only one Yo Yo and that is a Genuine Duncan Gold Seal No. 77 Yo Yo. We are proud of our product and you will find each and every Yo Yo we offer to you for your enjoyment bearing our seal. Look for it. Ask for it and insist upon getting a Genuine Duncan Gold Seal No. 77 Yo Yo. The kind the champions always use. Attention boys and girls, mothers and dads, only Genuine Duncan Gold Seal No. 77 Yo Yo will be allowed in the Enquirer and News \$50.00 cash prize Yo Yo Contest.

Important Notice to Manufacturers, Jobbers and Retail Stores

### This Trade Mark "Yo Yo"

is registered under the name of Donald F. Duncan, Inc., in the United States patent office as trade mark No. 300504, and only Genuine Duncan Yo Yo Tops are legally entitled to bear the inscription "Yo Yo". Any infringement on the part of dealers, jobbers or manufacturers will be promptly prosecuted to the full extent of the law.

### Notice — Merchants of Battle Creek

For Your Complete Line of Duncan Yo Yo and String

CALL Battle Creek News Agency

47 N. McCamly St. Phone 2-1411 Delivery Service

Just a piece of wood with string attached is not a Yo Yo. The wood must be perfectly seasoned to avoid warping, the weight must be just right, the axle must be a certain size and the inside of the top must be highly polished to make the Yo Yo spin fast. In addition to these factors the string is very important. As you will note by examining a Duncan Yo Yo there is no twist in the string as it goes around the axle of the top.

The above explanation pertains to the kind of Yo Yo that the experts use and the only official contest Yo Yo, known as the Genuine Duncan Gold Seal No. 77 the kind that spins on the end of the string.



Mfg. By Donald F. Duncan, Inc. 1500 S. Western Ave., Chicago, Ill. BATTLE CREEK REPRESENTATIVE

**Charles Fickas**

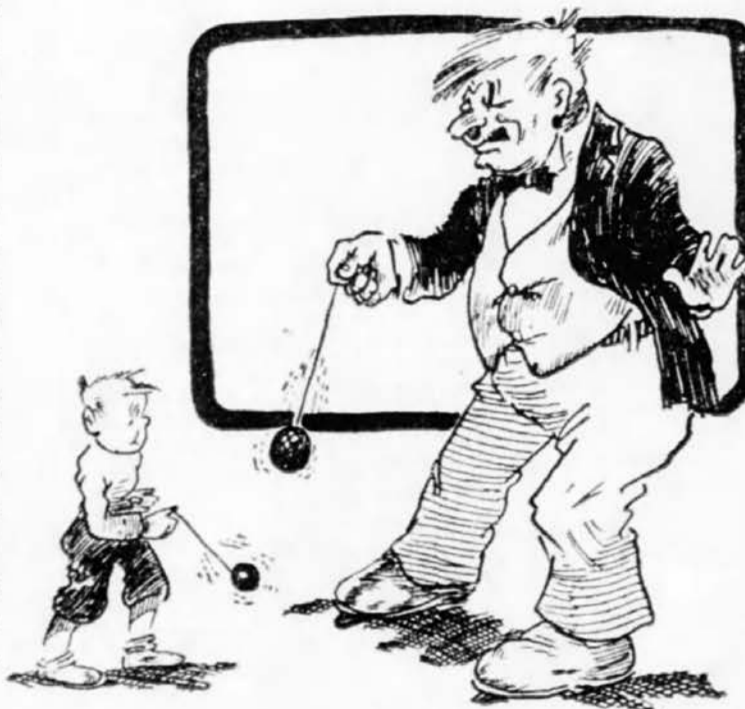
361 W. Michigan Ave. Phone 2-2324 No. 77 are the Official Tournament Yo Yos BUY ONE TODAY



# Attention Battle Creek! \$50.00 Cash Prizes Yo-Yo Tournament Saturday

## Are You Using a Genuine Duncan Gold Seal Yo-Yo?

Yo-Yo has proven its popularity in the past few weeks. As it has returned to Battle Creek in the greatest way that it ever did, nothing has equaled this national toy of today, Yo-Yo. Duncan Gold Seal No. 77 Yo-Yo is the only Yo-Yo that is made that is perfect in every respect, the inside is highly polished, to enable it to spin at high speed, and not cut the string. It is the only real trick Yo-Yo, one that does any trick that can be mastered by man. Purchase one for yourself, try to work it, make it climb the string; once you have did this one trick, you are then a Yo-Yo victim, and are on the right road to become a Yo-Yo champion. Prove to yourself that a Duncan Yo-Yo is the best, take the cord off the top, examine it thoroughly, note the construction, the neatness of a Duncan Yo-Yo. Always purchase Genuine Duncan Egyptian fiber cord strings, the word Duncan on the package will always assure of highest quality Yo-Yo merchandise.



**Warning  
Boys and Girls**  
Only Duncan Gold Seal Yo-Yos and Duncans Egyptian Fiber Cord Strings will be allowed in the contest.  
Yo-Yos, No. 77 .25c  
Strings .....5c  
Pkg. of two strings

NOTICE—Only Genuine Duncan Gold Seal Yo-Yo will be allowed in the coming \$50.00 cash prize contest.



This trade mark "Yo-Yo" is registered under the name of Donald F. Duncan, Inc.; in the United States Patent Office as trade mark No. 300,504, and only Genuine Duncan Yo-Yo tops are legally entitled to bear the inscription "Yo-Yo." Any infringement on the part of dealers, jobbers or manufacturers will be promptly prosecuted to the full extent of the law.



Dealers Order Yo-Yo Now  
**Genuine Duncan  
YO-YOS**  
and Extra String  
CALL  
Battle Creek News Co.  
Phone 2-1411  
Order now. The \$50.00 Cash Contest Is This Week.

Be Sure That Its a Genuine  
**DUNCAN Gold Seal YO-YO**  
No. 77, 25c

Manufactured by Donald F. Duncan, Inc.  
1500 So. Western Ave., Chicago, Ill.

Local Representative  
**CHAS. FICKAS**

On Sale at All Battle Creek's Leading Stores 361 W. Michigan Ave. Phone 2-2324

**WHY WAIT? Buy a DUNCAN Gold Seal No. 77 Yo-Yo Today; 25c**

## Players Enthusiastically Receive Free Yo-Yo Lessons in 'Y' Class

School to Be Held Nightly Until Further Notice--Trick No. 2 Printed.

A series of free Yo-Yo classes at the Y. M. C. A. began Wednesday night with a crowd of young players enthusiastically receiving 30 minutes instructions from George Somera, Filipino champion.

These classes will be held from 8 to 8:30 p. m. nightly until further notice. They are given for those who wish to enter The Pan-

### NEEDN'T REGISTER

It is not necessary for contestants to register for The Pantagraph's Yo-Yo tournament Oct. 28. All players need to do is to be there with their Yo-Yos. Watch for announcement of place and time.

tagraph's Yo-Yo tournament to be held Saturday, Oct. 28, and for any one else who desires to attend.

Other classes are being held at school grounds and other points in preparation for the tournament.

Meantime, boys and girls in all parts of Central Illinois are to be seen diligently practicing with their tops to gain proficiency in an attempt to win one of the 42 prizes to be given. The champion will receive \$20 in cash and a loving cup; the next two best players will receive \$5 each; the next five, \$2 each, and the next 10 will get \$1 each. The 24 next best players will each receive a jewel studded Yo-Yo.

### Yo-Yo Lesson No. 2

#### Walking the Dog.

This trick emanates, as most tricks do, from the spinner, described in Lesson No. 1.

First you make a spinner with the top spinning at the end of the string. As much snap of the wrist as possible should be used when throwing the top, for the more

speed you have on the top in this trick the better and more completely you can do the trick. As the top spins at the end of the string you allow it to touch the floor and roll across the floor.

Don't try to allow the hand to follow the top, if you do you will be sure to bring the top back into your hand. Hold your hand in the same position as you do for the spinner and allow the top to creep over the floor as far as possible, then give the string a slight jerk and it will return to your hand.

Again we caution you not to allow the top to lose its speed, which is necessary to carry it up the string to the hand.

This trick should be mastered within an hour after you have learned to make a spinner. If you try this without first mastering the spinner you will find it impossible.

Watch for trick No. 3 and practice each one until you can do it perfectly, for each of these tricks will be asked for in The Pantagraph Yo-Yo tournament that will be held Saturday, Oct. 28. Everybody is welcome to enter except professionals, who will be barred.

### MELVIN

Rev. E. S. Guilbert, pastor of the First Congregational church of Melvin plans to be a guest of his son, Robert, at the annual Parents day activities at Cornell college to be held on Friday, Oct. 20. Rev. Guilbert will be absent from his pulpit over Sunday.

Members of the Melvin Rebekah lodge No. 237 met in regular session at 7:30 p. m. Tuesday in the I. O. O. F. hall here. Following the business meeting a social hour was enjoyed and lunch was served with the following committee in charge, Mr. and Mrs. George Thackery, Mr. and Mrs. James Pullen, Mrs. Frances Perkins and Mrs. Julia Thompson.

Mrs. Clara La Rosa of Chicago returned Sunday to the home of her father, Pete Flickwiler, here, following a week's visit with Mr. La Rosa's parents, Mr. and Mrs. Frank La Rosa at Loda.

Mr. and Mrs. Charles Sharp, Mrs. Clara La Rosa, Phillip and

## Wesleyan Coeds Take Yo-Yo Lessons



Twenty two Wesleyan coeds enjoying a Yo-Yo lesson at lunch in Swisher hall, 1204 North Prairie street, are shown here with their new toys. George Somera, Filipino Yo-Yo champion, here to give instructions in preparation for The Pantagraph Yo-Yo contest, called at Swisher hall Tuesday noon to give the coeds their lessons.

Pantagraph Photo.

Mrs. Hayee' sister and her husband, Mr. and Mrs. S. O. Keltner at Peoria.

Mr. and Mrs. Harvey DeBuque and their children of Kankakee spent the weekend the guests of Mrs. DeBuque's mother, Mrs. Anna Matt and her daughter, Miss Mary.

Mr. and Mrs. Paul Elliott of Terre Haute, Ind., and Mr. and Mrs. James Fielding of Colfax, visited over the weekend at the home of Mrs. Elliott's mother, Mrs. Ann Fife.

Mrs. James Geer and her son,

### KENNEY

A family reunion was held at the home of Mr. and Mrs. John Edwards Sunday for Senator E. L. Howard of Seattle, Wash., who

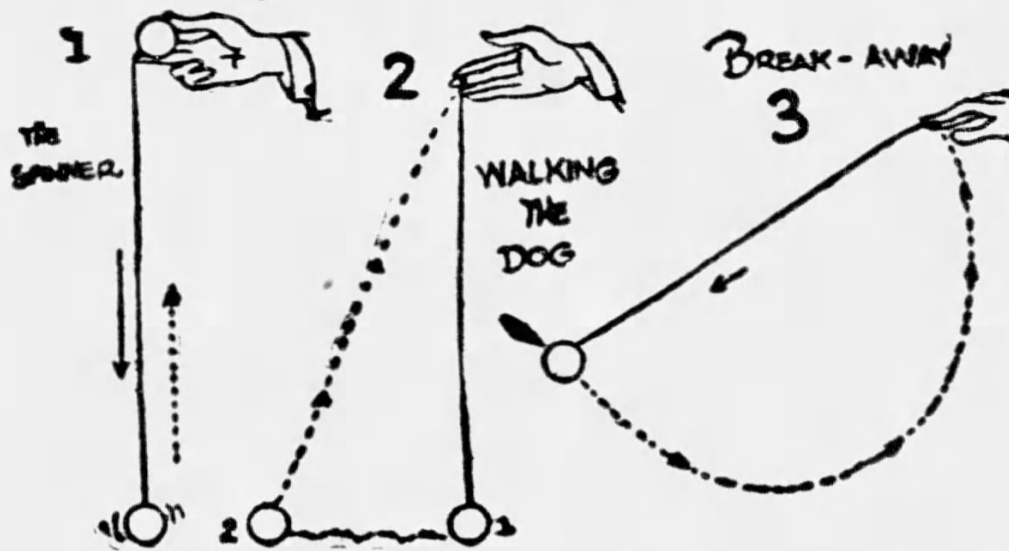
word that his son, Elmer Johnson, has been removed to his home in Chicago from the Evanston hospital where he spent the last two years undergoing several operations for relief of tuberculosis. It is said that the attending physicians now believe that Elmer has a chance for recovery.

has been spending the last week with his brothers and sisters here. A basket dinner was served at the noon hour. Besides the Kenney relatives there were present relatives from Decatur, Peoria and Hammond, Ind. Senator Howard left Monday for Chicago where he will spend a few days before returning home.

Dr. F. M. Blome and family spent Saturday and Sunday at A Century of Progress in Chicago.

Mrs. Harry M. Fruit was released Monday morning from the J. Warner hospital, where she sub-

## YO-YO TRICKS AND HOW TO DO THEM



Illustrated are some of the many fascinating tricks that may be done by the Yo-Yo player, with the spinning spool that is rapidly coming back into popularity as a pastime for young and old, with the return here of the Filipino experts to demonstrate and teach the game. No. 1, "The Spinner" trick, is first to be learned. No. 2 is called "walking the dog." No. 3, is "The Break Away." Details of how to do two of the tricks are published on this page. Other instructions will follow in later articles, as obtained from the Yo-Yo champion, Joe Raduvan.

## YO-YOISTS ARE TOLD SECRETS OF PLAYING

### Champion Gives Instructions On How To Perform Some of Maneuvers

With the continued spread of "Yo-Yoitis," as it is being termed by many who have taken up the fad of manipulating the mysterious little spool with a twisted string attached to its inside mechanism, the desire to know all the tricks that can be done by expert manipulation is growing, according to reports from Yo-Yo headquarters, and Joe Raduvan, champion player. Every one who can, seems to be trying to learn how to Yo-Yo perfectly, he said, and he and his troupe are kept busy answering questions and giving demonstrations, in the stores, on the streets and wherever they go.

The first trick for the Yo-Yo enthusiast to learn is known as "the spinner." Although the first, doing the spinner is of great importance, Raduvan explains, as it is the basis for doing more complicated tricks. He says: "Slip the loop on your finger, hold the Yo-Yo with the tips of your forefinger and middle finger on one side and your thumb on the other side, palm up, and with the groove of the Yo-Yo directly in front of you in a vertical position. Now, with a quick cast, flip the Yo-Yo downward with an overhand, circular motion, letting the Yo-Yo go to the end of the string and stay there spinning, until with an upward lift you return it to your hand. Don't be misled. This is not an easy trick to do, and you may have hours of fun conquering the tendency to return before it spins."

"Walking the Dog" with a Yo-Yo depends upon whether or not you have mastered "the spinner" trick. Here's how: Hold the Yo-Yo as for the spinner trick, throw downward and over tips of fingers, with palm held upward. Top should now be spinning at the end of the string. Allow the Yo-Yo to gently touch the floor. The spinning motion will gradually "walk" it away from you, while you still hold it in leash. Then, with an upward lift of your hand the Yo-Yo will return.

The Filipino Yo-Yo experts who are demonstrating the Yo-Yo toy in stores at various locations in Miami, will give first-hand information each day. More instructions and tricks will be published in The Miami Herald, and the Yo-Yo management will have an exciting announcement to make for Miami boys and girls soon, it was said.

THE BROWNSVILLE HERALD March 31, 1934

## YO YO CHAMP SHOWS TRICKS

Max Tugade, native Filipino, and at present American Yo Yo champion, will appear on the stage at the Capitol Theater Saturday morning at 10 o'clock. He will show the kids many tricks that can be done with a Yo Yo.

Saturday morning 50 children will receive free one "Duncan O Boy" Yo Yo. The Yo Yo's are given away in advance with the idea of giving the kids time to practice for the big Yo Yo contest to be held at the Capitol theater Saturday morning, April 14. Any boy or girl who learns to handle a Yo Yo is eligible to enter the contest and stands a chance of winning one of the prizes offered to the most skillful contestants.

Four prizes are to be given, the first a loving cup, second prize is a major league fielders' base ball glove, third prize a genuine fountain pen, and fourth prize a regulation Texas League base ball.

In the coming contest only a genuine "Duncan Gold Seal" Yo Yo can be used.

With interest growing daily in the Yo-Yo contest to be staged soon by this newspaper, Art Lang, world's Yo-Yo champ, today explained some of the more intricate tricks that can be done with the funny little contrivances.

Lang and his Yo-Yo crew are giving free instructions in the pastime each day at offices of the Evening Star-News in Culver City and the Evening Vanguard in Venice.

The diagrams above illustrate the proper Yo-Yo technique. Lang suggests Yo-Yo fans cut out the illustrations and pin them on the wall during "practice sessions."

Lang gives the following instructions for each trick:

**The Spinner**—Cup the Yo-Yo in your hand with the string running over the top of the Yo-Yo. Be sure have your palm facing upwards. Now bend your elbow with your hand almost touching your shoulder and then with a downward motion of the arm and wrist release the Yo-Yo from your hand. Just as soon as the Yo-Yo leaves your palm keep your hand absolutely still. It is important that you do not tense your muscles when you keep your hand still.

**Walking the Dog**—This trick is done by doing the spinner as described above and then gently touch the ground with the top and walk along with it as it bounces along the ground.

**Break Away**—Cup the Yo-Yo up in your hand with the palm of your hand away from you. Now with a twist of the wrist release the Yo-Yo with a circular motion so that Yo-Yo will pass around the back of your hand. When you get the Yo-Yo to this point bring the shoulder and arm sharply in front of you which will make it spin at the end of the string straight in front of you and then come back.

**Around the World**—The Yo-Yo is held lightly in the hand and the hand in a position about a foot behind you. Now with a fast forward motion of your arm snap the Yo-Yo forward and it will spin all the way around the world making a complete circle and coming back to your hand. Be sure that the palm of your hand is facing the direction that you are.

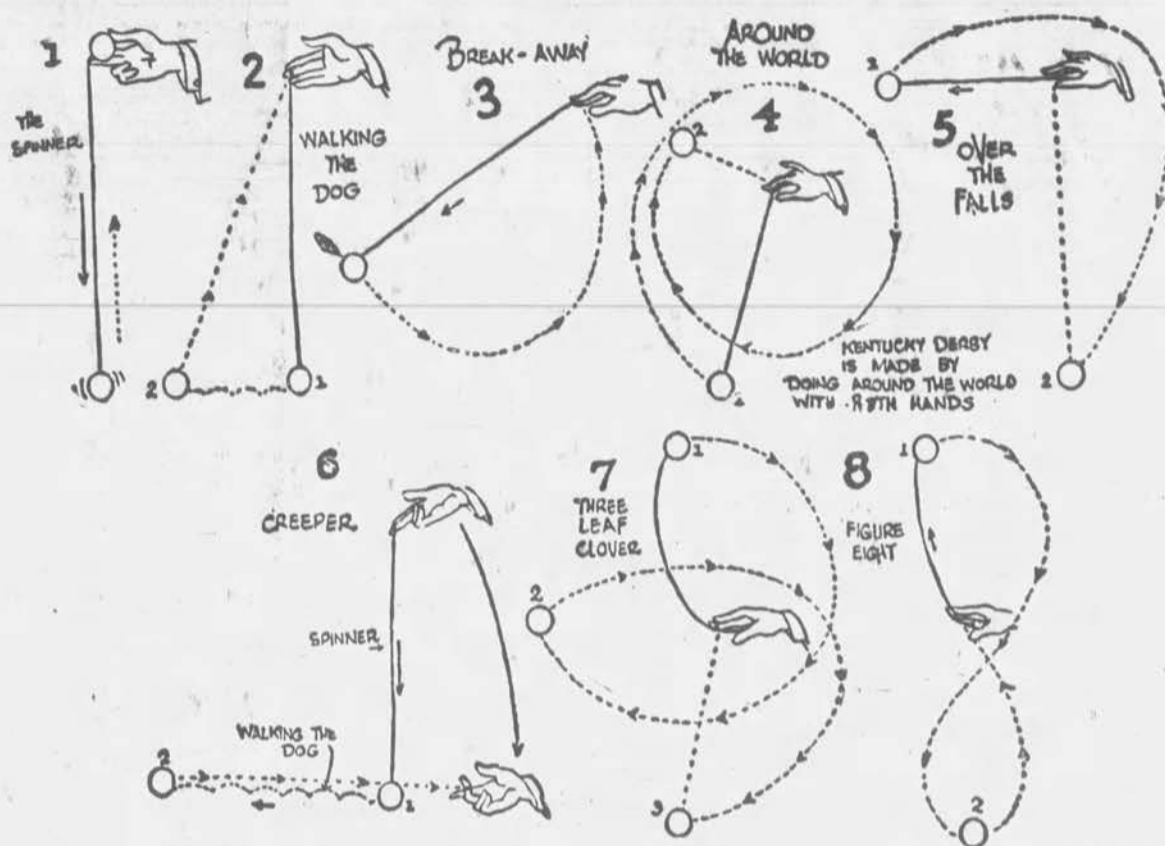
**Over the Falls**—Your hand is held in the same position as when you are doing around the world. The Yo-Yo is then thrown out in front of you and when it comes back guide it straight down to the ground with a downward motion of the hand. The Yo-Yo will then come back to you.

**Creeper**—This trick is done by doing the spinner then walking the dog out in front of you until it reaches the end of the string then with a slight jerk of the wrist bring it back to your hand.

**Three Leaf Clover**—Throw the Yo-Yo as you would when doing over the falls only throw it straight up in the air. When it comes back don't catch it but with a snap of the wrist bring the Yo-Yo out in front of you again. This time as it comes back side it down to the ground as you would when Doing Over the Falls.

**Figure Eight**—The Yo-Yo is thrown straight up in the air to form a loop and as it comes down inside your arm make another loop before it comes back to your hand.

HERE'S HOW TO MAKE A YO-YO DO STRANGE THINGS



Evening Vanguard  
FOR A GREATER BEACH AREA

Venice, California: Tuesday, April 17, 1934

Urge Action as Date of Yo-Yo Tournament Near

Yo-Yo fans in the beach district were urged today to "get busy" in final preparations for the big Yo-Yo tournament to be staged by the Evening Vanguard next Sunday at Venice plunge.

With only five days remaining before the contest, contestants were reminded by Art Lang, world's Yo-Yo champion and tournament judge, that all eight Yo-Yo tricks must be mastered to get a chance at the \$35 in prizes to be awarded contest winners.

Free instruction classes will continue this week each afternoon at 3:30 o'clock at the Vanguard offices.

MONROVIA NEWS-POST, MONROVIA, CALIFORNIA MONDAY, JUNE 11, 1934

# Monrovia Has Gone "Yo-Yo"

Monrovia has gone completely Yo-Yo!

Monrovia merchants have sold hundreds of Yo-Yos to youngsters as well as oldsters over the weekend, and now Yo-Yos can be seen everywhere you go. On the streets, on the playgrounds and parks and in backyards people can be seen playing with the little Filipino fun bug on a string! Yo-Yo has captured the citizens' fancy, and it seems it is here to stay!

The Yo-Yo craze is also spreading to the surrounding district. Yo-Yos are plentiful on the streets of Arcadia and Duarte. Youngsters can be seen on the street corners, comparing and learning new Yo-Yo tricks. The Yo-Yo bug has also bitten Sierra Madre, and Yo-Yos will soon be in evidence there.

Meanwhile, "Tex" Schultz, Texas Yo-Yo champion, is still teaching the Monrovia News-Post Yo-Yo

# HEY FELLERS!



Round up a Subscription to the Monrovia News-Post and you Will be given

**2  
YO-YOS  
FREE**

Just Get Dad, Mother or Some Friend to Sign the Blank Below, Bring It to the News-Post, and You Will Be Given two Genuine Free Wheeling YO-YO's.

### WATCH FOR YO-YO CONTEST

Not only will you get hours of enjoyment with this Yo-Yo, but you will be eligible to enter all the Yo-Yo contests and compete for the big list of prizes. The Yo-Yos you will receive for securing this subscription are the same as the one used by ART LANG, world champion, and is the only kind permitted in the championship contests. Get your Yo-Yo, start learning the tricks and watch the daily News-Post for details of the prizes to be given to Yo-Yo players.

### YO-YO ORDER BLANK

Send me the News-Post for Three Months and until ordered discontinued, so that the bearer may get two genuine "Free-Wheeling" Twenty-five Cent Yo-Yos FREE. I agree to pay the carrier at the regular rate of 40c per month and I have not taken the paper for the past 30 days.

Name ..... Phone .....

Address .....

GIVE 2 GENUINE "FREE-WHEELING" YO-YOS TO:

Name .....

Address .....

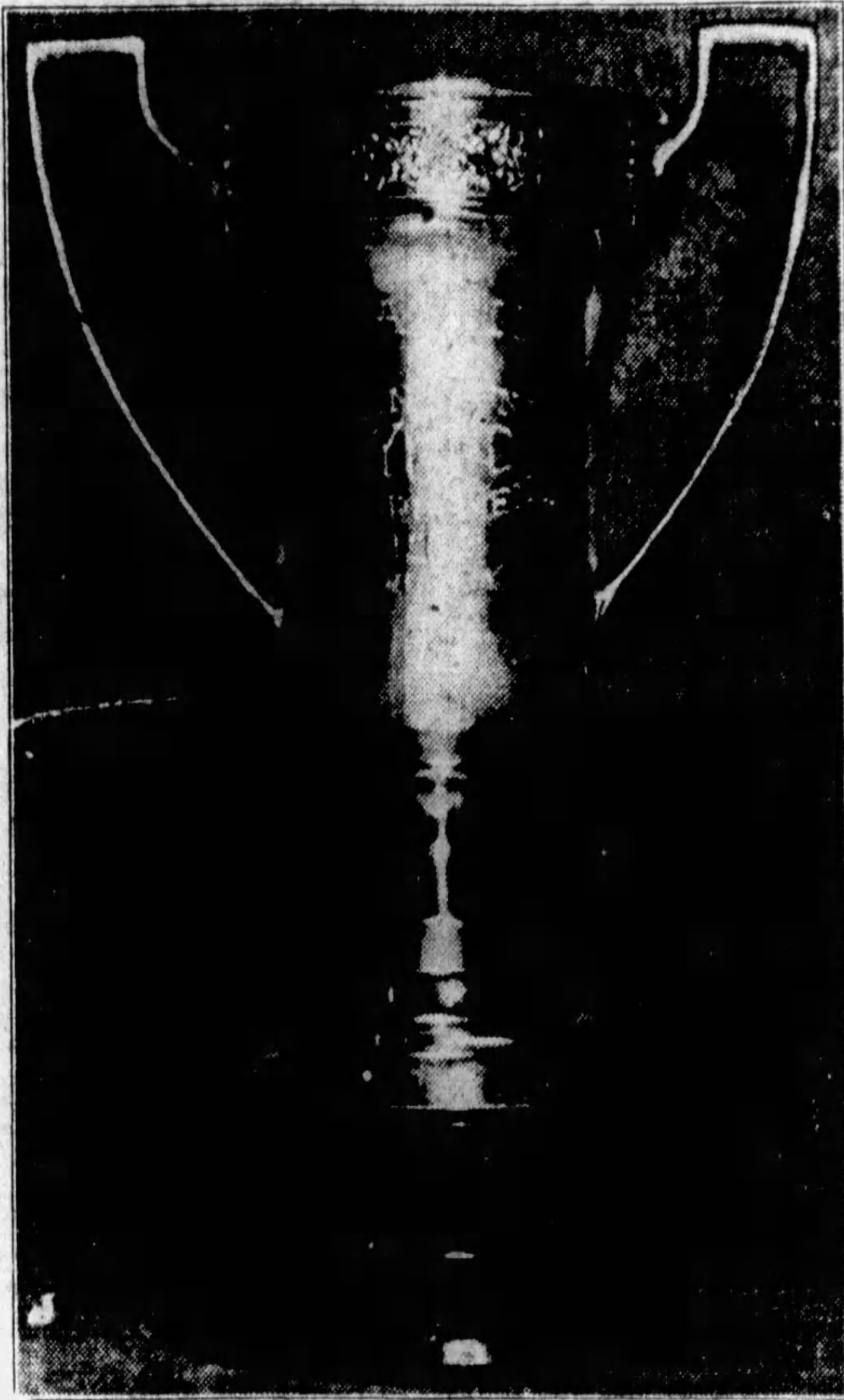
**Monrovia News-Post**

class every day at 4 p. m. in front of the News-Post office. Come to these free Yo-Yo classes and learn how to do the tricks that the champion does.

If you haven't got your "free wheeling" 25c Yo-Yo, the only Yo-Yo that does the tricks, get one now, join the free Yo-Yo class and get personal instruction from "Tex," Texas Yo-Yo champion.



## Yo-Yo Winner To Get This Cup -



Forty-two prizes, including the handsome cup pictured above, will be awarded to the winners of the Yo-Yo contest that will be held in Waukegan under the auspices of The Waukegan News-Sun next Saturday. The preliminaries will be at the Y.M.C.A. and the finals at the Genesee theatre.

Besides the cup, two Roll-O sleds, a folding kodak, roller skates and many Duncan musical Yo-Yos will be given to the most skillful artists. The qualifying round at the "Y" will start at 10 o'clock in the morning. Contestants are urged to be on time.

# YO-YO CONTEST PLANNED HERE

Through the cooperation of the boys' division of the Y. M. C. A. and under the sponsorship of the Duncan Yo-Yo company, all boys in Newark will have an opportunity to compete in a second city-wide Yo-Yo contest.

The contest will be under the personal supervision of Melvin Ackers, former holder of the world's championship in this diversion. Mr. Ackers is meeting a group of boys at the Y. M. C. A. Friday morning at 10 o'clock and Saturday morning at 8:45 a. m. These meetings are open to any boy in Newark and are devoted to instruction in the different Yo-Yo tricks.

A long series of cups and prizes to be awarded Newark Yo-Yo winners will soon be on display at one of the local stores.

Thursday, June 28, 1934 — Tyler Morning Telegraph

# "Yo-Yo" Contest To Be Staged at Liberty Theatre

Max Tugade and Domingo Aguda, Filipinos who are past masters in the art of yo-yoing since it is the national pastime of the Philippines, will stage a yo-yo contest at the Liberty Theatre on July 21 in which all boys of Tyler and vicinity have been urged to compete.

Demonstrations of the art of yo-yoing are being given by the Filipinos at various places in the city daily in an effort to create more interest in yo-yoing in general and in the contest in particular. The little Filipinos have about a dozen different stunts they do with the yo-yo, from "walking the dog" to using it as a weapon like they claim their ancestors used it in olden days.

Prizes will be given at the Liberty contest for the boys who can use the yo-yo best and perform the most tricks with it. The contests are being staged all over the country in an effort to revive the yo-yo as a national fad.

# Special Notice to Children

**MAX TUGADE**

**WORLD'S CHAMPION YO-YO ARTIST  
WILL BE AT THE**

**LIBERTY, SATURDAY  
MORNING, 11:00 A. M.**

**FREE INSTRUCTIONS WITH HIS YO-YO  
FREE YO-YOS!**

# DAYTON DAILY NEWS

DAYTON, OHIO, THURSDAY, JULY 5, 1934

## YO YO AS YOU GO!

This is the motto of hundreds of kiddies in the city who already own the clever Duncan Yo-Yo tops. One thousand more boys and girls in Dayton and the Miami Valley will have Yo-Yos next week for The News is holding a big color contest on the "Out Our Way" page in next Sunday's comic section and there are 1000 prizes, each a genuine Duncan Yo-Yo whistling top to make some child happy.

Be sure to get next Sunday's News so you can enter this big color contest and win one of the prizes.

## Special Color Contest Having One Thousand Awards Is Announced

### Best Contributions Received Will Win Prizes of Clever Duncan Yo-Yo Tops.

ONE thousand boys and girls in Dayton and the Miami valley are going to be made happy soon with a gift of one of the clever Duncan Yo-Yo tops. The News has obtained this large quantity of tops to award as prizes to the 1000 best entries in a special contest that is being announced today.

To win one of these tops, it is necessary to enter the coloring contest on the "Out Our Way" page in the comic section of today's paper. Full details and rules can be found on that page. Any child who is not more than 14 years old may compete in the contest. Either crayons or paints may be used to color the page which must be sent to Editor Junior News no later than the first mail, Friday, July 13.

Inasmuch as this huge coloring contest is being sponsored by Junior News, the regular coloring contest which has been appearing on this page every Sunday since the close of the school term, is being discontinued until next Sunday. Only two contests are announced in Contest News. Be sure to read about them but don't miss entering that big coloring contest on the "Out Our Way" page for there are 1000 awards, the largest number of prizes ever offered in a contest in this city.

Dayton Daily News - July 8, 1934

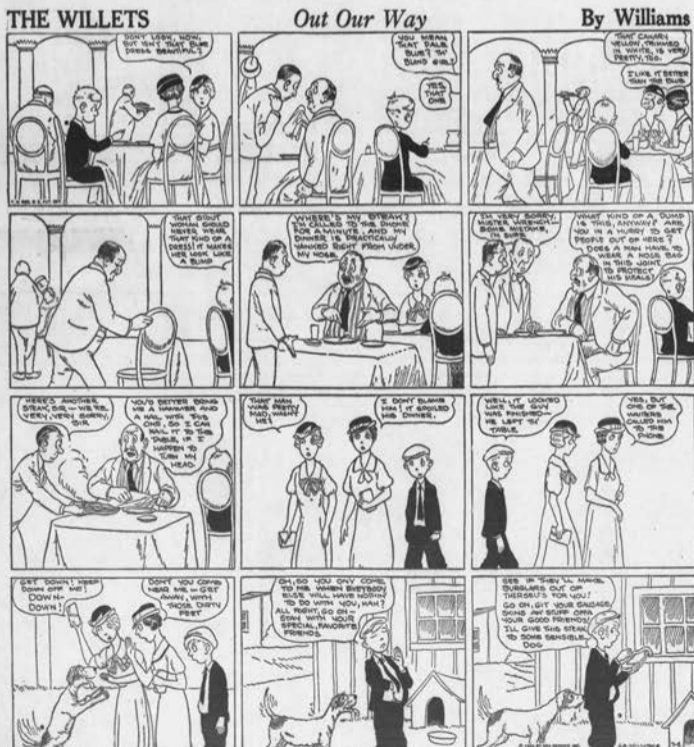
Dayton Daily News

### KIDDIES' COLOR CONTEST 1000 DUNCAN YO-YOS AWARDED

**RULES:**  
Children who have not reached their 15th birthday may enter this contest.  
Color the entire comic and mail the page to Editor Junior News, care of The Dayton Daily News.  
Be sure to fill in the proper information on the blank.  
The Yo-Yo will be awarded to the 1000 children whose entries are judged best.  
All contributions must be in The News office by Friday noon, July 13.

The Yo-Yo craze is back again. The Dayton Daily News has obtained 1000 Duncan Yo-Yo tops to award as prizes to the 1000 boys and girls who send in the best color pictures of this "Out Our Way" comic. Any boy or girl in Dayton and the Miami Valley may enter the contest. Either crayons or paints may be used in coloring the page. The deadline for the contest is Friday noon and the 1000 best contributions received by that time will be awarded the Yo-Yo tops.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Age \_\_\_\_\_  
School \_\_\_\_\_  
Grade \_\_\_\_\_



THE ABILENE DAILY REPORTER - Friday, July 13, 1934

## Plenty of Tricks To Yo-Yoing, Filipinos Know Lot of Them

There is a trick to every trade—and most of all to yo-yoing, which seems on a way to revival in various sections of the country.

In Abilene Friday to demonstrate the many antics a yo-yo can be made to perform were Max Tugade and Domingo Aguda, Filipinos who are past masters in the art of yo-yoing—which, by the way, for something like four centuries has been a national pastime in the Philippines.

Tugade and Aguda are on a tour of the country giving demonstrations of the art of yo-yoing. They are demonstrating their tricks at various points in Abilene. Included in their repertoire of stunts are what they call "walking the dog", "rocking the baby to sleep" and "bringing the baby home."

AKRON BEACON JOURNAL FRIDAY, NOVEMBER 15, 1935

## EXPERT YO-YOISTS COMPETE SATURDAY

District Champions Will Meet  
For Contest At Polsky  
Auditorium

District champions in the all-city Yo-Yo contest in progress will meet at 10 a. m. Saturday in the A. Polsky auditorium to compete in the city finals. The finals are expected to attract 150 boys.

Ability to do a series of tricks with Yo-Yos is the qualification for entrants into the finals. All Saturday contestants have won district championship sweaters.

Judges for the finals will be Sam Dubiner, Harvey Johns and Clifford Spencer of the A. Polsky

Co. Prizes to be awarded Saturday are the following; bicycle, lumber jacket, sweater, watch, football and roller skates.

AKRON BEACON JOURNAL THURSDAY, OCTOBER 24, 1935

44 Years Of Continuous Footwear Service To Greater Akron



## No School FRIDAY

Get a Genuine  
'Duncan' Tournament  
Trick Yo-Yo Top  
Free with Each Purchase in



# Shumaker's

214 South Main Street  
Big Juvenile Department

FRIDAY and SATURDAY REDUCTION ON ALL  
CHILDREN'S SHOES - 10% to 15%

Juvenile Dept. Downstairs—One Complete Floor of Children's Footwear

**SPECIAL**  
\$3 and \$3.50 Red Robin solid leather,  
genuine welts, all sizes,  
8 1/2 to big 3. Also big girls'  
to size 6. AA to D Straps  
and oxfords ..... **\$2.75**



**SPECIAL**  
\$3.50 to \$5.50 Prop'r-Bilt Shoes. As-  
sorted style and sizes for  
infants to big girls and boys. **\$2 to \$3.50**



Red Robin  
Foot Trainer  
Kalisteniks  
Post'r-Bilt



FRIDAY

10% & 15% OFF

SATURDAY

## GIRLS' SCHOOL AND SPORT SHOES



Monks  
Chillies  
Oxfords



Buck  
Suede  
Buffalo



Brown, Buck and Calf  
Monk — National Park  
Brand ..... **\$3.65**

\$4 moccasin oxfords, Brown and  
black leather soles. Real school  
shoes. AAA to C ..... **\$2.85**

"Roughie" Brown Buck  
Two Strap, Shawl  
Tongue, leather heels **\$3.65**

## BOYS' SCHOOL AND DRESS SHOES

\$4.50 Official Scout Ox-  
fords, Moccasin toe, Gro-  
cord soles. Just as a special.  
Sizes to 6 only ..... **\$3.45**




\$1 Holland Rugged boys'  
oxfords. Sizes 1 to 6. (6 to  
9 slightly higher.) A to D. **\$2.95**


Shoe Special-  
ists. Fitting by  
Registered Cer-  
tified Fitters.  
X-Ray

AKRON'S largest shoe store  
**Shumaker's**  
214 SO. MAIN ST.

NOTICE:  
These FREE Yo-  
Yos are official  
for use in tour-  
nament.



**POP-EYE**  
AND  
**MICKEY MOUSE CLUB**  
Sponsored by  
CHARLOTTE NEWS · CAROLINA THEATRE



Meets every Saturday morning, 9:30 o'clock, Carolina Theatre

Tomorrow morning on the stage at the Carolina theater a bicycle, brand-new, too, will be given to the best yo-yoer at the meeting of The Charlotte News-Carolina Theater Pop Eye and Mickey Mouse club. To winners of 2nd, 3rd and 4th places yo-yo sweaters will be given. Now

don't be late—the meeting gets under way promptly at 9:30, the doors are open at nine.

And that's not all. Everyone who comes to the meeting will be given a picture of Shirley Temple. Sure, they're free, what did you think? The pictures were very 'specially made for this very occasion so it'll be your own fault if you don't get one.

DAILY CLARION-LEDGER, JACKSON, MISS., SUNDAY MORNING, DECEMBER 22, 1935

## YO-YO CONTEST SPONSORED HERE

A YO YO contest sponsored by the Duncan YO YO company was held in the lobby of the local Y. M. C. A. Saturday morning at 11:30 o'clock.

There were nine prizes awarded, first prize being a \$25 bicycle, which was won by Marshall Mims, 121 West Capitol, second and third prizes being sweaters with "1936 Contest Winner" emblazoned across the chest, won by Bobby Jones, 1905 West Capitol street, and Spiro Talambas, 425 East Capitol street, and fourth through ninth prizes consisting of YO YO's being won by the following boys: Bernard Booth, 604 North street, Robert Sullivan, 403 South West street, Burnham Bullock, 414 Yazoo street, Leon Gregory, 312 Tombigbee street, George Sanders, 1905 West Capitol street, and James Burgess, Clinton.

Much interest was evinced in the contest which had 18 entries, with several being excluded through being late.

The judging was done by three representatives of the Duncan YO YO company. The contest consisted of eight events, and no event was counted at all unless the YO YO returned to the hand without twisting.

### EDMONTON JOURNAL

SATURDAY, DECEMBER 21, 1935

#### Novel Yo-Yos

Take two overcoat buttons or any that have raised back and sew them together tight, now fasten a string to them between the buttons and you have a yo-yo. You can do more tricks with these as they are smaller.—Original.

# CLARKSVILLE

## IS GOING



# YOYO

### **Yo-Yo Contests Start at Once** *SWEATERS and Many Other Prizes*

**Every Boy and Girl in Clarksville is Invited to Enter the YO-YO Contests Being Introduced by the Leaf-Chronicle Today!**

NO ENTRY BLANKS ARE NECESSARY, OR OTHER FORMALITIES, BUT YOU DO NEED A YO-YO!—

#### **---AND HERE IS HOW YOU CAN GET IT!**

**YO! YO! Subscription Contest**

I hereby subscribe to the Leaf-Chronicle for 5 weeks at 20c per week, beginning \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Name of Yo-Yo contestant— \_\_\_\_\_

Just secure one brand new subscriber to the Leaf-Chronicle for 5 weeks at 20 cents per week. Ask the subscriber to fill out and sign subscription coupon, and then bring the coupon to us. You will receive your YO-YO and the paper will be started at once to the new subscriber.

This Leaf-Chronicle YO-YO that you will get is the genuine DUNCAN TOURNAMENT YO-YO, the only kind that is permitted in the contests.

READ the YO-YO NEWS DAILY in the

# Clarksville Leaf-Chronicle



# Yo-Yo and a Bottle of Pop Kids Win With Grooved Top

Prizes Awarded in City Wide Tournament for  
Skill and Endurance at Wiley  
Post Park

Yo-yo spinning, returning for a second siege of popularity, reached the peak of skillful performance here as finalists in the Park Department's city-wide tournament went through their acts at Wiley Post Park Saturday morning.

Nine winners wore blue ribbons as they left the park shortly before noon. Thirty-seven entered the finals through preliminaries held at recreational centers over the city last week. The winners:

### Midgets Are 'Tricky'

Tricks—Midget girls, Mary Emily Snyder, 11 years old, 3721 Classen-blvd, entered from Memorial Park; midget boy, Carl Moselander, 10 years old, 2423 SW 27th-st, Brock Park; junior boy, Frank Bennett, 14 years old, 1438 NW 41st-st, Memorial Park; intermediate girl, Shirley McFarland, 14 years old, 1237 N. Lottie-av, Glenn Elyn Park; intermediate boy, Lester Standridge, 17 years old, 2413 SW 23rd-st, Rotary Park.

Marathon—Midget girl, Bonita Williams, 10 years old, 2531 SW 24th-st, Brock Park, nine minutes; midget boy, Gene Smith, 10 years

old, 2318 S. Stiles-av, Wiley Post Park, nine and a half minutes; junior boy, Hollis Downing, 14 years old, 1404 NE Monticello-ct, Glenn Elyn Park, eight minutes; intermediate girl, Shirley McFarland, 12 minutes, and intermediate boy, Jack Childers, 16 years old, 1319 W. Park-pl, McKinley Park, 15 minutes.

### Hundreds in Contest

Hundreds of children participated in the preliminaries, conducted under the supervision of Miss Pauline Sieg, supervisor of sports and games for the recreation division of the Park Department, and Vernon Slimmer, supervisor for the National Youth Administration.

Judges were Arthur Howland of the Duncan Yo-Yo Co., Miss Stewart, Shidler School teacher, and Bob Horn, of the city NYA organization.

FORT WORTH STAR-TELEGRAM—MORNING

SATURDAY, MARCH 21, 1936.

## YO-YO

**DEALERS ATTENTION**

Genuine  
**DUNCAN YO-YOS**

●  
**10c - 15c - 20c Sellers**  
●

Wholesale Prices

## HERMAN'S SUPPLY HOUSE

14th & Throckmorton  
Fort Worth 2-4728

## WICHITA FALLS RECORD NEWS

TUESDAY, APRIL 28, 1936

### YO-YO CHAMP PERFORMS

L. O. Nelson Jr., champion of Wichita Falls yo-yo experts, put on a whirling five-minute demonstration of the art to leave the Modern Salesmanship club sitting on the edges of their seats in wonder Monday night at their meeting. Young Nelson, 14-year-old student of Reagan Junior high, won a city yo-yo contest held by the Duncan Yo-Yo company last week.

Clarence Hammond was the speaker of the evening, with a talk on "Know Your Product." Visitors included J. W. Parker and R. Forrest.

THE CHILLICOTHE CONSTITUTION-TRIBUNE FRIDAY, May 15, 1936

**FREE** A GENUINE **YoYo**  
DUNCAN

AT YOUR GROCERY STORE

WITH

## DELICO

GERMAN STYLE FRANKFURTERS

OR

GERMAN STYLE WIENERS

Save three of the bands that come around each pound of these delicious frankfurters or wieners. Take them to your grocer and he will give you a genuine DUNCAN YO YO absolutely FREE.

DISTINCTIVE FLAVOR

Made with choice meat and flavor-cured with Angostura which gives Delico German Style Frankfurters or Delico German Style Wieners a delightfully different flavor. Ask for them by name and do not accept a substitute.

DELICO MEAT PRODUCTS CO.  
Kansas City, Mo.

## THE YO-YO CRAZE

There is a new problem for the nation, at least that part of it around Marlow. It is the yo-yo craze. It has at least one good mark on its slate.

The good mark is the fact that people have stopped talking about the depression and now gossip altogether about yo-yoing. The new problem is that yo-yotis has attacked the population of Marlow in such violent form that you practically take your life in hands when you venture out.

You know, it's getting to where it isn't safe to get outside the house up this way since everybody's gone yo-yo crazy.

I've got scars from the roof of my head clear down to where my boots need halfsoling from uppercuts inflicted by yo-yo.

Old folks who have been wearing crutches for half a century have disposed of them and are running up and down the streets and highways with yo-yos like a mule colt in the winter time. Everywhere a fellow goes he gets a sock in the jaw with a yo-yo.

The things have put an idea in my head. I believe America could lick the entire civilized world in three days by enlistin' all the kids with their yo-yos. If we ever have another war I feel that it will be fought entirely with yo-yos.

We failed to have Sunday School up this way last Sunday because the kids refused to leave their yo-yos at home. I honestly believe the farmers are going to lose a crop here on account of yo-yos. In fact the entire community has gone yo-yo goofy. Everybody has got one of those things except me, and I would have one if there was room here to yo-yo it. There has been enough energy exerted here with yo-yos the last few days to milk all the cows in the community from now until Christmas. I guess it's pretty good pastime.

My kids has all got one to half a dozen of the things and I can't go to bed at night without crawling under the cover with a flock of yo-yos. The flappers has all took to yo-yoin' and are buying' different colors to match their dresses. Merchants are givin' a yo-yo with every barrel of flour fold, and the bootleggers are offering a pint of pretty good likker with every yo-yo a fellow buys. It's almost impossible to get a doctor to quit yo-yoing long enough to prescribe a dose of castor oil for a squallin' kid.

When our least baby cries we don't know whether it wants its bottle or its yo-yo. Most of the time it will go to sleep yo-yoing.

It probably won't be long till the chickens will be diggin' worms with yo-yos. Folks has quit talking hard times and has begin to argue and fight over the question of who is the champion yo-yo-er of the community.

Well, Ed, I must stop and feed the baby its yo-yo. Hopin' that you've got the fever, too.

A Reader,

Route 1, Marlow.

WIN AWARDS IN  
YO-YO CONTEST

Several Hundred Witness Event  
in Which Over Forty Take  
Part at Y. M. C. A.

Several hundred witnessed the Yo-Yo top contest this morning at the Young Men's Christian Association which over forty boys and girls participated in. It was conducted by Emil and Cally, the Filipino International Yo-Yo champions and representatives of the Duncan Yo-Yo Top Company.

George Petropulos of East Chestnut street, was awarded the first prize, a bicycle. Second prize, a camera, was won by Jack Walsh, of Beaver Meadow; Thomas Portland, of this city, third prize winner, received a base ball glove. Since he is left-handed and the glove was for a righthanded fielder, he had to exchange it.

Harry Russell, of this city, was awarded fourth prize, a Yo-Yo sweater while Dominic and Pauline Lombardi, of this city, brother and sister, tied for fifth place and each received Yo-Yo sweaters.

THE DAILY PANTAGRAPH, BLOOMINGTON, ILL.

WEDNESDAY, OCTOBER 28, 1936.

YO YO TOPS

5c, 10c, 15c, 20c

Wholesale, Retail

Watch for the Big Prizes

W B Read & Co





# DUNCAN Official Whistling YO-YO

## GIVEN with Each Pound Can of BO-PEEP THE BETTER CHOCOLATE MALTED MILK



A real Duncan Whistling Yo-Yo that will do all the tricks you need to enter the Yo-Yo Contests — and a full pound can of the finest chocolate malt drink you ever tasted — all for a quarter. Tell Mother about it now!

All the girls and fellows are Yo-Yo-ing — it's great fun for all ages. Here's your chance to get a Genuine Duncan Whistling Yo-Yo — it's GIVEN with a big pound can of Bo-Peep at every Danahy-Faxon Home-Owned Store tomorrow! And if you never tasted this delicious chocolate malted milk, you've another big treat coming. It not only tastes good, it IS good because it is chock full of the extra energy you need for play and for study.

# 25¢

POUND CAN

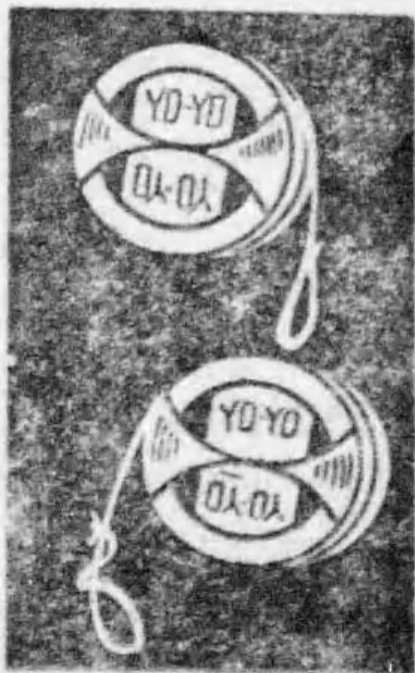
Get Your Yo-Yo TODAY!

### BUFFALO EVENING NEWS Friday, April 30, 1937

10c Genuine "Duncan"

# YO-YO

# 7c



Tomorrow's low sale price sets a record! Never before at a price so low! Regular 20c size Yo-Yo at only 17c.

KNOWS HOW



**DON T. KELLEY . . .**  
Makes a yo-yo sound like  
the milking of a cow.

—Copyright by The Omaha Bee-News.  
All Rights Reserved.

## YO-YO CHAMP MAKES SOUND LIKE MILKING

Don T. Kelley, 18, who declares he can make a yo-yo sound like the milking of a cow, has returned home after four years on the road as a national champion yo-yo spinner.

Don will attend either the Municipal University of Omaha or Creighton university. He is at the home of his parents, Mr. and Mrs. T. E. Kelley, 2820 So. 31st St.

He got his start in the yo-yo business in 1932 when he won an Omaha Bee-News contest. Yo-yoing was extremely popular then.

### LEARNS TRICKS

"I thought," said Don, "I was a pretty good yo-yoer then, but I didn't know much. I really have learned some tricks in the years since that time."

Operating a yo-yo with each hand, Don performs "milking the cow." This is an alternate up and over swing, something in the fashion of milking and—says Don—"children say it sounds like the milking of a cow."

Don won the Omaha championship with eight tricks: Spinning, walking the dog, the breakaway, around the world, up-and-over overhand, three-leaf clover, creeper and the figure eight.

He was hired by yo-yo people to travel and demonstrate yo-yos. With his employment he became a national champion.

### ONLY SIX CHAMPS

There are six national champions.

Don was among the top flight champions. Three received \$23 a week, three \$18. Don was among the \$23 champions.

When Don became a national champion he learned milking the cow, two-handed loops, punching the bag and reaching for the moon, all performed with two yo-yos.

"I'd hit a town about every three years," said Don, "and revive the yo-yo craze. Children still like yo-yos."

He keeps in trim with a little yo-yoing every day.

# 267 MONEY SAVERS! Walgreen DRUG STORES

Fri. and Sat. at 5118 So. Hohman—5150 So. Hohman

**Special Economy offer**



**50¢ DR. WEST'S**  
Waterproofed  
**Tooth Brush**

**50¢ CALOX**  
Tooth Powder

Regular Value \$1.00

**BOTH FOR 59¢**  
LIMIT 3 TO A CUSTOMER

Limited Time Only

**SAVE ON REMEDIES**

- 30c Bromo Seltzer . . . 24c
- 75c Acidine Powder . . . 49c
- 75c Bell-Ans, 100's . . . 51c
- Certified Milk of Magnesia, Tablets, 100's 39c
- Kellers Gas Relief, 4 oz. . . 49c
- Soda Mint Tablets, 100's . . 19c
- 60c Murine for the eyes . . 49c
- \$1 Wampole Preparation . . 89c
- 25c Bisodol Powder . . . 18c
- 35c Hamline Wizard Oil . . 31c
- Dr. Scholls Zino Pads . . . 33c
- Insulin U20-10c . . . . . 66c
- 30c Vicks Vatronol . . . . . 24c
- Yeast & Iron Tabs, 80's . . 39c
- 35c Sloans Liniment . . . . . 29c
- 50c DeWitt Kidney Pills . . 37c



25c Drene  
35c Italian Balm  
**29c**

50c Tube  
**29c**

60c Size  
**49c**

1.25 Bottle  
**83c**

50c Box  
**27c**

**5 Star Specials**

**DR. LYON'S**  
Tooth Powder—50c Size . . . . . **26¢**  
*(Limit 1)*

**LADY ESTHER**  
4 Purpose Cream—55c Size . . . . . **28¢**  
*(Limit 1)*

**BROMO**  
Quinine—35c Grove's . . . . . **17¢**  
*(Limit 1)*

**MOLLE**  
Shaving Cream—30c Tube . . . . . **18¢**  
*(Limit 2)*

**IVORY**  
Flakes—10c Size . . . . . **3 for 25¢**  
*(Limit 3)*

*Right reserved to limit quantities*

**Preparations For the Hair**

- Hair Tonic (Petrolatum Dressing 6 oz.) . . . . . 49c
- 75c Glovers Mangle . . . . . 53c
- 70c Vaseline Hair Tonic . . . 63c
- Cocoonut Oil & Egg Shampoo 6 oz. . . . . 39c
- 25c Golden Glint Shampoo . 19c
- Lovalon Hair Rinse . . . . . 23c
- Henna Powder, 3½ oz. . . . 19c
- 5.00 Insecto Hair Dye . . . 3.69
- 1.00 Marchands Hair Wash . 79c
- 1.00 Fitch Ideal Tonic . . . . 89c
- 60c Drene Shampoo . . . . . 49c

**LOW Prices on Soaps-Flakes**

- Super Lather Hardwater Castile 8oz. 2 for 15c
- 10c Lux Flakes . . . . . 2 for 17c
- 10c Woodbury Soap 12 for 90c
- Lifebuoy Soap . . . . . 3 for 17c
- Camay Soap . . . . . 3 for 15c
- Clean Quick Soap Chips 2½ lb. Box . . . . . 2 for 37c
- Ivory guest size . . . . . 4 for 15c
- Conti Castile Soap . . . . . 2 for 23c

**Body Building VITAMINS**

- Olafsen Cod Liver Oil, pt. 59c
- Squibbs Cod Liver Oil, 12 oz. 79c
- Irradol "A", 16 oz. . . . . 1.23
- 1.00 Adex Tablets . . . . . 79c
- Abbotts Haliver Oil Caps 50's 79c
- Parke Davis Haliver Oil with Viosterol Caps., 100's 2.69
- Olafsen ABDG Caps., 100's 2.49
- Parke Davis Haliver Oil, 10c 43c

**Well-Known Dental Aids**

- 25c Dr. West Tooth Paste . . 19c
- 35c Vince-Mouth Hygiene . . 31c
- 40c Squibbs Dental Cream . . 33c
- 50c Forhans Tooth Paste . . 39c
- 25c Peppodent Tooth Paste . 19c
- Orlis Dental Perborate . . . 33c
- Fika Dental Plate Holder . . 39c

**Tournament Style YO-YO TOPS**

**25¢**

Larger, easy to keep going



**1.25 Size 89c**

**50c Tube 31c**

**A SCENTED DENTAL CREAM**

CLEANSING REFRESHING GERMICIDAL

Manufactured by THE POLYWOOD CO. U.S.A.



**RUBBING ALCOHOL COMPOUND**

**PINT 8c**



**A Beautiful Tolio Chrome COLOR ETCHING**

**FOR ONLY 19c**

Choice of 3 subjects  
With the purchase of 50c or over.  
While they last



**1.25 Bottle 83c**

**50c Box 27c**



*In the air I must look my best. That's why I use CHAMBLY TOILETRIES!*

**7.50 VALUE in Chamblly Toiletries**

10 piece PERSONALITY ENSEMBLE

Strictly limited offer **Only \$1.98**



**WIN A FREE AIR TRIP to HOLLYWOOD** One full week Via American Air Lines in Hollywood

Tell in 25 words or less why you like Chamblly Toiletries. Entry blanks in every Chamblly Ensemble. Be sure to enter!

**Scented with Gardenia**

Gardenia has the remarkable quality of bringing out and emphasizing the charm of the user. In no other cosmetic can a more true scent of the romantic Gardenia be found than in Chamblly Toiletries.

**EFFECTIVE LAXATIVES**

- Hinkle Pills, 100's . . . . . 9c
- 75c Alophen Pills . . . . . 49c
- Squibbs Milk of Magnesia 12oz. . . . . 29c
- 25c Feenamint Tablets . . . 19c
- 50c Nujol Mineral Oil . . . . 31c
- 25c Eno Salts . . . . . 21c
- 1.00 Adierika . . . . . 75c
- 25c Ex-Lax Tablets . . . . . 19c
- 60c Caldwell Syrup Pepsin 39c
- 25c Phillips Milk of Magnesia . . . . . 17c
- Squibbs Mineral Oil, qt. . . 89c
- 50c Innerclean . . . . . 41c
- Castor Oil, 8 oz. . . . . 33c

**LOTIONS and CREAMS**

- 55c Ponds Cream (med. jar) 39c
- 40c D & R Creams . . . . . 23c
- Amelita Theatrical Cream, 8 oz. . . . 39c
- 50c Junis Cream . . . . . 39c
- Marvelous Found. Cream . . 55c
- 50c Nadinola Bleach Cream 43c
- 50c Campana Dreshin . . . . 37c
- Almond Cream Lotion, 6oz 27c
- 50c Hinds H. & A. Cream 39c
- Princess Pat Skin Cream . . 55c
- Leon Laraine Face Cream 1.00

**Water Tumblers**

While they last!

**3c**

**Ironized Yeast Tablets**

\$1.00 Value

**59c**

**MIDOL Tablets**

50c Size

**29c**

**10c Super Suds**

3 for 25c

**EPSOM Salts**

5 Pound Bags

**18c**

**Revelation Tooth Powder**

50c Tin

**31c**

**Nature's Remedy**

50c Size

**28c**

**KREML Hair Tonic**

\$1.00 Bottle

**63c**

**Jad Salts**

6 oz. Condens. 60c Size

**39c**

**Maybelline For the eyes**

75c Size

**59c**

**MAIL ORDERS**

Send \$1.98, plus 20c for postage to Walgreen Co., Dept. X, 744 Bowen Ave., Chicago, Ill. Your Chamblly Ensemble will be sent promptly.

# Old-Fashioned Games Stage Parlor Come-Back

Old-fashioned parlor games, which have been given tough competition by the radio, movies, cock fights, autos and other recreational activities, are staging a comeback at last.

Old standbys like checkers, chess, dominoes, and parchese never did pass out of the picture completely, but a vast array of once-popular falls, the creeper, three leaf clover, \*

parlor games—all the way from puzzles to Mah-Jong—did, and they are again coming into the family circle. To prove it all you have to do is make a check in the games departments of the city's retail stores.

They're selling Authors, a card game once as popular as any; Finch, another card game; Pick-Up-Sticks, which is a fad again; and many others.

## Five-Suit Card Decks

Many stores are selling the new-fangled playing cards, with five instead of the usual four suits.

By far the most popular children's seller is the yo-yo, that familiar circular top suspended from a cord.

In front of any neighborhood drug store or school knots of yo-yo addicts can be seen at any hour of the day, spinning the blamed things.

So popular has the yo-yo become that a series of neighborhood contests are being held, with the winners getting yo-yo champion sweaters. A city-wide yo-yo championship is being planned.

## They're Impressive

The object is to keep the yo-yo

spinning as long as possible, and to make it do fancy tricks.

Yo-yos sell from 5 cents to a quarter. The fancier yo-yos make a humming noise which is very impressive to the uninitiated.

There are various yo-yo tricks, a whole series of them, known as the spinner, walking the dog, the break-away, around the world, over the figure 8 and the rockabye.

Only the accomplished can perform the rockabye which consists of a series of bewildering loops apparently intended to knock out the eyes of the observers.

# THE THIRD PAGE

THE LEADER-POST, REGINA, SASK., APRIL 25 1938

## *Demonstration of Yo-Yo Playing Ties Up Court*

Yo-yos, once ancient instruments of war and now toys, received judicial notice for probably the first time in history Saturday, in city police court. Magistrate A. R. Tingley ruled that yo-yos should not be played while riding bicycles.

The decision came when Magistrate Tingley dismissed youthful Emer Stotts, 937 Elliott street, on a charge of riding a bicycle without at least one hand on the handlebars. Police claimed that Stotts rode down Winnipeg street, playing with a yo-yo in his right hand and holding his left hand to his hip, in the manner of an acrobatic rider with a circus.

But before the novel ruling on yo-yos was reached the court had young Stotts demonstrate with the little instrument. For Stotts testified he wasn't riding "no hands," but holding the handlebars with his right hand while he "wound up" the yo-yo with an intricate series of twists of his left wrist.

Magistrate Tingley and Inspector D. McDougall, prosecutor, both professed a lack of knowledge of the workings of a yo-yo, so the aid of a newspaper reporter was enlisted. He was told to get a yo-yo which he had carried in his pocket every morning since the toys once again swept into favor in Regina this month, after an absence of six years.

And by some unknown chance, the reporter had for the one morning left his yo-yo at home. So court proceedings were almost stopped. Then it was discovered that Stotts had a yo-yo in his pocket but the string was broken. Stotts smiled widely with relief when he thought he would not have to demonstrate.

But he was soon disappointed. For although the reporter had left his yo-yo at home, far down in one

corner of a trouser pocket he found a spare string and quickly fitted it into Stotts' yo-yo for the court.

"What do they call them, yo-yos or yo-hos," asked Magistrate Tingley. "I'm not sure, but I think they work like a ball with a piece of elastic tied onto it," replied the inspector. Both were wrong, they learned, when the accused showed them that the principal of yo-yoing was the manner in which the wheel spun and climbed up and down the string, which is looped over the middle finger of the right hand.

By this time the reporter was becoming quite involved in the case, as Stotts failed on his first five attempts to demonstrate how he could wind the yo-yo up from a stopped position when only using one hand. But just as the court was asking the reporter to try and demonstrate the gadget, Stotts met success.

"The only thing I don't like about

the reporter demonstrating the thing to us is that he would probably want \$1.50 witness fees for his trouble," said Magistrate Tingley.

Both Constable J. Pryhitka and Stotts agreed upon the fact that the accused was playing with the yo-yo as he rode in the 1700 block Winnipeg street. But conflicting evidence was given as to whether Stotts had at least one hand on the handlebars of the bicycle or not. "If it were a more serious charge and there had been any traffic there I might find it necessary to decide who was mistaken. But under the circumstances I'll give you the benefit of the doubt," said the Magistrate to Stotts.

He concluded with: "Riding a bicycle is no place for playing with a yo-yo anyway, remember that." The court adjourned as Inspector McDougall retrieved the reporter's yo-yo string from the acquitted boy's yo-yo.

# Without Warning, Crazy Yo-Yo Bursts Into Revival

**Top - Like Toy, Spinning on String, Challenges Dexterity of Operator — Fad Takes Hold In Strange Quarters.**

Commencement in Newark schools these bonny days means recommencement of Ye Olde Honoluluian (or whatever the original source is) Hidey-ho: Namely, revival of the Good Yen Yo-Yo and fui (Honolulu for phooey) to final examinations and whatnot.

In fact, some of the best people, long since dis-annexed from secondary, elementary and primary educational institutions, have even taken to reversion to Yo-Yoing, a fact which is, we think, indicative of something, although specifically of what, we are still not positive.

Consequently, it is only fitting, since Newark's up-and-comingest from all four corners and the Five Points even, are taping twirl fingers and brushing up on the fancy flips in the privacy of their own homes (that they may impress at divers public assemblies), it is only fitting that we pass on what (little) we know concerning the subject.

The Yo Yo may be bought in three varieties and separate sacks. Each school prefers its own type, that is, the wealthier classes invest in 5 centers, the working man goes over the deep end for 10 centers, and the pauper professional sinks his wad in the 20 centers, which does a meaner twirl, providing he can twirl, and also adds the glamour of half a finger more shellac.

Procurable in divers colors, the Yo Yo is especially designed to fit into any public ceremony, green being advocated for picnics, marble combinations for public school work, and a faint orchid for dignified business conferences, of which we hear there are many.

To be worn with a disinterest facial expression, the Yo Yo is tastefully set up to accommodate every potential life of the party, having string attachments of the type which become knotted easily, thus making the feat appear twice as difficult as it really isn't.

The third finger from the left on the right hand has been stipulated as fitting position for the Yo Yo, provided wearer is not a southpaw and also doesn't happen to be wearing a signet or wedding ring on that extremity. (This contingency, however, is easily overcome. Just take the ring off and throw it away.)

Once donned, the wearer is supposed to assume an air of complete indifference, tossing off breezy conversational morsels in running order with the "Spider Webb," the "Around-the-World" the "Half Moon" the "Machine Gun Kelley," the "Walkin' the Dog," or the "Rock the Cradle."

Naturally, such prowess entails a good deal of extra reading—latest joke books recommended—on the part of the Yo-Yoer, inasmuch as it is sometimes difficult to think up the patter and turn out a mean "Machine Gun Kelley" at the same time. (The feat has been mastered some place, we understand, but are not exactly sure where.)

Terms mentioned one paragraph above refer to types of Yo Yo, all of which are exceeding great fancy and incorporate manual dexterity of a nature which only the man in the street can appreciate.

It has been given us in strictest confidence, none the less, that the "Spider Webb" is particularly difficult to master, entailing a bit of doubling back and forward passing, more or less in keeping with the Harvard crew,

which defies description — or maybe we're just plain lazy.

But the general order of the day is to keep up with it—the day that is—and learn, if you (scandalous!) haven't already — how to operate a Yo Yo.

It is grossly bad taste to go out with the Joneses and let them put one over on you. Especially, if you are going Dutch and you and the Joneses are paying your own way.

# Nope, The Kids Aren't Crazy — Well, Not Entirely!

## Everybody Ducks for Cover as Yo-Yo Craze Hits City

By KEITH WIKLE

Washington High School

Whir-r-r-r. Multi-colored discs whiz through the air, loop the loop, streak uncomfortably close. Arms, moving up and down, thrusting out and in, throw whirling objects all about. What is it, an air attack? No, the yo-yo craze has struck Sioux Falls again.

Such remarks as: "Lemme try it! Please, Billy. I can do it!" and "Has the teacher got your's yet?" may be heard around the school. Perhaps it's not war, but for the unarmed or unsuspecting person, nearly as dangerous. A quick guard is the only artifice to escape bombardment. Whether because of inexperience or exceptional talent, yo-yo fans, (about "three out of every five" have one) have left the orthodox play and have devised other uses for the apparatus. There is an orgy of cranium banging, skirt raising, and general corporal punishment from all sides.

Islanders Were Yo-Yo-ites

An excuse for these assailments may be that they are a modern de-

velopment of the article's original purpose. Yo-yos were first used, it is believed in the Hawaiian islands and, queer enough, in warfare. Ancient dusky warriors fashioned the tops out of stone or hard wood and fastened to them long slender cords of great strength. As useful as boomerangs were they in fighting. Combatants would project the yo-yos by hand or bow and heartily thump their opponents. Then, with a sharp tug, the missiles would return as good as ever.

The instrument itself, not changing from that which appeared in the city about 10 years ago, is composed of two parts, a piece of string and a wooden disc. The latter part is nearly divided in two, being split in the middle parallel to its planular sides almost to the center. Around the axle that remains is looped the string. The object of operating a yo-yo is to toss it in some direction, down for beginners, allowing it to unwind on the cord which is fastened to the index finger. When the extremity of the string is reached a quick jerk is administered. This brings the top homeward (you

hope) and if the player is efficient, he gracefully catches the flying object.

It Takes Practice

High success in yo-yo slinging is attained when a person is able to make his top inscribe intricate loop the loops, walk, or cause it to remain spinning for a time at the end of the string.

In technical language, a yo-yo-ite is "pretty good" when he can throw the "spinner," "around the world," "break away," "over the falls," "crepeer," "loop-the-loop," "rock the Baby Ruth," or "walk the dog."

Like other fads, the yo-yo craze is the result of a well directed campaign. Expert top manipulators were sent by a large yo-yo manufacturer to several local drug stores situated near schools. As students passed by and saw the representative with his exciting top, they were incited to buy one. After a few bought some, others followed suit, and soon an extensive fad was brought about.

Contests of yo-yo skill are now being conducted in several drug stores, the winners being awarded badges and sweaters.

Arizona Republic, Phoenix, Saturday Morning, February 11, 1939



Blow Me Down  
—Here I Yam  
Again



**POPEYE CLUB**  
**9:00 Tomorrow Morning**  
**Free Membership Day**

All Popeye Members will be admitted free on presentation of your membership card today.

ON THE SCREEN

**JOE COOK — "RAIN OR SHINE"**

A thrilling comedy drama of circus life  
"Flying G-Men" Popeye Cartoon

ON THE STAGE

**DUNCAN YO-YO CONTEST**

CITY WIDE FINALS

Baby Ruth Candy Bars to Contestants  
SNAPPY WOOLEN SWEATERS TO WINNERS  
ANOTHER FRADINE RIFLE SHOOT

Popeye Trading Post

Popeye Drum and Bugle Corps

Popeye Orchestra

### Solution of the Yo-Yo Problem.

To the Editor of the Post-Dispatch:

**A**T this time, when the city needs money so badly, I suggest that it arrange to license yo-yo tops. It could charge 25 cents a year for a license, and have some little numbering device which would stamp the license number in the wood.

At the same time that this would bring needed revenue into the city treasury, it would also provide some means of checking up on yo-yo misdemeanants. Some boys are very careless with their yo-yos and hit people with them. If yo-yos were licensed, the injured party could then take the boy's license number and turn it over to the police. It should also be understood that the license would be revoked if the boy uses the yo-yo in a street car. In these narrow cars, where there is so little space, there is real danger that the yo-yo will injure somebody.

V. L.

THE PALLADIUM-ITEM AND SUN-TELEGRAM,

FRIDAY, MAY 26, 1939

## **"ATTENTION RETAILERS!"**

We are exclusive wholesalers for  
"GENUINE DUNCAN"

# **YO-YO Tops**

PHONE 1181

## **Adam H. Bartel Co.**

Richmond, Indiana



# THE HAMMOND TIMES

HAMMOND, INDIANA, TUESDAY, NOVEMBER 14, 1939

## Hammond's New Yo-Yo Champion



(Hammond Times Photo)

Reed Parker, 13, of 6333 Blaine avenue, poses atop his new bicycle which he received for winning first place in the Hammond yo-yo top contest at the Calumet theater. He won the sweater and emblem, too.

## Reed Parker, 13, Becomes Hammond's Yo-Yo Champ

### Boy Wins Bicycle, Sweater By Outspinning City's 15 Finalists

Reed Parker, 13, is Hammond's new yo-yo champion—and the report is not, "So what?"

For Reed turned his top-spinning pastime into a neat profit with his yo-yo and a bagful of tricks. Today, he is riding a brand new, \$37.50 bicycle and wearing a new sweater with "Yo-yo Champ" lettered across his chest.

Reed won the bicycle by outspinning 15 finalists on the stage of the Calumet theater. He won the sweater for being one of the 15 finalists.

The youngster has been a yo-yo addict for three years and explained that he taught himself the 11—or was it 12?—tricks he used to win the championship. Other contestants knew the same tricks but Reed's performance was judged the best.

Reed is a 7B pupil at Washington junior high school and lives at 6333 Blaine avenue. He's the son of J. B. Parker, soapery department at Lever Brothers plant.

