



for
Coaches
Players
Followers of the Game

Psychology, strategy and technique

From this comprehensive manual the reader will get not only Bernie Bierman's rigidly practical methods for developing team and player skill, but also the keen insight of a veteran coach into psychological factors of *winning football*.

WINNING FOOTBALL

WHITTLESEY
HOUSE
PUBLICATION

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illustrated
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By B. W. "BERNIE" BIERMAN

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with the collaboration of FRANK MAYER

Foreword by JOHN L. GRIFFITH

Commissioner of Athletics, Intercollegiate Conference

7 features of this book

1. Gives clear, fundamental instructions on blocking, tackling, kicking, passing, and running.
2. Shows how to use plays as tools of *winning football*.
3. Emphasizes psychology and strategy.
4. Gives full season's practice schedule.
5. Includes many diagrams, and large, clear illustrations.
6. Gives many bright stories from the author's coaching experience.
7. Discusses the worth of the game to those who take part and those who watch.

FOR the past ten years, "Bernie" Bierman has been one of the country's outstanding football coaches, turning out winning teams with amazing regularity. In this practical manual, the famous mentor describes how he whips his raw football material into the finished, balanced elevens which he always sends on the field. It is written to appeal to coaches and players, and also to interested fans. It deals primarily with strategy and technique.

Bierman describes his methods of teaching fundamentals such as blocking, passing, kicking, training, plans of battle, etc. All important points are fully illustrated with diagrams and photographs. The author stresses particularly the creation of successful offensive and defensive plays. A detailed schedule for an entire season's practice is included.

The book represents a new approach and pays full attention to modern advances in the game, including material and topics never before presented in such a volume. There are chapters on the physical and mental conditioning of players, and on the value of the game in the light of modern society. The reader will get an entirely new viewpoint on football as seen through the eyes of probably the ablest coach of football today.

These 20 practical chapters make *winning football* plain

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| 1. Fundamentals Help | 8. Blocks of Granite, et al | 15. Special Problems |
| 2. Blocking Paves the Way | 9. The Fit Body | 16. When the Play's the Thing |
| 3. If You Don't Tackle | 10. Mind over Matter | 17. Planning the Season |
| 4. Let's Run with the Ball | 11. The Plan of Battle | 18. The Practice Schedule |
| 5. Forward and Lateral | 12. The Coach's Game | 19. Mr. Football Fan |
| 6. You'd Better Be Able to Kick | 13. The Key Man | 20. What Is Football Worth? |
| 7. From the Ground Up | 14. The Quarterback's Game | |