

## GREETINGS FRIENDS!

Just as the continued use of Pepsodent makes possible the Amos n' Andy radio program, and the purchasing of Chase and Sanborn's Coffee supports the Major Bowes Amateur Hour, so do the orders for athletic equipment placed with the Lowe & Campbell, Treman-King and Horace Partridge stores insure the continued issuance of our magazine, "The Coach".

With the utmost sincerity we thank you for the manner in which you have received our publication during the last twelve years. Your comments have been most interesting and pleasing to us. The most gratifying thing to us is the number of new customers, as well as orders from the regulars, that have followed each and every issue. Let us again repeat, "many thanks".

It is our wish and hope that you will find this and all of the succeeding issues of "The Coach" well worth the time of reading. If this is fulfilled we will take our chances on your remembering us when buying athletic goods.

## The "Archer"

Although just introduced last year, this new scientific and practical aid for the development of goal shooting and free throwing, claimed many friends among coaches. When used for practice it develops a perfect arch shot from any angle on the floor. It is really hard to miss a free throw when the "Archer" is used. The player forms a correct shooting habit that he carries into a game.

This device slips over a regular goal with only ten seconds being necessary for the adjustment. It is made of three-eighths inch steel, insuring durability. Here is what it can do for basketball players:

1. Develops the proper arch. A ball over the front edge of the upper ring will clear the front edge of the goal by three-fourths inch.
2. It is a perfect aid in practicing free throws since it compels the ball to be thrown in the proper arch.

No. B320—Archer. Wholesale price, one only \$3.75.

## Honorable Wounds

Barber—"Haven't I shaved you before, sir?"

Customer—"No, I got those scars in France."—Judge.

## Numerals On Jerseys

The Football Rules Committee has strongly recommended, but not made it mandatory, that numerals be worn on the front as well as the back of football jerseys for the 1936 season.

## Misdirectors of Athletics

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he may prescribe for you and need his help in getting a job for which you neglected to prepare, you might not find him. That summer, just as four summers before, he'll be out again looking for prep stars. Then, as earlier, he's interested only in brawn, not careers.

Another misdirector, I regret to say, is a certain type of high school principal. Of course, this type is the exception, for the average principal is a high-minded individual who is trained in guiding boys towards the best possible future, and whose chief delight is in doing so. But unfortunately, some principals are more interested in finding fat college jobs for their high school athletes.

You might ask just what that type of principal gets out of it? It's simple: he gets added prestige for himself and his high school when you are "fixed-up" in some college and making a name for yourself. Yes, that type of school executive who "shops" for his graduates is an arch-enemy of youth.

## Wise Counsel

Fathers and mothers of high school athletic stars should know all of these facts in order to effectively counsel their children. They should know, also, that professional, modern, sound vocational guidance is available for their children in many high schools. Many colleges and universities are developing thorough and scientific guidance programs for youth.

In the twenty-five years I have coached at Colorado State College, hundreds of high school athletes have entered this institution and hundreds of college athletes have been graduated from it. I believe that the intimate contacts I have had with these men have equipped me to speak on this subject with some degree of authority.

To the young man just starting out as a high school coach I offer this advice: You'll get the most satisfactory performance out of the athlete who puts his school work first and his athletics second.

## Values

To the athletes themselves, I repeat what I have said above: keep your sense of values; subordinate athletics to scholastic work. If you do so, you'll first of all be a better athlete. Secondly, you'll derive more genuine pleasure from athletics. And what is most important of all, both your athletics and your academic training will be contributing towards a successful and happy life for you.

## New Catalog Mailed

Our new Fall & Winter Catalog was mailed just previous to this issue of "The Coach". Did you receive your copy? If you did not, just send us a post card and one will be forwarded immediately. It is the most complete, attractive and comprehensive catalog ever issued by us.

## Gymnasium Suits

### Girls

Fast colors in light blue and green. Wholesale prices below. Note the outstanding values in these one-piece suits.

No. W81R  
—Suiting.  
Ea. 95c; Doz. \$11.00.

No. W71R  
—Suiting.  
Ea. \$1.15; Dz. \$13.25.

No. W71X  
Indian Head.  
Ea. \$1.30; Dz. \$15.00.

All of above in stock for immediate shipment.

See catalog for special styles.

### Boys

Combination "A"

No. T256  
Shirt \$ .35

No. T268  
Pants .45

No. E5  
Supporter .35

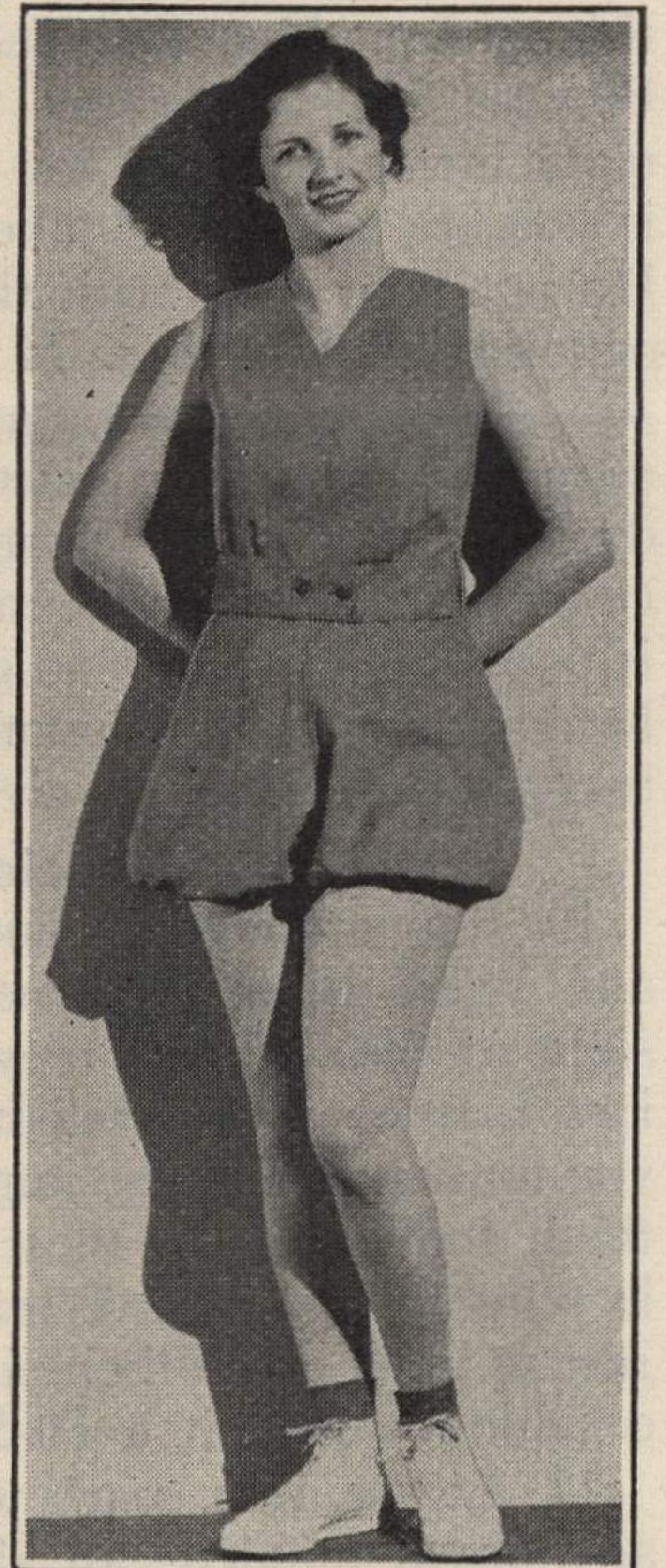
Total \$1.15  
Combination "B"

No. T256  
Shirt \$ .35

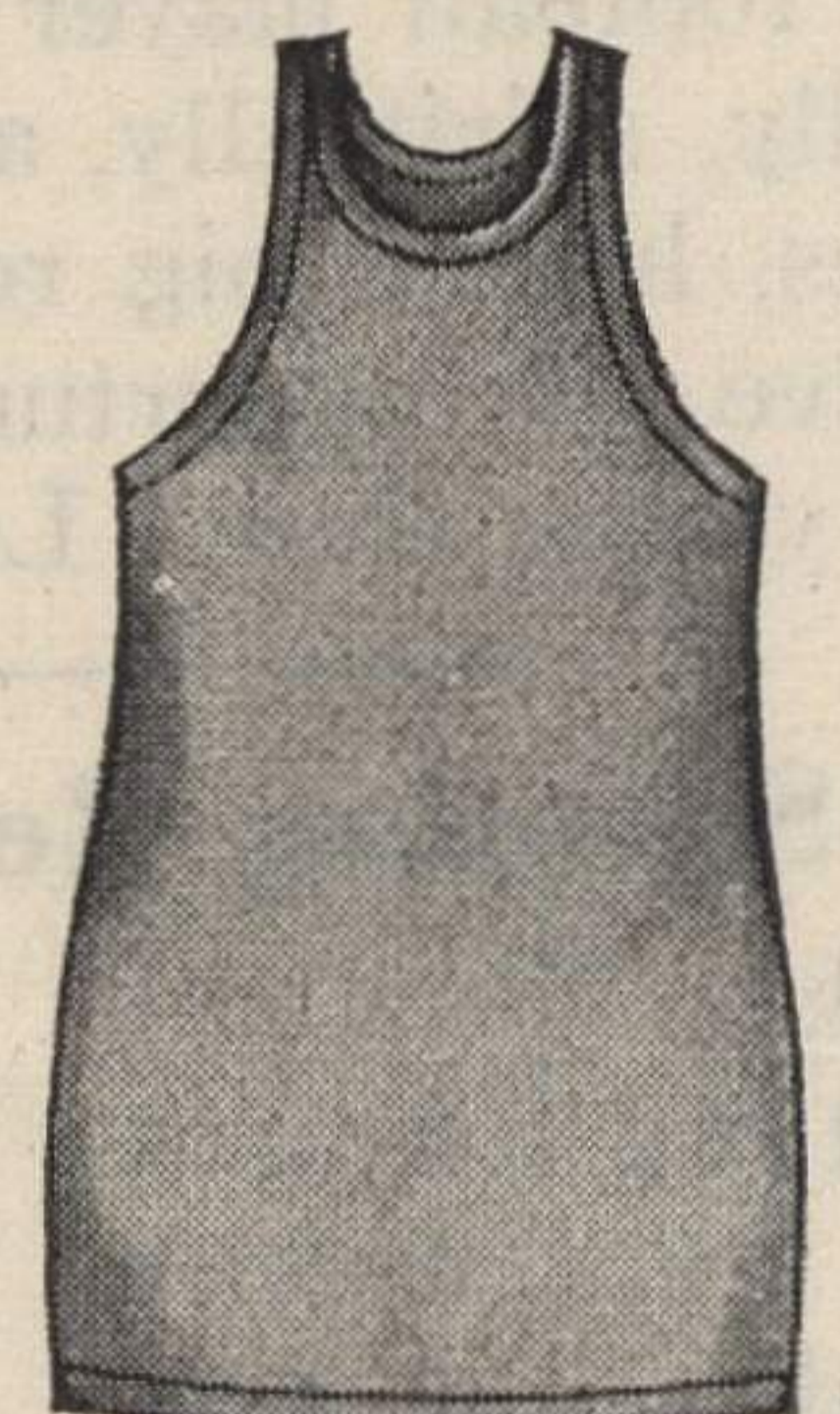
No. T270  
Pants .35

No. E6  
Supporter .27

Total \$ .97  
Dozen prices still lower.



No. W71X and No. W71R  
No. W81R  
(Immediate Delivery)



No. T256—Shirt



Gym Pants

## Helmet Chin Straps

Through error, the extra chin straps for helmets were omitted from our catalog, but they can be supplied by any of our stores. These are of best grade elastic web strap with a snap-on fastener—easy to attach and adjust. No. F598—Chin-strap, price 25c each. Wholesale 18c each; \$1.85 dozen.