

ATHLETIC LINIMENT



Has special penetrating powers. Has no equal in treating muscular soreness, stiffness, etc.

- 1/2 Pint Bottle.....\$0.80
- Pint Bottle..... 1.25
- Quart Bottle..... 2.25
- Gallon Bottle..... 5.00

ATHLETIC RUBDOWN



An effective rub-down containing alcohol, glycerine and wintergreen.

- 1/2 Pint Bottle.....\$0.50
- Pint Bottle..... .75
- Quart Bottle..... 1.25
- Gallon Bottle..... 3.00

TR. BENZOIN COMP.



A liquid for toughening the skin of feet and hands. Used under adhesive tape.

- Pint Bottle.....\$1.50
- Quart Bottle..... 2.50
- Gallon Bottle..... 7.90

TUF SKIN



Contains Benzoin and Tannic acid for toughening skin. Can be used under adhesive tape.

- 1/2 Pint Bottle.....\$0.75
- Pint Bottle..... 1.30
- Gallon Bottle..... 6.90

TANNIC ACID COMPOUND



One can makes six gallons of foot bath solution which is excellent in prevention of "Athlete's" Foot.

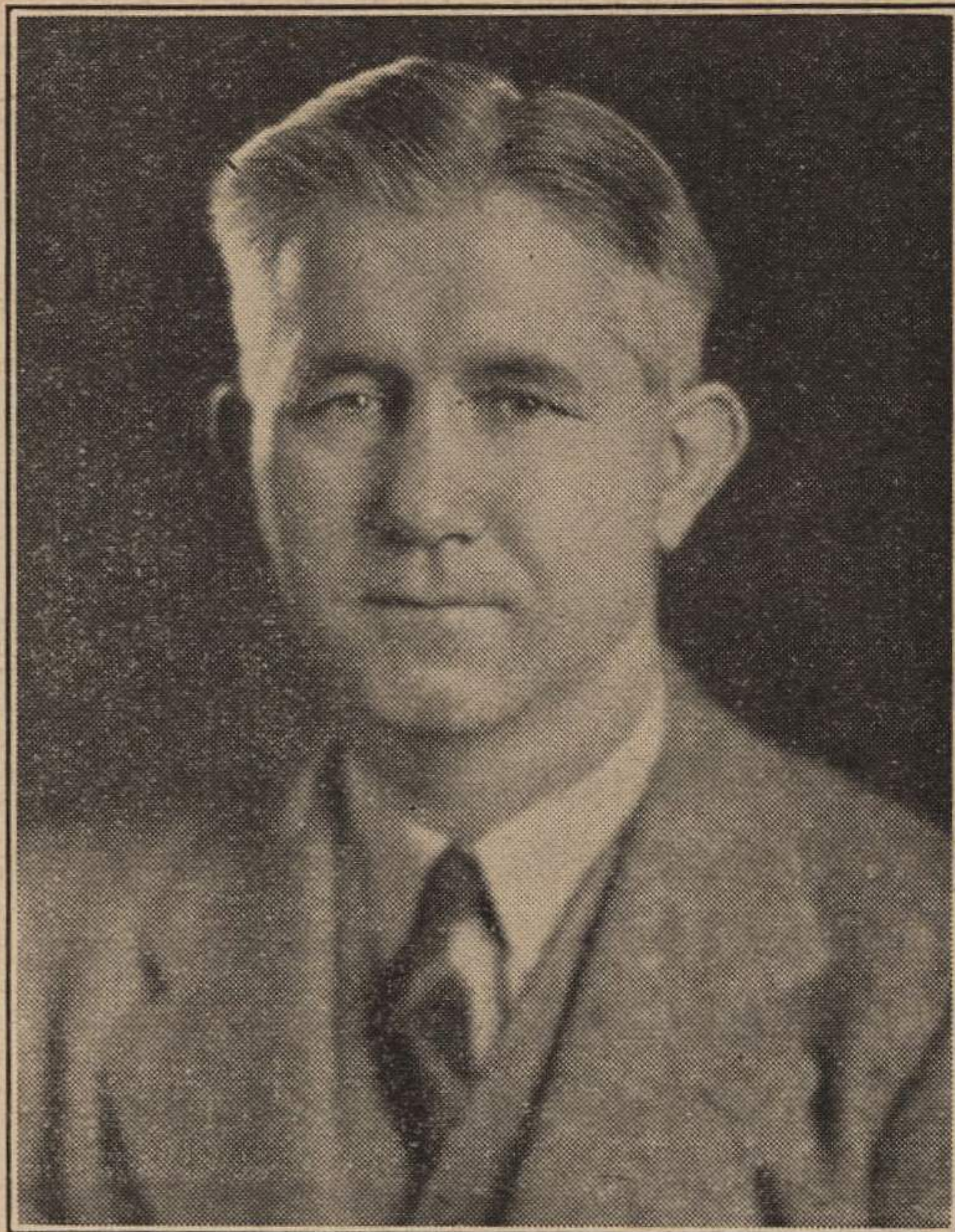
- 1/2 Pound Can.....\$0.45
- 5 Pound Can..... 3.50

EFFERVESCENT ALKALINE POWDER



Foams when mixed with water. Relieves acid condition of the system.

- 8 Oz. Bottle.....\$0.60

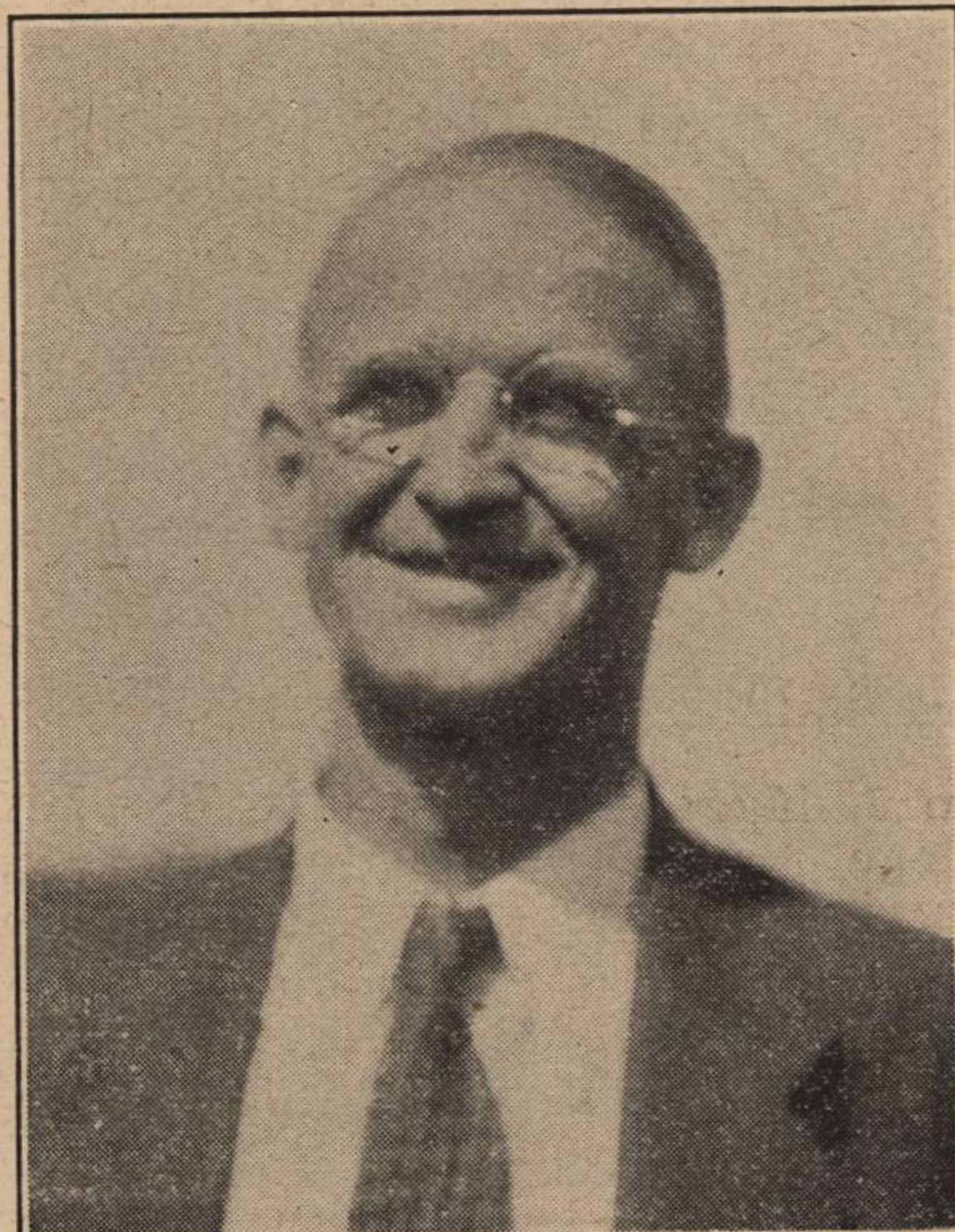


A. N. "Bo" McMillan, head football coach, University of Indiana. Coach McMillan won everlasting fame as one of the "Praying Colonels" famous team of early days. His coaching has been highly successful as attested by his recent signing of a ten year contract with the University of Indiana.

Never place First Aid products on top of radiators or near heat ducts.



If you have any difficulty making adhesive tape stick, use a little Benzoin or Tuf-Skin and as soon as it dries, apply the tape.



Archie Hahn, track coach, University of Virginia. Coach Hahn is famous as one of America's early track athletes and his dash records held world honors for many years. His success in coaching is due to his ability to pass these personal experiences on to his athletes.

For Frost Bite

Frost bite is more liable to happen in cases of physical exhaustion or where there is great wind velocity or where clothing is wet.

Cold first causes a sensory paralysis or anesthesia and because of this the patient is unaware of the condition and allows the frost bite to progress to the danger stage.

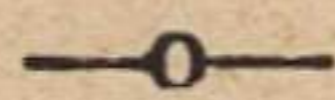
The best prevention is adequate clothing. Statistics show that proper food and clothing reduce frost bite by one-half while galoshes cut the cases of frost bitten feet by three-fourths.

FOR TREATMENT apply wool or fur on the flesh but never snow or ice. Rub lightly with the hands to stimulate circulation. Keep away from fire and raise the temperature gradually.

Severe cases cause ulcers and should be immediately taken to your doctor.



The coaching job is always a race against time. Good men on the bench retard teamwork. Prepare before the emergencies arise.



Regardless of precautions taken, history proves that you will continue to have injuries and the care of an infected wound costs twenty-five times as much as prevention.



It is not only advisable that feet be kept dry in bad weather, but they should be kept warm. Wet feet, in cold soggy shoes, is about the easiest way you can find to get rid of your athletes.

Firm-Grip

Firm-Grip—a new product, is a paste to be used on the hands to help prevent fumbling in basketball and football—also, to give a "non-skid grip" on the baseball bat, the golf club and tennis racket.

Firm-Grip was tried out during the football season of '35, both by college and high school teams.

In one college game where the field was covered with mud and water, both teams used Firm-Grip and there were no fumbles in the first quarter. In the second quarter there were two fumbles, both occurring when tackles were made. Playing conditions, in this instance, were as bad as it is possible to imagine.

Firm-Grip should be a splendid product for basketball. Coaches who have tried it say it lessens fumbling and makes intricate plays click with more precision. One coach explained that the secure feeling which it gives helps overcome nervousness or stage fright.

Directions are simple. For basketball, just apply a small amount to the fingertips and rub them together until it is spread evenly.

For football—apply a heavier coating to the hands, rubbing them together until the paste spreads evenly. After this has been on for a few minutes, apply a light second coat in the same manner.