

POWDERED ROSIN



Superior to ordinary brands. Especially prepared for athletic use.

½ Pound Can-----\$0.25

ROSIN BAGS



Powdered rosin in convenient bags which dust out as needed. A standard in big league baseball—Suitable for all sports.

1 Dozen in Box----\$1.60

BALL CLEANER



Universally accepted as a cleaner for foot balls and basket balls.

1 Pound Can-----\$0.35

LIQUID BALL CLEANER



A liquid for cleaning and waxing the leather of foot balls and basket balls.

1 Gallon Can-----2.75

1 Pint Can-----\$0.50

EYE WASH



Cleans dust and foreign particles from the eyes with perfect safety.

4 Oz. Bottle-----\$0.25

SHAVING LOTION



A scientific preparation for use after shaving.

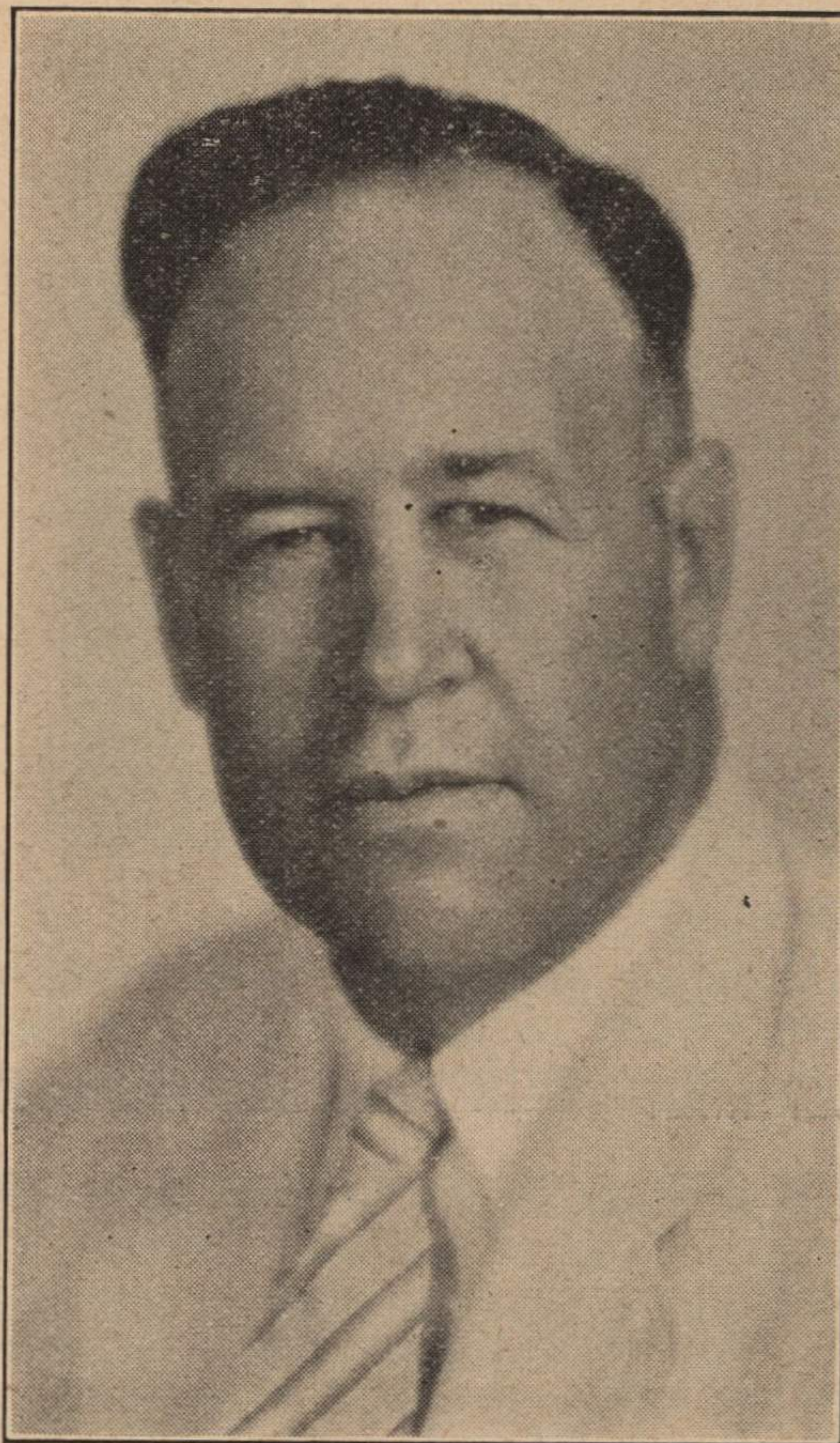
4 Oz. Bottle-----\$0.25

HAIR OIL



Prevents shower bath baldness.

4 Oz. Bottle-----\$0.25



Our good friend Major Lawrence "Biff" Jones, Athletic Director and head Foot Ball coach, University of Nebraska. He has coached at West Point, Louisiana State and Oklahoma. He always features brilliant offensive teams.

Stiff and Sore Muscles

In the first group there are those stiff muscles which may come from over-work or from unaccustomed or extremely violent exercises; also, light bruises or bumps. These are numerous and cut efficiency and team work, greatly retarding team progress.

Treatment—Use Athletic Liniment. Pour on and rub vigorously. This cleans out the pores of the skin. Wipe with a towel to remove waste material, and allow quicker penetration. Then apply more Athletic Liniment and massage, keeping surface well lubricated to prevent excessive irritation. To get the best results, we suggest at least four applications at each treatment.

The treatment assists nature by stimulating the flow of blood into the affected parts and should be assisted by continued exercise.

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Massage

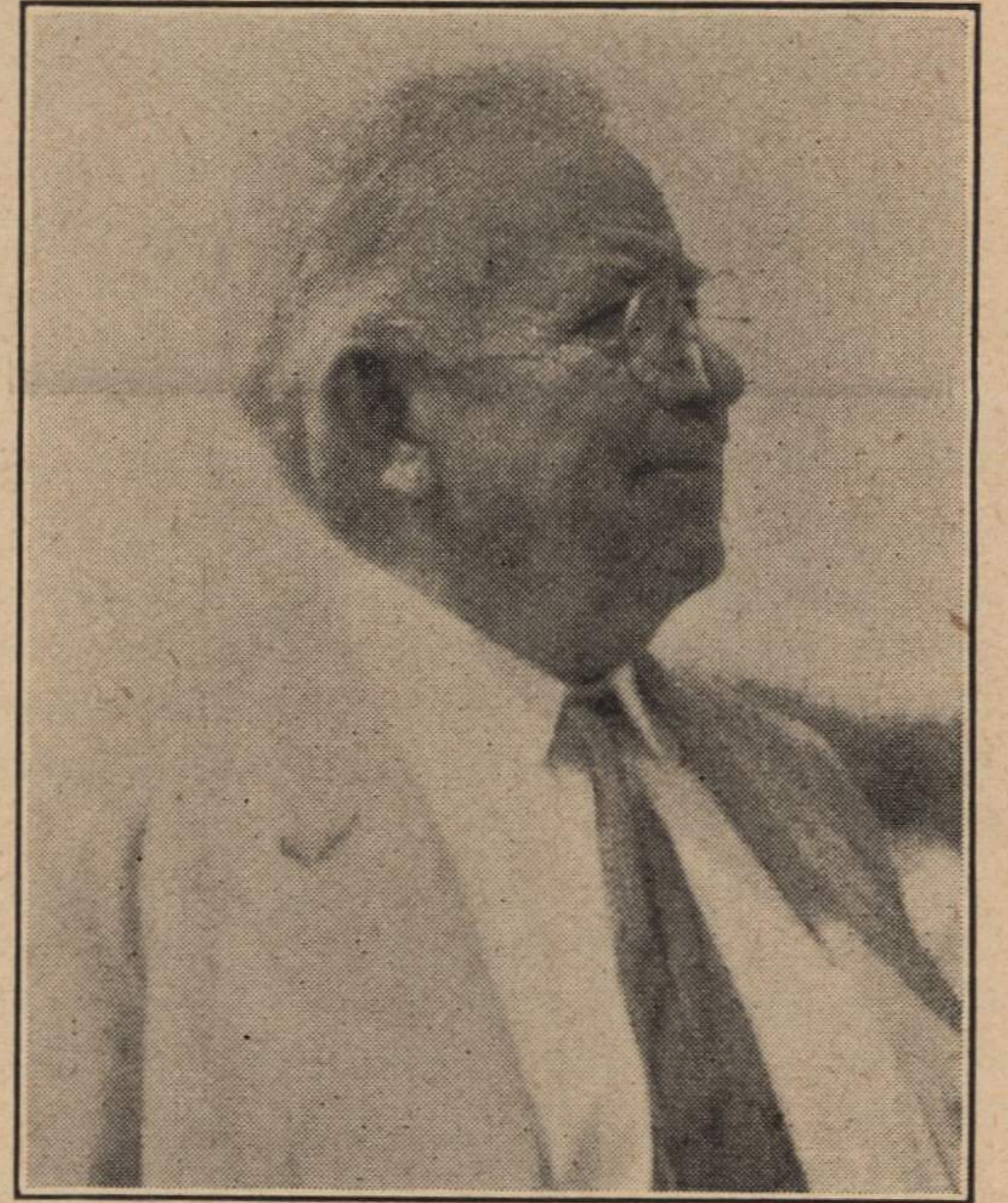
It has been said that a muscle which is injured in action needs "oxygen and washing" if it is to regain its normal condition quickly. Massage is the best method available to secure new blood and accelerate the movement of destroyed tissue.

Massage should be given in a slow, regular stroking movement at the rate of about 20 per minute. Cup the hand to fit the injured part. Start easy, and as relaxation comes, in-

crease pressure with firm even strokes. As the pain decreases, increase the swiftness of the stroke, always keeping the surface well lubricated with Athletic Liniment.

The beneficial results of massage are more noticeable in track, where split seconds count.

Special Note—Every coach should try to develop a sense of "touch" in massaging, as some injuries are badly bruised and a light, delicate handling is required.



CY SHERMAN

Sports Editor, Lincoln Star.

Mr. Sherman has been a sports writer for 33 years, and a reporter for 50 years. His name belongs in the honored group of famous newspaper men who have helped to make athletics what it is today.

In group No. 2. the deep seated bruises and contusions have created a condition of stagnation and congestion, causing poor circulation. The objective is to stimulate the flow of blood through the injured areas. This can best be done by using Athletic Red Hot Ointment. It is a counter irritant, generates warmth, and draws into the wound a greater amount of blood, which carries away the destroyed tissue.

Treatment—Apply a light coating over the entire injured area. It can be covered with a cloth, if desired, but do not bandage tightly. Covering with a hot towel will hasten the action. Repeat as necessary. It does not blister.

Beware of neglecting this kind of an injury as serious complications are almost sure to develop.

Special Note—When you have generated the heat desired and wish to stop the increase, wash the entire surface with Athletic Antiseptic Alcohol and dust with Antiseptic Powder. This gives heat control and no athlete will object to Red Hot Ointment if he knows it can be removed when desired.