

JO E. IRISH
Successful graduate Manager of Athletics, Colorado College

ing the delicate membranes. Athletic Inhalant should also be used on dry chapped hands or chapped lips.

Athletic Aspirin Tablets contain 5 grains of pure Acetyl Salicylic Acid and are a uniformly accepted remedy.

Re-orders each season by our university accounts prove their efficiency.

Athletic Laxative Tablets assist in eliminating excessive waste material—one-half to one tablet as needed. These tablets are mild, yet effective.

Nervous Indigestion

Many athletes are nervous before an athletic event. They become "sea sick"—nauseated and seem to have a chill. This condition is caused by nervous excitement, and the blood which normally surrounds the digestive organs following a meal, is driven into the muscles. This causes the food to ferment and creates an acid condition.

This isn't really an acid condition, but it is generally spoken of in that way. What really happens is this: The forward movement of food through the alimentary tract is stopped. Body heat causes fermentation and decomposition and the forming of gas.

This condition must be eliminated immediately or counteracted and the quickest way to relief is to re-alkalize "the mass."

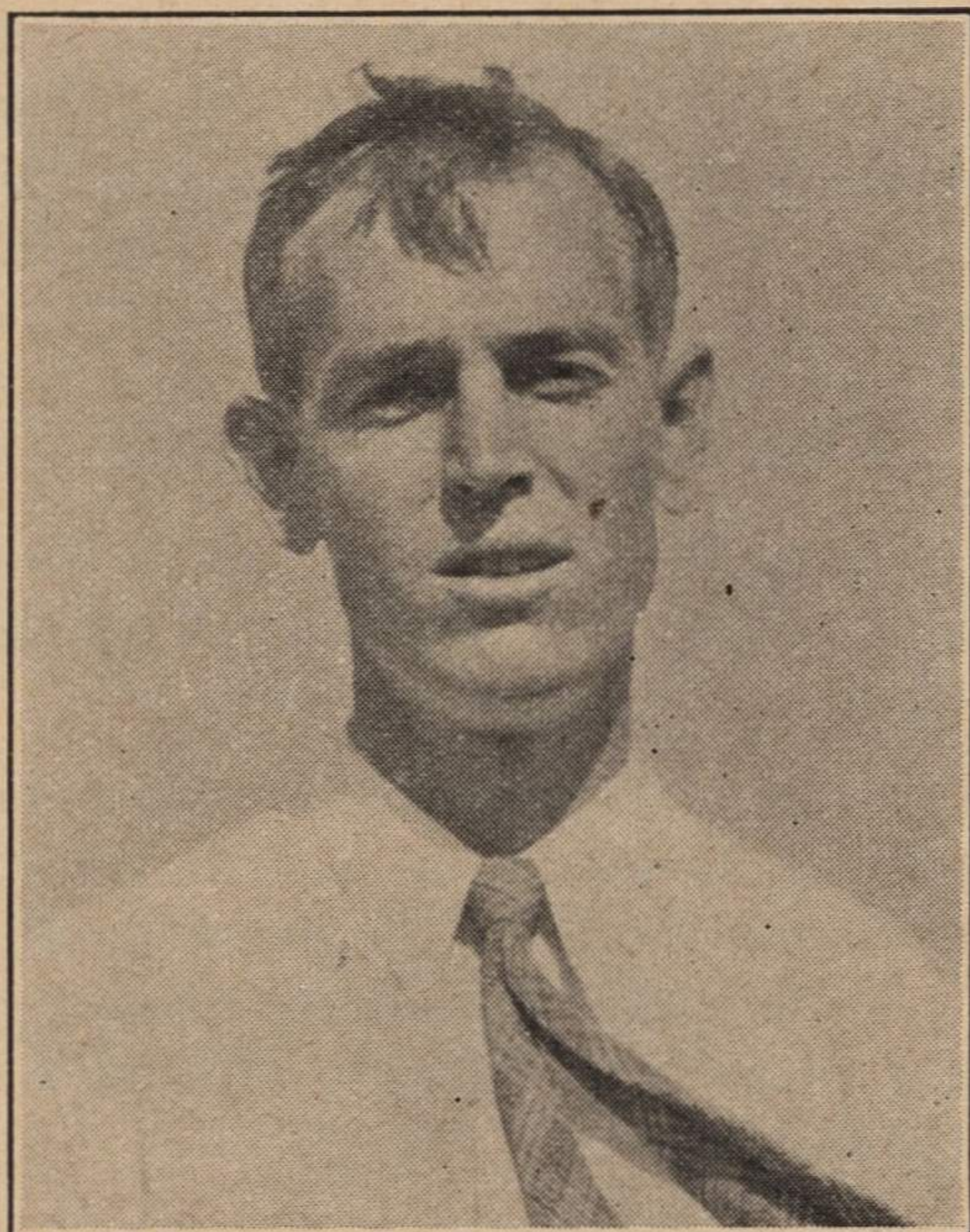
To do this we suggest you use "Athletic Alkaline Powder"—1 teaspoon in one-half glass of water. The alkalines quickly destroy excessive fermentation—the warming effects of the peppermint draws the blood back to continue its normal functions and the athlete regains his digestive balance.

Weakened Defenses

While **ATHLETIC ALKALINE POWDER** acts in the digestive tract, **EFFERVESCING ALKALINE POWDER** alkalizes the blood stream.

The result of flu or cold germs or the effect of overeating or indulgence produces an acidity of the bloodstream which lowers resistance toward infections. Especially the respiratory system.

Effervescing Powder produces carbonic acid, which when absorbed into the blood, combines with the higher acids there, producing soluble carbonates. These are quickly eliminated



PERCY BEARD
Track Coach Univ. of Florida, Former record holder high hurdles, a famous Olympic athlete.

ed and the system then regains its normal balance.

The proper way is to take a heaping teaspoonful of Effervescing Powder in a glass of cold water and drink it while foaming, as the gas created is an important part of the medical treatment.

Treating Shock

Many times during games or practice sessions, players are slightly dazed or shocked.

One good whiff of Athletic Smelling Salts will help him restore mental alertness.

In case of shock—when the athlete is lying on the floor—pour a little Smelling Salt liquid into the hand and cup over the nose, or pour a little on a handkerchief and hold over the nose.

CAUTION: Keep tightly corked when not in use.

Athletic Aromatic Ammonia used in the drinking water— $\frac{1}{2}$ oz. in a gallon of water—stimulates the lungs thus hastening the elimination of

carbon dioxide, thereby giving a maximum of oxygen for absorption into the blood.

NOTE—It has no detrimental effect on the heart.

Treatment of Galled Skin

Tender skin becomes galled by the friction caused by the shoulder pads, hip pads, supporters, knee pads and shoes. The easiest and quickest way to prevent blisters, open sores and infection is to dust the skin heavily with Athletic Antiseptic Powder. Also use in the shoes, as it prevents perspiration. It is a necessity in every training room.

Athletic Ball Cleaner

A football or basketball is most active when it is first kicked on the field or thrown onto the court. It collects a film of dirt and grease and the pores of the leather becomes clogged. This reduces the activity of the ball. Athletic Ball Cleaner is prepared to clean the surface thoroughly and clean out the pores to keep the ball as near its original efficiency as possible. It differs from saddle soap—in that saddle soap is made to preserve the leather and actually leaves a coating of grease. Athletic Ball Cleaner does not make a ball last



W. B. GURRIER
Gurrier is helping turn out winning teams at Louisiana State Univ.

longer but does increase its activity as long as it is usable.

Liquid Ball Cleaner

Liquid Ball Cleaner is a liquid soap solution containing some wax. This cleans the ball and gives it a slight polish, which prevents a quick absorption of grease and dirt.

In cases of excessive perspiration on the feet, apply Tuf-Skin daily and dust Antiseptic Powder in the shoes each morning.