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 PUBLISHED SIX TIMES A SCHOOL YEAR  
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Subscription Price—Free to Our Customers  
 Circulation About 50,000

M. H. MILLER, Editor.  
 1511 Baltimore Ave., Kansas City, Mo.

## OUTLOOK FOR ATHLETIC EQUIPMENT IN '43

(Continued from Page 1)

and physical directors prefer the knitted cotton supporters to the part elastic and are making no mistake. These knitted supporters can be produced in substantial quantities.

Summing up the situation, the best way for the school men to escape the handicap of a shortage in equipment is: (1) To see that present equipment is kept clean and in good repair; (2) To order the new items which will be needed in advance of the need; (3) To accept substitutes in a spirit of good sportsmanship realizing that the manufacturers and distributors will do their level best to keep athletics from bogging down in the present emergency.

### Athletic Shoes Included in Rationing Order

At the time we go to press, athletic shoes of all types are under the restrictions of the Shoe Ration Order. There is the hope that later modifications will be made exempting footwear made expressly for athletic use, but, please notice, we said HOPE!

Individuals purchasing shoes must supply the vendor with Ration Coupon No. 17 for each pair delivered—neither the buyer nor the seller has any choice in the matter.

Schools and other organizations purchasing in team lots may obtain a certificate from the local Ration Board for the total quantity needed, plus a cushion of 10 per cent additional. Shoes purchased on such certificates must remain the property of the team-lot-purchaser.

## America Is Stronger Because of Athletics

FOR nearly two years high school college Athletic and Physical Directors have been convinced that in keeping interscholastic and intercollegiate athletics, including physical training activities, going on an intensive basis, they were rendering a service to their country. Certainly there are few who would doubt that America is stronger in war today than she would have been if our schools and colleges had abandoned their inter-institutional athletics ten years ago.

Should any serious consideration be given the occasional suggestions that schools conducting athletics abandon their sports program for the duration the best answer would perhaps be that inevitably other organizations would be asked to take over the responsibility of re-establishing such sports program.

### College Head Praises Football

R. W. Fairchild, President of Illinois Normal School, recently made the following statement on the subject of inter-collegiate athletics: "Football will be the last thing I will ever eliminate. It makes my blood boil to go into a meeting and hear some one decry the value of the sport. There is no question about it's value. It will be the last thing that will be scrapped as long as I am President of a University."

The majority of high government officials including those of our armed forces are in complete accord on the inestimable value of competitive athletics to the boys who have our fighting to do. Former high school and college athletes, amateur and professional, stand out head and shoulders for the job at hand. Their speed, agility and endurance is second only to their indomitable WILL-TO-WIN!

### RECONDITION YOUR ATHLETIC EQUIPMENT

Now, more than ever, it is important that you take good care of your athletic equipment. Don't forget, we have a complete reconditioning service at our Kansas City plant. Have your football, basketball and baseball uniforms cleaned and repaired before storing. Ship direct to 1800 Central Street, Kansas City, Mo.

## RED CROSS OFFERS OPPORTUNITIES

THE steady drain of manpower from the home front by the rapid expansion of the armed forces emphasizes the services of the American Red Cross. Important duties of these services can be performed by high school and college students.

Day rooms are provided for a company of soldiers and a recreation hall for a camp. Red Cross clubs have been established in many foreign lands where American troops are stationed. An essential need of these points of recreation is books, and the Junior Red Cross has provided thousands of books through its participation in the Victory Book Campaign.

### Need Girls As Life Guards

Water safety offers an ideal field in which college girls can help in our national effort. Unable to secure life guards in 1942, many swimming pools hired young women to fill these positions. In 1943 there will probably be even more such opportunities. Last year the Red Cross trained more than 60,000 persons in life saving skills.

In addition to the task ahead of raising funds to carry on all Red Cross work at home and abroad, large numbers of volunteer workers must continue in all Red Cross fields of service. There were 3,500,000 such workers in 1942.

The 1943 Red Cross War Fund campaign will be conducted March 1 to 31. This period has been designated Red Cross Month by President Roosevelt. The campaign goal is \$125,000,000, and to raise this sum will call for the utmost support of the Red Cross on the part of everyone.

