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ONLY EMBROIDERY DESIGNS IN CHENILLE LETTERS



Due to the very few skilled operators remaining in the chenille award letter departments of our factory it will henceforth be necessary to eliminate all felt or interwoven sports emblems, designs, or lettering in chenille letters. The insertion of small felt emblems and interwoven designs in letters is a very intricate process requiring the utmost skill in workmanship and we no longer have the required number of

experienced operators to do this work satisfactorily.

Until further notice, therefore, we cannot accept any additional orders for chenille letters with the felt or interwoven insignia such as many schools have been accustomed to having included in their letters in the past. However, as an alternate and even more desirable substitute, we continue to offer the small Swiss embroidery designs which are generally considered more attractive and considerably less expensive than the felt or interwoven type insignia.

Since the Swiss embroidery sports insignia for chenille letters are made up separately on automatic machines they are furnished only in Gold color and can be readily attached to any chenille letter during the process of its construction. Only the following standard sports and other embroidered insignia are available for letters (illustrations in actual colors may be found on page 58 of our Fall Athletic Goods Catalog No. 167).

Embroidery Insignia Available for Chenille Letters

Bats and Ball	Drill Rifles	Soccer Ball	Manager's "M"
Tennis Rackets	Football	Golf Clubs	Captain's Star
Hockey Sticks	Basket Ball	Megaphone	Music Lyre
Boxing Glove	Baseball	Winged Foot	Service Bars
'44, '45, Lamp of Knowledge, 2	(Second Team), R (Reserve)		
D (Debate), W (Wrestling).			

R. E. "DAD" BOWLES LOSES SON IN AIR CRASH

The many friends of Robert E. "Dad" Bowles, veteran coach and head of the Physical Education Department at William Jewell College, Liberty, Missouri, were shocked to learn of the recent death of a son, Lt. Chester S. Bowles, in the crash of a twin-engine transport plane near Syracuse, Kansas.

Lt. Bowles, who was graduated from William Jewell College in 1939, has two brothers, also in the service.

PHYSICAL FITNESS COMMITTEE URGES SPORTS CENTERS AS A LIVING TRIBUTE TO THE NATION'S DEAD

ACCORDING to Arch Ward, veteran Sports Editor of the Chicago Tribune, originator of All-Star Sports Events for Charity and a member of the Advisory Committee on Physical Fitness, the National Committee on Physical Fitness operating as a branch of the Federal Security Agency, has come a long way in organization since its inception a year and a half ago. It has won the cooperation of the American Medical Association, gained the active aid of many of the best minds in education, industry and athletics and is readily bringing the public to the point of view that War Memorials should take the form of Sports Fields, Gymnasiums, Playgrounds, or some other kind of tribute to the nation's dead that will be beneficial to the living.

The greatest progress, in the opinion of Mr. Ward, was achieved at a recent meeting of the Physical Fitness Committee in Chicago with the decision that a country can't legislate health. Young men and young women as well as those of middle age are not going to engage in exercise primarily because it will keep them fit for their jobs. They will participate in games or other type of physical exertion wholeheartedly only if it is fun.

We will have a healthier America when the people believe it is fun to keep physically fit. Millions of men and women will spend part of their leisure this winter in bowling alleys, not because the exercise therein will be healthful, but because they enjoy the competition. The same holds for skating, boxing, basket ball and many other athletic activities which have helped make America the most resourceful nation in the world.

WILSON ADDS ANOTHER GOLF FACTORY

In line with the firm belief that sports will continue to bloom after the war, the Wilson Sporting Goods Company, affiliate of Lowe & Campbell, recently added another unit in their program of expansion in the purchase of the L. A. Young Golf Company, Grand Rapids, Michigan, makers of the Walter Hagen line of golf products. The new Hagen division of Wilson will operate as an individual and separate unit at the modern plant in Grand Rapids.

"Buying the Walter Hagen line of golf products is another move to meet the increased demand during the war and to be prepared also for post war development in the increasingly popular game of golf," says L. B. Icely, President of Wilson. Since the beginning of the war a new leather goods factory has been added at Ironton, Ohio, and another plant at Tullahoma, Tennessee, has been established to increase production of baseballs and softballs.

Lowe & Campbell is proud to be associated with a firm that is progressive to the extent that it is now recognized as a leader in the sporting goods industry.

A BOOK OF "INDIVIDUAL EXERCISES"

We have a limited number of copies of a highly desirable book of selected exercises for individual conditions as used in the Departments of Corrective Physical Education at the University of Illinois, Arizona and Northwestern University. A set of mild exercises, a set of modern exercises and a set of difficult exercises is offered for each of the many conditions discussed, including high and low blood pressure, posture, digestive disorders, foot disturbances, heart disturbances, hernia, infantile paralysis, kidney and knee disturbances, keeping physically fit, etc.

This book of 111 pages contains many diagrams and may be secured through our nearest store. The price is \$1.00, plus postage.