

The Story of FOBAFIMI* SISAL

Sisal — Fobafimi Sisal — from far away Africa, Java, Haiti, Yucatan, and other warm climes, finds its place in American Industry . . .

Following closely in the footsteps of automobile and mattress manufacturers, who searched far-distant fields for a 'cushion material' that would end forever the old problem of matting, tearing, shifting and cupping, Medart pioneers the use of Fobafimi Sisal as a filler for gym mats . . . Not only does this product of the henequen plant answer the above qualification, but in addition, has been found ideal for use in mats because of its resistance to climatic changes, moisture, bugs, vermin, and general deterioration . . . Medart Gym Mats with Fobafimi Sisal filler offer a new experience in resiliency; a new appreciation of the advancement in the manufacture of safe-to-use, clean, sanitary gym mats . . . Closely tufted with waxed linen twine . . . Approved box-edge (square) construction . . . Thickness, 2 inches *plus* . . . Provided with heavy duty handles securely sewed to sides . . . Next time — insist on Medart Gym Mats with Fobafimi Sisal Filler and profit by the latest development in mat manufacture, at prices no greater than yesterday's mats.

★ FOBAFIMI is a pad of sisal. It is a patented method of fabricating this cushion material to take up all friction within itself.

FOBAFIMI IS PRONOUNCED—

FO as in "Forum"

BA as in "Ball"

FI as in "Field"

MI pronounced "Me"

And put the accent on the third syllable.



Steamers loading baled sisal from docks in Java for American import.

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