

E. S. Richardson Mfg. Co.

2609 WALNUT STREET,
KANSAS CITY, MISSOURI

February 19, 1938

Dr. F. C. Allen,
Head Coach, Basketball,
University of Kansas.
Lawrence, Kansas.

Dear Dr. Allen:

From reliable authority I have learned that you are one of the foremost exponents in the United States on the subject of the immediate treatment and subsequent care of athletic injuries; therefore, I know that you realize the importance of the use of heat in treating the many sprains, muscular strains and bruises your players incur.

The singular performance of your basketball quintets for the major part of the last two decades is conclusive proof that you have devoted much of your time to the study of caring for their injuries. It is only sensible to believe that you feel a player, given immediate and proper attention for his bruises, aching muscles and sensitive joints, is the sooner playing at his full capacity again. For the same reason, it is self-evident that you are open, not to new, untried methods of treatment, but to new, proven methods. So, may I take this opportunity to place before you heat therapy treatment as practiced in the Richardson Heat Therapy Cabinet of the reclining type?

This cabinet embodies all the beneficial qualities of heat lamps; the therapeutic bulbs emit yellow, red and infra-red rays which stimulate the sensory and motor nerves and penetrate into the deeper tissues; the heating element produces a moist heat, thus setting up the proper functioning of the sweat glands. Its use for simple sweat baths to flush toxic poisons through the pores, which handle 30% of the body's elimination, and intensify blood circulation in the body to increase circulation in congested areas, is enough to merit some note for its use in training rooms. General application of heat and gentle massage of a congested area are far superior to local application of heat and strenuous rubdown, for the latter often bruises muscle tissue to a greater extent than prior to the rubdown.

Perhaps you have seen the sweat cabinet in use in Nebraska University's football training room? The Richardson cabinet is of much the same type, but by reason of its recently improved design, far excels the one in use there, both in performance and appearance; further, our cabinet is simpler to operate and more complete in its function. The significant point is that this treatment is worthy of use for the static conditioning of athletes. The use of this cabinet in the training rooms of Kansas University, would mark its athletic department as a forward-looking body, with particular reference to the conditioning of men for the athletic field.

Only the most noteworthy and proven materials are used in the manufacture of this cabinet:

Westinghouse Lifetime Micarta Board, exterior
Armco, 8-18 Stainless Steel, interior
Chromalox custom-built heating elements
Munder Therapeutic bulbs

Con't.