

Quality Always Pays

We continually find cases where coaches, thinking they were saving money, have purchased a cheap grade of Benzoin.

Benzoin to be effective and efficient must be not over 70 per cent alcohol. We find some labeled 85 per cent alcohol. This cannot do the work because the gum content is so low there is no "body" in the product to leave that film or coating which does the work.

Keep in mind when you buy Benzoin for this film and if you don't get it your money is wasted.

Both our Tr. Benzoin and Tuf Skin are 70 per cent alcohol prepared on Government specification so you can purchase either of them with safety.

ANTISEPTICS

NITROPHEN



A powerful germicide. Sterilizes in 90 seconds. Stops bleeding. Relieves pain.

	Wholesale School Price
4 Oz. Bottle.....	\$0.60
Pint Bottle.....	1.50
Quart Bottle.....	2.25
Gallon Bottle.....	6.00

ANTISEPTIC POWDER



Prevents galled skin. Dries perspiration, reduces friction. Used in shoes as foot powder.

½ Pound Can.....	\$0.25
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ANTISEPTIC ALCOHOL



Government formula, full 70 per cent. Sold in pints only. Extra pure.

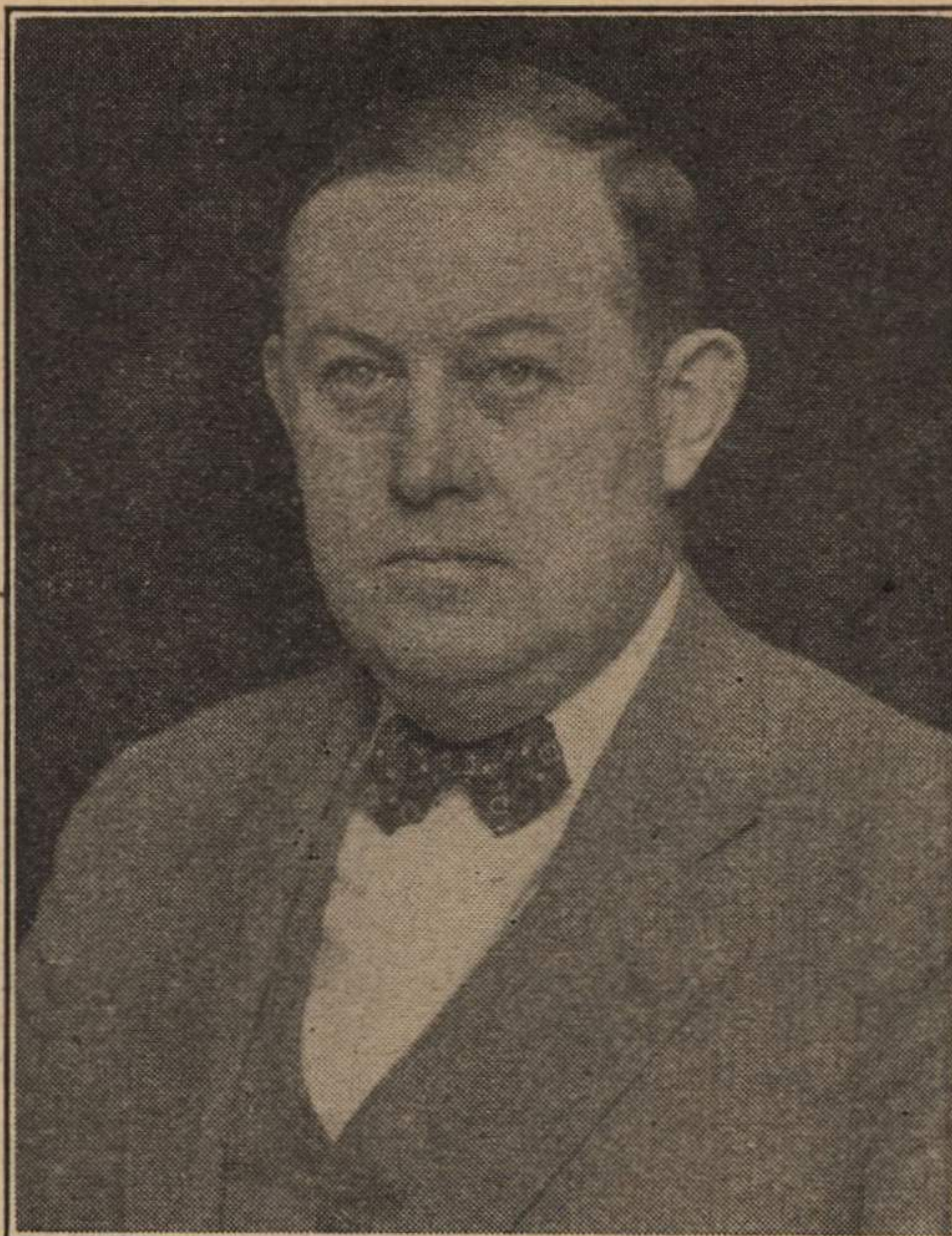
Pint Bottle.....	\$0.35
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STRINGENT



Effective gargle, checks Flu, Tonsillitis, etc.

4 Oz. Bottle.....	\$0.25
Pint Bottle.....	.60
Quart Bottle.....	1.00
Gallon Bottle.....	2.50



W. H. "Bill" Cowell

This is our good friend, "Bill" Cowell. For the past twenty-two years, he has been Director of Athletics at the University of New Hampshire. He has coached football the entire time, basketball for twelve years, baseball for ten and has headed the Department of Physical Education for his entire twenty-two years. His record is an excellent one and "ye editor" of the "First Aider" is mighty proud to have gone through college with him.

George Sauers, former "All American" at the University of Nebraska, is starting his first year as football coach there.

Some coaches use oil cans in the training room. They fill them with Athletic Liniment and Athletic Rub-down. They label these cans by sticking strips of adhesive tape and marking the contents on the tape with ink or an indelible pencil.

Don't have unlabeled bottles of liquids around your training room. If a label comes off, just put on a piece of adhesive tape and print on it with ink.

Have your manual training department make a large wall cabinet 2 ft. x 4 ft. —6 in. deep. Use it for your reserve stock of first aids, tape and dressings.

Many coaches use too much cotton when they place it on an applicator. Only a small amount should be used.

After the cotton is put on the applicator, run your thumb nail around the applicator at the base of the cotton. This helps to make it tighter. Just get in the habit of doing this and it will simplify the job.

All first aids keep in better shape if they are stocked in a cool dry place.

All bandages, dressings, tapes and other first aid supplies should be kept in their original packages until used.

The Advantages of Nitrophen

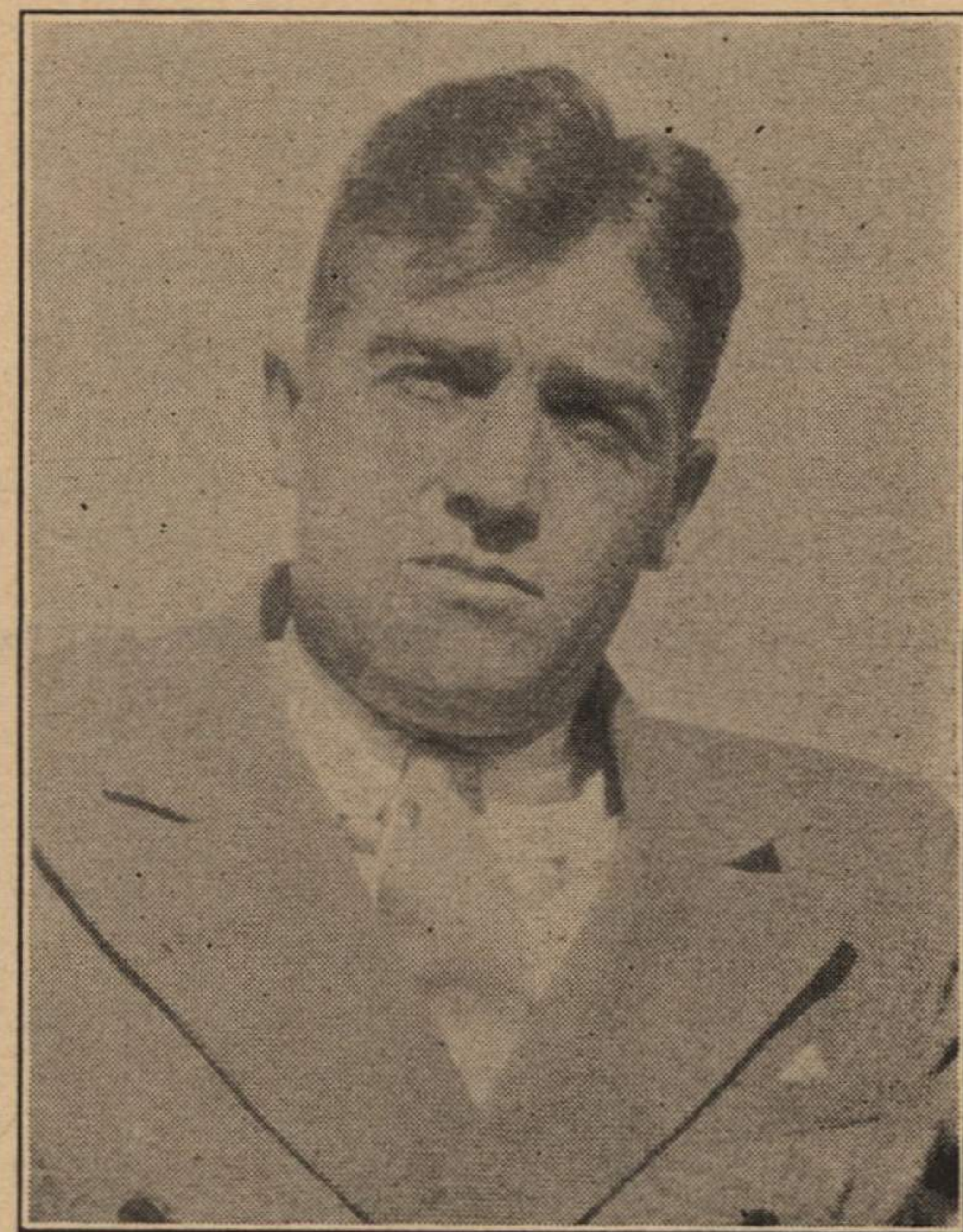
Nitrophen is ideal for use in sterilizing athletic wounds. It keeps its original strength for an indefinite period.

The main feature about Nitrophen is that it not only sterilizes a wound—it treats it. It stops the excessive flow of blood and lymph. It sterilizes and seals minute capillaries and veins. It quickly treats the nerve ends, preparing them for immediate readjustment. It completely sterilizes the raw edges of exposed tissue (flesh).

While sterilization is complete in 90 seconds, it is advisable to leave the application on the wound for five minutes. If this is done you are assured that you have accomplished this job of "complete treatment" which is so necessary to procure speedy recovery.

On larger, deeper wounds, we recommend a dressing. This dressing prevents re-infection and promotes more rapid healing. During active scrimmage and play, it is highly advisable, as many wounds are damaged for a second and even a third time.

We have seen injuries on the shin bone that have been open sores all through the football season. If they had been properly sterilized with Nitrophen and kept bandaged with a Healing Ointment dressing, they would not continue to be a menace and a possible avenue of infection.



Larry "Moon" Mullins, head football coach, Loyola of the South. "Moon" won fame while playing at Notre Dame.

He coached very successfully at St. Benedict's College and is on the way up.

Statistics show that 50 per cent of pneumonia in schools can be directly traced to neglected colds and sore throats.