

## The First Aider

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The First Aider is published for the exchange of ideas regarding the conditioning and training of athletes, the discussion of training room problems and the care and treatment of minor injuries in athletics.

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### A Simple Answer

We recently heard a comment by a jobber, stating that Cramers could not produce a first grade Tr. of Benzoin and sell it at the prices they are quoting.

Our answer to this is very simple. We import the gums ourselves direct from the tropics—from Borneo, Algeria, the Amazon and South Africa. In this we save the cost of handling by foreign commission merchants, domestic agents and jobbers. This saving we pass on to the schools through our distributors.

There is no mystery in producing a quality product with quality basic chemicals at a reasonable price, so long as these basic chemicals can be bought at a reasonable price.

We buy our crudes nine months in advance of the market, allowing ample time for delivery by pack-train, boat and rail.

Our formula has been approved by the Pure Food and Drug Department and is subject to Government inspection at any time.

We import our camphor from the hills of Japan—essential oils and balsams from Peru, Siam, the Dutch Congo and Java. The savings in every case we pass on to you.

Probably the jobber who made this criticism was irked because he did not get his commission but we refuse to pay toll on imports of this kind.

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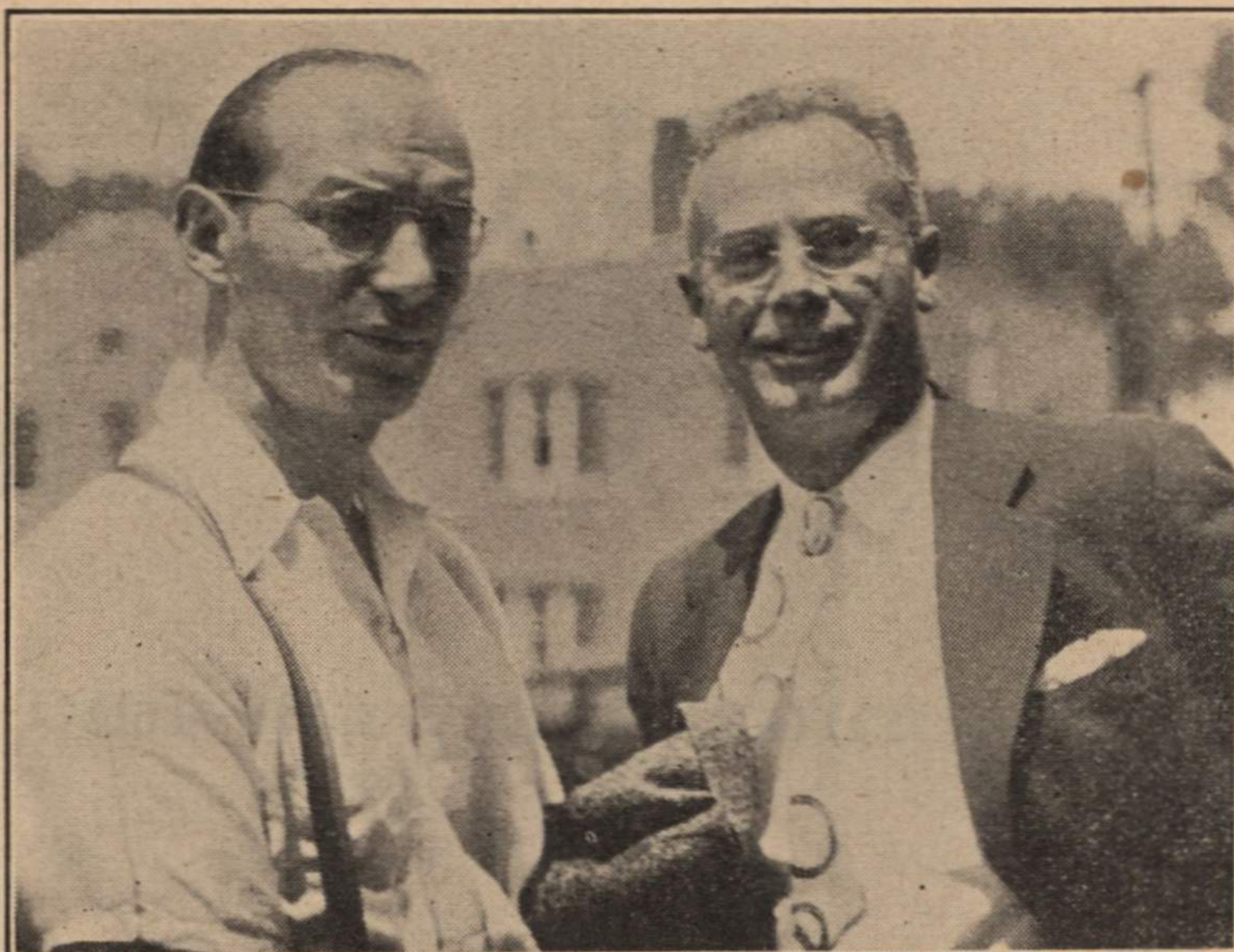
### Transportation of Teams

The transportation of athletic teams have always been a major problem where a school bus is not available. The school district is certainly on a spot in the matter of safety and care of the pupils. A few rules have been found to reduce the danger to the minimum and help divide the responsibility. Here they are:

(1) All cars should have an adult riding in the car.

(2) No dates are permitted on trips, either going or coming.

(3) Pupils must return in the same



(Left) Ted Husing with Frank Cramer of our company. Mr. Husing is the ace sports announcer of the Columbia Broadcasting System. His descriptions of football games, track meets and tennis matches set a standard for sports broadcasting.

car in which they went to the event.

(4) Pupils must understand that they do not have freedom of action that a private trip would give them.

(5) Many coaches put a man in the lead who can be trusted. All the rest of the cars are put in the middle, and the coach brings up the rear.

(6) High School students are notoriously destructive. Coaches should drill pupils on proper regard for the upholstery and interior of other people's cars.

(7) No scuffling or roughhouse in the cars should be tolerated.

(8) Mileage should be given to all people who furnish cars. Too many coaches are giving back a couple of hundred dollars a year to a careless community.

(9) Cars should be parked when the destination is reached and not used until the group is ready to go home.

(10) Pupils must understand that they must return home as soon as the event is over. Nothing gives athletes a black eye more than having groups return late at night from some high school contest.

(11) When you find that this will not work, get a bus. After all, it is the only real solution. People who have cars do not want to donate them. You don't want cars that are wrecks before you start.

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### Shorts—Worth Remembering

The coach who wakes up and finds himself famous hasn't been asleep.

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The less a man has in his head the more it swells.

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High school athletes should have a minimum of nine hours sleep, while a college athlete can progress satisfactorily sleeping only eight hours.

Accomplishment is largely in ratio to desire.

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Bleeding at the ear usually indicates concussion. A doctor should be consulted.

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There is nothing soft or sissy in being careful.

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You have two minutes "time-out" in a game to repair injuries. See that your First Aid Kit is properly equipped. There is nothing so embarrassing as an injury and no equipment to work with.

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Joy increases ease of movement and promotes relaxation. When athletes are tense a good story or a laugh will help.

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Pulpy or soft foods do not promote good sound muscles.

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Studying just before going to bed may prevent sleep.

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Don't allow two athletes to use the same towel.

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One of the most criminal practices is allowing damp, sweaty uniforms to be put away in lockers day after day.

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Our Analgesic Balm is preferred by trainers because it has a firmer base. A firmer base prepares a better massaging surface.

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Shin Splint is hard to relieve because of lack of circulation. It needs heat and Red Hot Ointment is the answer.