

The First Aider

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

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Coaches Don't Always Agree

Henry Schulte of the University of Nebraska, famous nationally for his coaching ability says: "Warm-up suits should be drab and dull in color. When they are removed the athletes step out in flashy suits that attract the eye and center interest on the race."

H. W. "Bill" Hargiss of the University of Kansas, also a famous coach, says: "Why should warm-up suits be drab and colorless? A warm-up is an essential part of the athlete's uniform—he is in the public eye in his warm-up just as much as he is out of it—why shouldn't it be snappy, colorful, distinctive—or even flashy in appearance?"

Dressing Up Helps

But all coaches will agree that equipment plays an important part in the present day scheme of athletic activities. Clean, smart fitting uniforms will not make up for a deficiency in athletic ability but the team that sparkles with neatness, trimness and snap inspires confidence in its followers—and its members will inspire confidence in one another. Sparkling plays executed by shabbily dressed teams don't sparkle very much!

Confidence Aids Performance

Cramer First Aids and Trainer's Supplies "dress up" your training room. They give it that look of completeness and balance so necessary to insure the proper psychology in the minds of your athletes. They give that

feeling because they give results when used—and results instill greater confidence and produce better performance.

Thoroughness Saves Time

We were asked recently if hair could be sterilized. We explained that it could be, but having it near a wound increased the hazard and difficulty both of sterilizing and dressing. For this reason, you will always find the college trainer equipped with a safety razor—and even with small minor cuts, he cleans them thoroughly before dressing them. He has learned the importance of "first treatment" and how taking a few extra minutes now often saves days of time.

The Candid Camera

We read lots these day about the candid camera and its popularity in newspaper and magazine work.

The candid camera in our work is the X-ray. It should be used in every case where there is the least doubt as it saves time by telling instantly where there is a fracture, a break or just a sprain.

If there is a fracture it is a case for the doctor. If it is only a sprain, you can start work immediately with the satisfaction that you have taken proper precaution.

Help Yourself to Some Help

Maybe it isn't our business to suggest it but here goes anyway. The school men have a faithful servant—and an efficient one. He is your athletic goods salesman. It is his business to know the very latest developments in equipment and he is in a position to make some very valuable suggestions as to what you should buy to get the most durability and protection for your money. Do you look upon the athletic goods salesman as a nuisance? That isn't fair, really—he is an expert in his line and he is ready and willing to give you a lot of help if you will give him the chance. He accumulates a lot of information as he goes along—he has a storehouse of ideas for advertising games, increasing attendance, stimulating interest and financing activities.

You can help yourself to a lot of help by arranging to give some of your time to the salesman when he

calls—he's your servant—and your friend.

Something We're Proud Of!

If you were to check up, you will find Cramer products listed in the catalogs of the "Who's Who" of the athletic world.

We are mighty proud of the support and cooperation we receive from these firms, because they are the outstanding manufacturers and athletic goods dealers of the entire country.

You see, we are human too—just human enough to be pleased because of the fact that we are associated with all the winners, the leaders of a great industry.

Wash New Wounds

We cannot over emphasize the importance of washing small wounds and strawberries before sterilizing them with Nitrophen.

Nearly all of these wounds are caused by contact with the ground, the opponent's shoes or equipment and in nearly every case, foreign matter is forced into the wound.

It is always safe and proper to wash with soap and water (our Surgical soap preferred—a liquid soap) but if this cannot be done on the field of play, it is advisable to sterilize these small superficial wounds during time out and then redress them after the game.

There is No "Cure-all"

In Grandma's day every home was equipped with a bottle of "Pain Killer." The kind you rub on, take internally, use for hiccoughs, headache, cramps, earache, mosquito bites, epileptic fits, constipation, or "What have you."

Even today some people will try to sell you a product that is a germicide and a good rub down combined.

Modern chemistry and science explodes these barbarous antiquated ideas. There is no "cure-all." There is no product made—"good for man or beast."

Immeasurable time, infinite patience and untiring research are necessary to produce a first aid product of the finest quality, one indicated for a certain definite purpose.

Cramer products are designed and built, each for its own particular job. Each is made to give the greatest amount of assistance in the shortest possible time. It is not a "cure-all." It has its job and does it efficiently.