



Directions for
Every
Emergency

First Aid Book—Free

The Vital 15 Minutes

In every home there comes a time of accident or emergency. Nearly everyone at some time faces a vital 15 minutes—before the doctor comes.

Then a First Aid Book—the right one—may save serious consequences. Without it you may do the wrong thing or do nothing. It is folly to take that risk.

We have asked Dr. G. M. Blech—an eminent authority—to write us a First Aid Book. He has been Director-in-Chief of a Red Cross Field Corps. He is a Major in the Medical Corps of the U.S. Army.

The book is clear and complete. It contains 90 illustrations. It tells what to do in any sort of accident, in any form of poisoning. Also what to do for

Hemorrhage	Sprains	Frostbite
Fainting	Bruises	Sunstroke
Shock	Burns	Drowning

And nearly anything else which may happen. That is, what to do before the doctor comes. It is not to urge home treatment.

We offer this book free, postpaid, to any home.

**Always call the doctor—remember
First Aid is only first aid**

B&B

Double-Sure Products



For Safety's Sake Have B&B Dressings Ready

We ask you to buy the B&B Dressings. The reason is this:

There can be little protection in first aid if you use a casual dressing. If the skin is broken—even slightly—it may infect the wound.

All B&B Dressings that would be applied to wounds are repeatedly sterilized. After they are wrapped they are sterilized again by live steam following a vacuum. To the very centre of the package every germ is killed. The wrappings are sealed to keep out contamination.

Every home should have such dressings constantly on hand. For safety's sake they should be B&B. These are double-sure.

Prepare for emergencies with B&B Surgical Dressings. Buy from your druggist what you need.

B&B Absorbent Cotton
B&B Bandages B&B Gauze
B&B Adhesive Plaster, etc.

Write for the First Aid Book

Simply write us and we will send our First Aid Book postpaid, without any charge whatever. Address Bauer & Black, Chicago. Canadian address, Bauer & Black, Limited, 96 Spadina Ave., Toronto.

BAUER & BLACK,
LIMITED

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