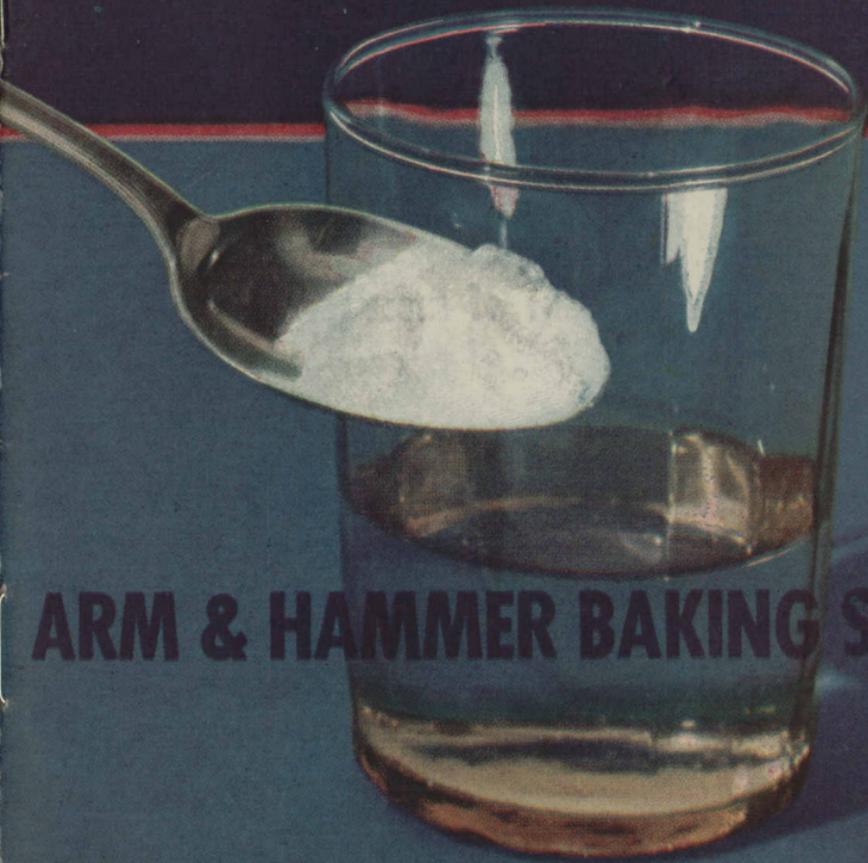


*...a friend
indeed...*



ARM & HAMMER BAKING SODA



B I C A R B O N A T E O F S O D A
is the mildest of the soluble antacids in
common use for stomach ailments. It is
a normal constituent of most body fluids.

Arm & Hammer Baking Soda and Cow Brand Baking Soda are pure Bicarbonate of Soda and are classified by the Council on Pharmacy and Chemistry of the American Medical Association as official U.S.P. remedies.

a friend indeed

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**FACTS WORTH KNOWING ABOUT
ARM & HAMMER BAKING SODA
and COW BRAND BAKING SODA
AS PROVED MEDICINAL AGENTS**

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**CHURCH & DWIGHT CO., INC.
70 PINE STREET, NEW YORK, N. Y.
BUSINESS ESTABLISHED IN 1846**

a friend indeed . . .

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• FOREWORD •

*"Good health and good sense are
two of life's greatest blessings."*

—PUBLIUS SYRUS

THIS booklet is not designed to tell how to treat or diagnose disease. Diagnosis of disease and medical treatment require painstaking examination, judgment and observation of the patient. These procedures are the prerogative of the licensed physician.

Any one will take care of poor health, but it is the wise man who makes every effort to conserve good health. Everyone should check up on his physical status yearly by having a thorough physical examination by his family physician.

On many occasions when only a household remedy is needed, or during the interval of time between when a physician is called and when he arrives, bicarbonate of soda (Baking Soda) is of practical value, and we have set forth in this booklet a few uses which time, trial and experience have proved effective.

**SPECIALISTS
SINCE 1846**

In 1846 we began the manufacture of Baking Soda (bicarbonate of soda) and during the last ninety-five years we have concentrated on improving our product and making it available at low cost. Today Arm & Hammer

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Baking Soda and Cow Brand Baking Soda stand as a reward of specialization because both are Pure Bicarbonate of Soda, costing only a few cents a package, and one or the other is available in every town or village within the land. We have never made a long line of drugs "good for all ills", but have followed the teaching of Socrates, who said, "Better do a little well, than a great deal badly."

Bicarbonate of soda (Baking Soda) probably has more uses in medicine than any other drug, but it is for use in the great many cases which do not require the personal services of a physician that these pages are written.

**MOST USED
DRUG**

The standard for all drugs is the United States Pharmacopoeia, which sets up certain specifications for physical properties, potency and purity. Arm & Hammer Baking Soda and Cow Brand Baking Soda are both pure bicarbonate of soda, meeting all the requirements of the U.S.P. XI. Furthermore, both Arm & Hammer Baking Soda and Cow Brand Baking Soda are classified by the Council on Pharmacy and Chemistry of the American Medical Association as Official U.S.P. Remedies, and by the Council on Dental Therapeutics of the American Dental Association as acceptable dentifrices.

**STANDARDIZED,
PURE,
AVAILABLE,
ECONOMICAL**

**OFFICIAL
U. S. P. REMEDY**

**ACCEPTABLE
DENTIFRICE**

Understand, please, that bicarbonate of soda is not a "cure-all". Its field of usefulness as a home

**NOT A
"CURE-ALL"**

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remedy is limited to well-defined ailments. Understand, also, that it should be regarded as an aid to, not a substitute for, the physician.

NOT A SUBSTITUTE FOR PHYSICIANS

The habitual taking of any drug is bad practice and self-medication is recommended only in those cases where the nature of the ailment is correctly diagnosed and when the effect of the remedy is definitely known. However, when bicarbonate of soda is indicated, or prescribed by the physician or dentist, it should be known that the full effect can be obtained by using Arm & Hammer Baking Soda or Cow Brand Baking Soda, for these brands are pure bicarbonate of soda.

PURITY UNEXCELLED

No bicarbonate of soda on the market is purer than Arm & Hammer Baking Soda or Cow Brand Baking Soda.



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BICARBONATE OF SODA

AS A REMEDY

SODIUM BICARBONATE U.S.P., Bicarbonate of **DESCRIPTION**
Soda, Arm & Hammer Baking Soda and Cow Brand Baking Soda are identical. Sodium Bicarbonate is described in "Useful Drugs", a publication prepared under the direction of the American Medical Association, as a white opaque powder, odorless and having a cooling, mildly alkaline taste; soluble in ten parts of water, insoluble in alcohol.

Its uses are: *Internally* — gastro-intestinal affec- **USES**
tions, especially gastric hyperacidity (over-acidity of the stomach); pyrosis (heartburn); acidosis; rheumatism; biliousness; gout; hiccough; vomiting; peptic ulcer; cystitis (inflammation of the bladder); urinary hyperacidity (over-acidity of the urine); *Externally*—as a cleansing wash in infections, urticaria (hives), and other skin diseases; in a paste of soda and water for burns and scalds; as a cleansing gargle and nose spray for sore throat and chronic catarrh; as a dentifrice.

The ordinary dosage internally is one-half tea- **DOSAGE**
spoonful in a glass or half-glass of cool water. The usual

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strength for applications to mucous membranes such as the nose and throat, is one teaspoonful in a glass of water. To the skin, in varying strengths, from two teaspoonfuls in the pint of water to a paste.

MORE THAN ANTACID "Bicarbonate of Soda (Baking Soda) is used chiefly as an antacid, both externally and internally, but in the stomach it has other functions besides that of neutralizing acid, because it relieves pain in low acidity or complete absence of acid, which would be impossible if it had no other effect than to neutralize acid."—Bastedo, "Materia Medica, Pharmacology and Therapeutics", 3rd Ed., p. 118.

IMPROVES DIGESTION "The effect of moderate doses on the stomach varies with the state of the organ." Solis-Cohen & Githens, "Materia Medica & Drug Action", p. 519. If the stomach is empty, it increases the circulation and the secretion of gastric juice. The increased flow of blood may lead to better nutrition and if a meal is taken soon after, there is often increased secretion of both pepsin and hydrochloric acid. Digestion may be improved, also, by the removal of adherent mucus.

If bicarbonate of soda is given with the meal in ordinary doses, it has no influence on the amount of acid secreted, but if taken in very large doses, it may prevent peptic digestion by rendering the stomach contents alkaline.

... a friend indeed

Bicarbonate of soda in moderate doses by mouth has no effect upon the blood when the acids and alkalis are in balance. However, when the alkalinity of the blood is decreased, as it may be in acidosis, Baking Soda assists in restoring and maintaining the normal balance.

**HELPS MAINTAIN
CHEMICAL BALANCE
OF BLOOD**

The urine is increased by taking bicarbonate of soda and its acidity reduced. If daily amounts of two to three teaspoonfuls are given to a normal person, enough will be excreted as carbonates to keep the urine neutral or alkaline in reaction. Normally the urine is acid and whether or not this should be altered should rest with the judgment of your physician.

OVER-ACID URINE

"Externally, bicarbonate of soda is used in baths, lotions and irrigations of various kinds, as cleansing, alleviating and stimulating agents." — Solis-Cohen & Githens, "Materia Medica and Drug Action", p. 520. In the strength of one to two teaspoonfuls to a pint of water, bicarbonate of soda (Baking Soda) is frequently employed to wash the stomach, irrigate the intestines, as a nasal douche, an eye wash, nose or throat spray.

**GARGLE,
NOSE SPRAY,
EYE WASH**

As a paste or in solution it is used to allay itching. Bicarbonate of soda baths, made with one-half to one pound of Baking Soda to thirty gallons of water, are recom-

ITCHING

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mended. The patient remains immersed for thirty minutes. When the affection is less widespread, similar applications may be made locally. Should the alkaline bath be irritating, a weaker solution should be used.

FETID BODY ODORS Similar treatment is advised in cases of bromidrosis (foul perspiration) of the feet or axillae (under arms), and fetid body odors.

BURNS, SCALDS, SUNBURN Sodium bicarbonate (saturated solution, powder or thick paste) is one of the best applications to sunburn and other burns, and may allay the pain of certain forms of dermatitis (inflammation of the skin).

“For first-aid treatment of superficial scalds and burns, a paste prepared by mixing Baking Soda and water may be used. The possible necessity of competent medical care in the treatment of burns of even minor degree should always be considered.” (Council on Pharmacy and Chemistry, A.M.A.)

Fantus, “The Technic of Medication”, p. 46, recommends using Baking Soda as a first-aid dressing to burns, by applying it liberally in the form of a paste made with Baking Soda and water. The paste should be kept moist with application of wet cloths. He also recommends Baking Soda solution in the strength of one teaspoonful to the glass of water as a nasal spray and gargle, and also as an enema in the strength of one to two teaspoonfuls to the pint of water. “The Technic of Medication”, p. 109.

... a friend indeed

Bastedo, in discussing "Antacids in Stomach Treatment", "Materia Medica, Pharmacology and Therapeutics", p. 117-121, says, "The stomach conditions for which alkalis are employed are discomfort, distress, or pain. Pain when the stomach is full or pain when it is empty; pain coming early after the meal or pain coming late. There is truth in the old saying that 'sodium bicarbonate has stopped more stomach pains than morphine'. The time to give the alkali is at the time of the pain, or before the expected onset of the pain, should it recur at regular times of the day."

STOMACH PAINS

Bicarbonate of soda (Baking Soda) is recommended by Solis-Cohen & Githens, "Materia Medica & Drug Action", p. 522, for acute indigestion and other conditions associated with irritation of the stomach lining, especially in cases with acute acidity and sour stomach, because it has the advantage of setting free small quantities of carbonic acid gas, which exerts a distinctly helpful influence. In cases of over-acidity, it is recommended to neutralize the excessive acid and in these cases it is best to give it two or three hours after a meal, in doses of one-third to one-half teaspoonful, which may be repeated if needed to relieve the distress of the over-acidity.

INDIGESTION

Discussing the remedies used to neutralize acidity in the stomach, Clendening, "Methods of Treatment", 5th Ed., p. 140, says: "Sodium Bicarbonate is probably the most effective. It has been stated that its use

**BAKING SODA,
AN EFFECTIVE
ALKALI**

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in over-acidity is harmful because after it neutralizes the acid gastric juice, it stimulates the stomach to the secretion of more acid. So good a pharmacologist as Cushny, however, rejects this idea, and states that the alkalies have no influence on the gastric secretion. Certainly in clinical practice it acts effectively.”

“THE ALKALINE SIDE”

Systemic alkalization, by taking some alkaline substance, is popular with the public but definitely of questionable value. If alkalization is indicated, your physician will advise you. A simple method is to take one-half teaspoonful of Baking Soda with a glass of water every hour or two until the urine becomes neutral or alkaline, and then simply enough to maintain its neutrality or alkalinity, depending on your physician’s advice.

LAXATIVE On some people Baking Soda has no effect upon the motility of the bowels, but on others, it has a saline laxative action, particularly if taken in the morning before eating. The usual dose is one teaspoonful in a glass of water before breakfast.

It is important to remember that physics or cathartics should not be taken when pain exists in the bowels; appendicitis might be the cause of the discomfort, and it is always safer to call a physician whenever pain occurs.

WAX IN THE EAR For the removal of wax from the ear, low pressure

... a friend indeed

irrigations of Baking Soda solutions in the strength of one teaspoonful of Soda to the pint of water are recommended.

“In the taking of aspirin, in order to avoid the ill effects to which some people are susceptible, it is advisable to take twice the dosage of Baking Soda as aspirin.” Beckman, “Treatment in General Practice”, 2nd Ed., p. 708. **SODA WITH ASPIRIN**

In reducing diets, where the food intake is reduced and there is considerable loss of weight with a tendency toward acidosis, Sansum recommends the use of one-fourth teaspoonful of Baking Soda three times a day to prevent acidosis. **OBESITY**

Hirschman, Hanes & Beckman, “Treatment in General Practice”, p. 434, condemn the much-used soap suds as an enema and colon flush. As a routine enema, it is recommended that one teaspoonful of Baking Soda to the pint of water be used. **ENEMA**

In a general way, Baking Soda is advantageous in the treatment of leucorrhea, especially if the discharge has an acid reaction. Use it freely as a cleansing douche in the strength of two teaspoonfuls dissolved in a pint of warm water. **CLEANSING DOUCHE**

a friend indeed . . .

IVY POISONING For ivy poisoning, wash the affected parts thoroughly with laundry soap and hot water, then apply a paste made from Baking Soda and water, and cover with a damp cloth. The Soda paste should be replaced every eight to ten hours.

INSECT BITES Baking Soda, either in solution or paste, is a soothing application for insect bites, superficial burns and the itching of hives.

WEED POISONING The smarting, burning and itching of the skin from contact with certain weeds may be relieved by applying a paste made from Baking Soda and water. The paste should be covered with a damp cloth.

HICCOUGH For hiccough, dissolve one-half teaspoonful of Arm & Hammer Baking Soda or Cow Brand Baking Soda (bicarbonate of soda) in one-half glass of cold water and drink slowly. This will, in many cases, give prompt and permanent relief.

CATARRH Chronic discharges from the nose may be relieved by spraying the nostrils night and morning with a solution of Soda water (one teaspoonful Baking Soda to a pint of water). This has the effect of cleaning mucus and accumulations from the nostrils.

... a friend indeed

For a baby one to six months of age, with colic and **COLIC** distended abdomen, use an enema made with one level teaspoonful of Baking Soda dissolved in a half glass (three ounces) of warm water.

Bottles, nipples and utensils used in the prepara- **BABY'S BOTTLE**
tion of baby food should be sterilized by boiling once daily. After the bottle and nipple have been used, they should be washed thoroughly with soap and hot water, and allowed to stand in soda water (two teaspoonfuls of Baking Soda to a quart of water). Before feedings, the nipple and the bottle should be rinsed with clear water.

If it is desirable to use a gargle to cleanse the throat **GARGLE** and remove accumulated mucus, a satisfactory solution may be made by dissolving one or two teaspoonfuls of Arm & Hammer, or Cow Brand, Baking Soda in a glass of water. Arm & Hammer Baking Soda and Cow Brand Baking Soda are pure bicarbonate of soda (Council on Pharmacy and Chemistry, A.M.A.).

Castor Oil may be made palatable with orange **CASTOR OIL**
juice and Arm & Hammer, or Cow Brand, Baking **SANDWICH**
Soda. Put the juice from half an orange in a glass, add the prescribed dose of castor oil, stir in one-fourth to one-half teaspoonful of Arm & Hammer, or Cow Brand, Baking Soda. Drink while effervescing. (Council on Pharmacy & Chemistry, A.M.A.)

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• ORAL HYGIENE •

TOOTH decay is probably the most prevalent disease condition found in man. Without doubt, it is the commonest of diseases of the mouth. The cause of dental decay is not at present definitely established. Evolutional heredity would seem to have a bearing upon tooth formation. The diet of the mother during the prenatal period, and the diet of the child in early life have been shown to be important factors in the building of strong healthy teeth, and no doubt the structure of the tooth has much to do with resisting decay.

It is the opinion of many scientists that the primary cause of decay is found in the mouth. The cavity results from the action of acid produced by acid forming micro-organisms growing on the surfaces of the teeth. Certain foods, particularly sugar, encourage the growth of these acid forming micro-organisms and the production of acids, hence the importance of reducing the sugar intake to the body requirement and permitting no excess of candy or sweet desserts in the diet of those who are susceptible to caries. Just why some individuals are immune to tooth decay is not known, but it may be an inherited characteristic inhibiting the growth of these acid forming micro-organisms.

... a friend indeed

It must be remembered that teeth are living tissues and can be affected by both local and constitutional disturbances. When they are looked upon as parts of the living organism, not detached units, more attention will be given the general health as a preventive measure against dental ills.

Oral hygiene is of importance in the prevention of diseases of the mouth, and cleanliness of the teeth is an essential part of oral hygiene. Germs require, for their growth and multiplication, warmth, moisture, and food. In some mouths, they find a virtual paradise. In nonresistant bodies they may tend to destroy the teeth, infect the gums, the tonsils, the stomach, and other parts of the body.

Thorough and frequent brushing of the teeth with an approved dentifrice, followed by rinsing, will improve oral hygiene by dislodging and washing away the food and debris upon which these germs live. Arm & Hammer Baking Soda and Cow Brand Baking Soda are approved dentifrices acceptable to the Council on Dental Therapeutics of the American Dental Association.

**DENTIFRICE—
TOOTH POWDER**

*“The greatest of follies is to sacrifice
health for any other advantage.”*

—SCHOPENHAUER

CHURCH & DWIGHT CO., INC.
70 PINE STREET, NEW YORK, N. Y.



PURE BICARBONATE OF SODA