

**FOR COLDS AND INFLUENZA**



# **ARM & HAMMER**

**BAKING SODA  
IS  
BICARBONATE OF SODA  
AND IS  
EXTREMELY PURE**

**ITS PURITY GUARANTEES  
ITS SAFETY FOR USE  
MEDICINALLY**

**FOR SALE BY ALL  
GROCERS**

## **A PHYSICIAN WRITES.**

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**“In 1918 and 1919 while fighting the ‘Flu’ with the U. S. Public Health Service it was brought to my attention that rarely anyone, who had been thoroughly alkalinized with bicarbonate of soda, contracted the disease, and those who did contract it, if alkalinized early, would invariably have mild attacks. I have since that time treated all cases of ‘Cold,’ influenza and La Grippe by first giving generous doses of Bicarbonate of Soda, and in many, many instances**

**within thirty-six hours the symptoms would have entirely abated.”**

**During the first day take six doses of one-half teaspoonful of Arm & Hammer Bicarbonate of Soda in glass of cool water, at about two hour intervals.**

**During the second day take four doses of one-half teaspoonful of Arm & Hammer Bicarbonate of Soda in glass of cool water, at the same intervals.**

**During the third day take two doses of one-half teaspoonful of Arm**

**& Hammer Bicarbonate of Soda in glass of cool water, and thereafter one-half teaspoonful in glass of cool water each morning until cold is cured.**

**Better results will be obtained if doses are not taken too near meal times.**

**For additional medicinal uses see our 'Friend in Need' booklet, free on request.**

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**CHURCH & DWIGHT CO.**

**27 CEDAR STREET**

**NEW YORK, N. Y.**