

A Friend in Need



FACTS WORTH KNOWING
ABOUT COW BRAND
BAKING SODA AS A
PROVEN MEDICINAL
AGENT ~ ~ ~



*A Friend in
Need*



**Facts Worth Knowing About
COW BRAND
BAKING SODA
As A Proven Medicinal Agent**

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As A Proven Medical Agent
BAKING SODA
COW BRAND
Facts Worth Knowing About

FOREWORD

He who cures a disease may be the skilfulest, but he that prevents it is the safest physician.

—T. FULLER.

MANY prominent physicians have suggested that great benefits would result if the men and women of America were shown clearly the many practical ways in which *Bicarbonate of Soda* (baking soda) could be used in the home as a therapeutic agent.

We feel therefore that this booklet should be dedicated to those members of the medical profession who have so long urged its publication. The attitude of these physicians in the matter has been epitomized by Dr. Edward R. Hays in a letter to the Church & Dwight Company, in the following words:

“Your product (Cow Brand Pure Bicarbonate of Soda) has a universal distribution. It is

known in every household. Its value to the Culinary Art is unquestioned, but it carries a far greater value unknown to its millions of users.

The value as a household remedy.

"It has often been said that doctors through their Health Plans are constantly trying to put themselves out of business, and, in our defense I might add, that if we could rid the world of its ills we would gladly go.

"Be that as it may. For the good it will be to Humanity, I want to advocate the establishment of a department in your organization that will tell the millions of users of your product (Cow Brand Pure Bicarbonate of Soda) its great value in the prevention and treatment of certain diseases.

"In the last few years Bicarbonate of Soda has been coming into its own and today it occupies a prominent place in every Physician's Armamentarium. You, being the largest producers of *pure* Bicarbonate of Soda, are the logical ones to tell the world of the therapeutic value of your product. It will not put the doctors out of business, but it will be the means of helping thousands to prevent, and get relief from, certain ills by this *harmless* but helpful remedy."

A FRIEND IN NEED

There is no mortal man whom
pain and disease do not reach.

—OVID.

HEALTH is the birthright of man. If you are sick, you have, in some way, violated a law of nature. When you observe the teachings of nature, you are well. This booklet, pointing out how certain laws of nature can be followed, will help you and your household to avoid much of the pain and suffering that is the inevitable result of *delay* in heeding Nature's warnings.

"The foremost fire fighter in the world", said F. Burnham McLeary, in an article contributed to the *World's Work*, "is responsible for the statement that 99 per cent. of all fires on earth could be extinguished with a glass of water *if taken in time*. To be more specific, even though a score of fires were breaking out in various

quarters of San Francisco on the morning of April 18, 1906, fifty such glasses of water, properly stationed, would have prevented the destruction of a city and the irretrievable loss of three hundred and fifty millions of dollars”.

That is the value of having on hand at the vital moment a reliable agent for checking a destructive force.

Fire has an insatiable appetite; it grows as it feeds; a glass of water may extinguish it in the early moments of its life, but it may grow beyond human power or skill to check when it becomes half an hour old.

Sickness resembles fire; it grows as it feeds; the right remedy may extinguish it in the first few hours of its life, but if it once “grips” the system it may grow beyond human power or skill to master.

A modern fire chief said that 99 per cent. of all fires on earth could be extinguished

with a glass of water if taken in time. Ovid, who lived twenty-three years before Christ came to the world, said:

“Meet the Disease at its approach.”

We see therefore both ancient and modern appreciate the enormous value of the first few moments or the first few hours in preventing the spread of fire or disease.

We have compared sickness, illness or disease to fire, and it would be well if others always carried the same comparison in their minds for an essential characteristic of an illness is its tendency to spread from one point to another in the human body, and for a single symptom to rapidly develop a group of symptoms. In other words, an indisposition may be compared to fire in the fact that it may be looked at in the light of a red flame that gives a *warning* of danger before it leaps up into devouring strength and destruction.

Sickness or indisposition is a *danger signal*; within the body, somewhere, a conflict is going on between the forces that make for disease, and the forces that make for health; if the patient begins to get worse you at once know that the armies of disease have gained the ascendancy, that the automatic safety provisions of the human system have been overcome, and that Nature has *signalled* you to aid in the fight with the forces of human intellect. It is in such emergencies—before the doctor comes, or when it is obvious that prompt action will make a visit from the doctor unnecessary—that this little booklet should be consulted. For it tells you *when* and *how* that inexpensive box of *Cow Brand Baking Soda* in your kitchen, or obtainable in the nearest grocery store, can be used to aid Nature in her fight.

Understand, please, that Bicarbonate of Soda is not a cure-all. Its field of usefulness

as a *home remedy* is limited to well-defined ailments. Understand, also, that it should be regarded as an aid—not a substitute—to the physician. But, as a study of the following pages will show, it has been proven by time and trial and experience as a most effective *preventive* and *remedy* for a surprisingly large percentage of the ailments most common among the civilized races.

In compiling this list of uses for Cow Brand Pure Bicarbonate of Soda as a household remedy, great care was taken to include nothing that had not been tested and approved by leading physicians—men who recognize it is their duty to be thorough—to be positive; men who do not base their decisions upon theory or accept assumption instead of proof; men who are convinced a thing can be done only after it IS done.

Remedies offered are, in most instances, drawn from that great medical work "*The Materia Medica*", which is founded on the medical experience of the greatest and best chemists, physicians and laboratory scientists the world has produced.



BICARBONATE OF SODA AS A THERAPEUTIC AGENT

Testimony is like an arrow shot from a long bow; the force of it depends on the strength of the hand that draws it.

—JOHNSON.

BAKING SODA, which is Bicarbonate of Soda, is described in that authoritative work, *The New Standard Dictionary*, as, “a white crystalline substance, less soluble than sodium carbonate and having only a slight alkaline taste, used in cookery, in baking powders and in medicine.” Its use as a medicine is briefly outlined by *Nelson's Encyclopaedia* as follows:

“Sodium bicarbonate is used in medicine as an *antacid* (an alkaline remedy for stomach acidity), and, on account of the large amount of carbon dioxide that is readily set free from it by acids or by heating, it is an important component of Seidlitz powders and other effervescing mixtures, and of baking powder.”

The New International Encyclopaedia says:

“Sodium bicarbonate alkalizes the blood and secretions, and is used as a corrective in functional diseases of the stomach.”

The proven value of Cow Brand Pure Bicarbonate of Soda as a therapeutic agent is further evinced by the following voluntary testimony of Edward R. Hays, M.D., in his letter to the Church & Dwight Company:

“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 alkalized with bicarbonate of soda*, contracted the disease, and those who did contract it, if alkalized early, would invariably have mild attacks. I have since that time treated all cases of ‘Cold’, Influenza and LaGrippe by first giving generous doses of Bicarbonate of Soda, and in many, many instances within 36 hours the symptoms would have entirely abated.

“Further, within my own household, before Woman’s Clubs and Parent-Teachers’ Associations,

I have advocated the use of Bicarbonate of Soda as a *preventive* for "Colds", with the result that now many reports are coming in, stating that those who took "Soda" were not affected, while nearly every one around them had the "Flu".

"Besides doing good in respiratory affections, bicarbonate of soda is of inestimable value in the treatment of Alimentary Intoxication, Pyelitis (inflammation of the pelvis), Hyper-Acidity of Urine, Uric Acid disturbances, Rheumatism and Burns. An occasional three-day course of Bicarbonate of Soda increases the alkalinity of the blood, assists elimination and *increases the resisting power of the body to all Infectious Diseases.*

"———by advocating the therapeutic use of compressed yeast has no doubt benefited the health of many, *but the value of yeast as a therapeutic agent is incomparable to that of pure Bicarbonate of Soda.*

"The value of the World's famous Spas and Health Springs is largely in the *Alkalinity* of the water. A comparative few may need Vitamine, but our great "National Crime" is over-eating, both in Vitamines and everything else, which,

among other things, means an *increased acid retention* within the body and a predisposition to Rheumatism, Gout, etc.

“Bicarbonate of Soda will not prevent the crime of over-eating any more than water unapplied will prevent a fire, but like water to a fire, if properly applied, it will neutralize the effect of carelessness, and help stay the body in its process of self-destruction.”



TESTED HOUSEHOLD REMEDIES

In order to secure the best results with Cow Brand Pure Bicarbonate of Soda (Baking Soda) when taken internally, certain simple rules must be observed. *Materia Medica, Pharmacology and Therapeutics* (Bastedo, Page 88) clearly outlines these rules as follows:

“The effect of an alkali in the stomach will vary according to the nature of the stomach contents at the time of its administration. In the *resting* period (after food is digested) sodium bicarbonate merely dissolves mucus and *is absorbed as bicarbonate into the blood*, to increase its alkalinity *directly*.

“In the digestive period it reduces the secretion of gastric juice, neutralizes a portion of the hydrochloric acid, liberates the carminative carbon dioxide gas, and is absorbed as sodium chloride.

“In cases of fermentation or ‘*sour stomach*’ it may neutralize the organic acids and so result in the opening of a spasmodically closed pylorus (the

opening between the stomach and the small intestine); while at the same time it acts to *overcome* flatulency (accumulation of gas in the stomach and bowels).

"The time of administration must, therefore, be chosen with a definite purpose. Usually for hyperchlohydria (excess of acid) one hour or two hours after meals will be the period of harmful excess of acid.

"In continuous hyperacidity and in fermentative conditions a dose an hour before meals will tend to prepare the stomach for the next meal; or sometimes a dose will be necessary immediately after eating, because of abnormal acid or gas having been present at the commencement of the meal. (For the average person one-half hour after meals is recommended).

"A dose at bedtime tends to check the early morning acidity, or a dose on arising cleans the stomach of acid and mucus before breakfast."

Whenever taking a bicarbonate solution internally the soda should be dissolved in cold water.

ACIDITY

Dissolve a level teaspoonful of Bicarbonate of Soda in a tumbler of cool water and take one to two hours after meals. For a tonic form, about one-quarter teaspoonful before meals.

—

BABY'S BATH

Two teaspoonfuls of Bicarbonate of Soda to a gallon of water, dissolving it in a little water before adding it to the bath.

—*Issued by United States Department
of Labor, Children's Bureau.*

—

BABY'S BOTTLE

To make sweet after washing, keep it filled with a solution of Bicarbonate of Soda until needed.

—

BATH

A most delightful bath may be taken by filling the bath tub with water as hot as can be comfortably borne and then thoroughly dissolving in it from one-half to one pound of Bicarbonate of Soda. It has the effect of softening the skin and giving it a velvety texture; it also corrects, in a great measure, body odors.

BODY ODORS

As an absolutely *harmless* and wonderfully effective deodorant, Bicarbonate of Soda is fast becoming recognized as an indispensable adjunct to the daily toilet of fastidious people. It checks that relentless enemy of dainty women—excessive armpit perspiration.

First thoroughly wash the parts with hot water and soap, drying thoroughly. Apply the Bicarbonate of Soda *dry* with a powder-puff or absorbent cotton; or place one teaspoonful (slightly moistened) in the palm of the hand and apply under the arms.

—

BUNIONS

Corns and bunions may be softened and relieved by making a salve of lard and Baking Soda, and applying at night on retiring.

—

BURNS

Cover burn or scald with a *paste* of Bicarbonate of Soda and cover with a damp cloth.

“Externally the agent (Bicarbonate of Soda) seems to possess antiseptic properties. Because of the presence of carbon, with its alkaline reaction, the

agent is applicable to burns; applied in the form of a moist paste it will relieve the pain at once in most cases."

—*Materia Medica, Therapeutics and Pharmacology*

1896, Ellingwood, Page 420.

COLDS

A half teaspoonful of Bicarbonate of Soda in a glass of cold water, and repeated if necessary in one or two hours, will often ward off a cold in its early stages.

Use one-half pound to one pound of Bicarbonate of Soda in bath as hot as can be borne. Remain immersed in the water for fifteen minutes or more. Then go to bed at once to avoid exposure.

A bath taken in this way causes the alkali to penetrate the system, and is a material aid to the human system in throwing off the germs of grippe and cold.

CORNS

Corns and bunions may be softened and relieved by making a salve of lard and Bicarbonate of Soda, and applying at night before retiring.

DYSPEPSIA OR HEARTBURN

A quarter of a teaspoonful of Bicarbonate of Soda dissolved in a tumbler of cold water, taken three times a day, will be found very beneficial.

“Sodium Bicarbonate is the most efficient drug for general use (in acid dyspepsia), about one-quarter teaspoonful *before* meals for a tonic form. In hyperchloric (acid) dyspepsia a level teaspoonful two hours *after* meals.”

—*Therapeutics, Materia Medica and Pharmacy*

ECZEMA

“*Externally*, in solution, it (Bicarbonate of Soda) is a solvent for dried exudates (secretion) such as the crusts in seborrheic eczema.” Two level teaspoonfuls of Bicarbonate of Soda to a pint of water gives the proper solution in such cases.

—*Practical Therapeutics*
(Birmingham)

HEADACHE (SICK)

“Bicarbonate of Sodium” (Baking Soda). . . . “is largely used as an antacid in gastric fermentation and in sick headaches arising from this condition.” Dissolve one teaspoonful of Bicarbonate of Soda in a glass of cold water.

HEARTBURN

A quarter of a teaspoonful of Bicarbonate of Soda dissolved in a tumbler of cold water, taken three or four times a day, will be found very beneficial.

—
HICCOUGH

A teaspoonful of Bicarbonate of Soda dissolved in half a glass of cold water will, in most cases, give instant and permanent relief.

—
HIVES

“The local irritation and itching may be relieved by a dilute solution of Bicarbonate of Soda and water (Soda) either in solution or paste is a soothing application for itching, insect bites, and burns. It is not caustic. . . .”

—*Materia Medica: Pharmacology and Therapeutics*
(Bastedo, p. 88, 1914).

—
HYPERACIDITY

Add a level teaspoonful of Bicarbonate of Soda to a glass of cold water. “It is beneficial if given *after* meals in hyperacidity due to fermentation.”

INDIGESTION

“In many cases it will be found that the administration of small doses of Bicarbonate of Soda, 5 to 10 grains” ($\frac{1}{4}$ teaspoonful and a half a glass of cold water) “before each meal will cause free secretion of gastric juice, particularly if it be given simultaneously with bitter substances which act as stimulants to the gastric mucosa. . . .”

—*Practical Therapeutics—9th Edit.*
(Hare, Page 669, 1902.)

INFLUENZA

“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 LaGrippe by first giving generous doses of Bicarbonate of Soda, and in many, many instances within 36 hours the symptoms would have entirely abated.”

—*Edward R. Hays, M.D.*

Dissolve a half-teaspoonful of Bicarbonate of Soda in a glass of cold water and take internally. Add one-

half pound to one pound of Soda to a tub of water as hot as can be borne. Remain immersed in the water for fifteen minutes or more. Then go to bed at once to avoid exposure. The use of Bicarbonate of Soda as indicated here will cause the alkali to penetrate the system, and is a material aid to the human system in throwing off the germs of grippe, colds and influenza.

INSECT BITES

Bicarbonate of Soda "either in solution or paste is a soothing application in erythema, urticaria, itching, burns and insect-bites."

—*Materia Medica, Pharmacology and Therapeutics*

INTESTINAL DISEASES

If food distresses the stomach, give a quarter of a teaspoonful of Bicarbonate of Soda in a wine-glass of milk. "The alkalies have an extended use in diseases of the stomach and intestines, especially the former. Although we do not fully understand all their effects, it is obvious that they can neutralize an excess of hydrochloric acid in the stomach.

"They are, therefore, indicated in all cases of hyperacidity and hypersecretion; but in the author's experience they must be given in large doses.

“In hyperacidity they should, of course, be given *after* meals, preferably shortly before the time at which the patient expects disagreeable sensations arising from the hyperacidity, such as pyrosis (gas) and heartburn.”

—*Treatment of Internal Diseases.*
(Ortner)

ITCHING

“... Very often, bathing the parts with 1 drachm” (teaspoonful) “of Bicarbonate of Soda to a pint of cold water gives relief temporarily. In other instances, to each bath of 30 gallons may be added 1.4 pounds of Bicarbonate of Soda.”

—*Practical Therapeutics—9th Edit.*
(Hare, page 720)

IVY-POISONING

The eruption caused by Ivy-Poisoning is reduced and the itching quieted by frequent bathing with a solution (2 teaspoonfuls to a pint of water) of Bicarbonate of Soda and warm water.

LA GRIPPE

Dissolve a half-teaspoonful of Bicarbonate of Soda in a glass of cold water and take internally.

Add one-half pound to one pound of Soda to a tub of water as hot as can be borne. Remain immersed in the water for fifteen minutes or more. Then go to bed at once to avoid exposure.

The use of Bicarbonate of Soda as indicated here causes the alkali to penetrate the system and aid in throwing off the germs of grippe.

LEUCORRHOEA (Whites)

“In a general way the agent” (Bicarbonate of Soda) “is advantageous in the treatment of leucorrhoea, especially if the discharge has an acid reaction.” Use it freely in solution of 2 teaspoonfuls dissolved in a pint of water as a douche.

—*Materia Medica, Pharmacology and Therapeutics*
(Ellingwood, p. 420, 1898).

LUMBAGO

Use one-half pound to one pound of Bicarbonate of Soda in bath as hot as can be borne. Remain immersed in the water for fifteen minutes or more. Then go to bed to avoid exposure.

MOUTH WASH

Bicarbonate of Soda is a good mouth wash, in fact, better than any other, as it neutralizes the acids

which secrete themselves around the teeth, thereby preventing the decaying effect of these acids. Dissolve a full teaspoonful of Soda in a pint of water.

“A good, cheap mouth-wash, given by Seifert, may be made by dissolving one full teaspoonful of sodium bicarbonate in a pint of water, and adding one tablespoonful of . . . spirits of peppermint, or cologne, or simply a piece of camphor or a tablespoonful of spirits of camphor. A small amount of this mixture is diluted with water, half-and-half, each time.”

—*Treatment of Internal Diseases.*

(Ortner, p 269—4th Edit.)

PERSPIRATION

An absolutely harmless and wonderfully effective relief from the annoyances of excessive perspiration is offered in Bicarbonate of Soda. Applied as directed below, it will keep the under-arm sweet and dry and prevent the ruining of gowns, waists, etc.

First thoroughly wash the parts with hot water and soap, drying thoroughly. Apply the Bicarbonate of Soda *dry* with a powder-puff or piece of absorbent cotton; or place one teaspoonful (slightly moistened) in the palm of the hand and apply under the arm.

In addition to being absolutely odorless, Bicarbonate of Soda has the added advantage of being absolutely harmless, as its use in no way impairs the action of secretive glands.

RHEUMATISM

Sodium Bicarbonate "has been widely employed in the treatment of rheumatism and is found to be of great service in allaying pain and soreness in the joints when used in a lotion made by dissolving it in water and applying it to the part on lint or rag." Use a saturated solution of 2 to 4 teaspoonfuls dissolved in a pint of water.

Practical Therapeutics—9th Edit.

(Hare, page 720.)

Also use as a bath, adding one-half pound to one pound of Baking Soda in tub of water as hot as can be borne. Remain immersed in the water for fifteen minutes or more. Then go to bed to avoid exposure.

SCALDS OR BURNS

"Externally the agent (Bicarbonate of Soda) seems to possess antiseptic properties. Because of the presence of carbon, with its alkaline reaction, the agent is applicable to burns; applied in the form of

a moist paste it will relieve the pain at once in most cases."

—*Materia Medica, Therapeutics and Pharmacology.*
(Ellingwood, Page 420.)

Cover scald or burn with a *paste* of Soda and cover with a damp cloth.

SKIN

A shiny, red, hot-weather complexion is cooled and refreshed by a bath of warm water and Bicarbonate of Soda. Add one teaspoonful of Soda to a pint of water.

SOUR STOMACH

"In cases of fermentation or "sour stomach" it (Bicarbonate of Soda) may neutralize the organic acids and so result in the opening of a spasmodically closed pylorus (the opening between the stomach and the small intestine); while at the same time it acts to overcome flatulency (accumulation of gas in the stomach and bowels)."

—*Materia Medica, Pharmacology and Therapeutics.*
(Bastedo, Page 88.)

Dissolve one teaspoonful of Soda in a glass of cold water, and take one to two hours *after* meals.

SUNBURN

Cover the affected parts with a paste of Cow Brand Bicarbonate of Soda and water. Immediately upon application a cooling sensation will be experienced. When the moisture has been absorbed from the paste, the fire of the burn will have disappeared and the danger of blistering is lessened. Application of the paste as soon as possible after one is burned is advisable.

TOOTH-ACHE

“Sodium Bicarbonate in solution” (2 teaspoonfuls to a pint of water) “on plugs of cotton in painful cavities, or applied to the gums,....appeases agonizing tooth-ache (Duckworth).”

Therapeutics, Materia Medica and Pharmacy.

“Sodium Bicarbonate has a soothing effect on the mucous membrane of the mouth in nearly all inflamed and irritable conditions, and may be freely used. It has also the advantage of overcoming or in some measure neutralizing acid conditions.”

Care of the Teeth—Hopkins, Page 124

TO PRESERVE ENAMEL OF TEETH

“Glide your tongue across your teeth and feel whether they are perfectly smooth and slippery, or

rough. If the tongue glides across your teeth very easily, then their pearly surface is most likely clean and needs no further scrutiny or examination. If, on the other hand, your tongue encounters a rough surface, part your lips and look at your teeth before a mirror. . . . you will probably find them yellow and streaked. This discoloration is a surface film composed of albuminous and various animal substances, and in the form upon the surface of the teeth it is a kind of animal fat.

“In order to prevent early decay of the teeth they should be kept free of albuminous coating. This can be accomplished by the daily use of a good fat neutralizer. Such a neutralizer can be found in the use of BICARBONATE OF SODA. Acting as an acid neutralizer it dissolves the fatty acids in the mouth without damage to the enamel of the teeth. It leaves the mouth clean and the teeth free from the film of animal matter, which, if not removed, would soon become the lodging place for myriads of bacteria to the ultimate ruin of the enamel of the teeth.”

—*Extract from paper by Dr. Leonard Keene
Hirshberg, A.B., M.A., M.D.*

(Johns Hopkins University.)

I N D E X

to

Tested and Approved Medicinal Uses

of

Bicarbonate of Soda

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