

A Friend in Need



*Facts worth knowing
about*

ARM & HAMMER BAKING SODA
as a proven medicinal agent



ARM & HAMMER

BAKING SODA

IS

BICARBONATE OF SODA

AND IS

U.S.P. STANDARD

ITS QUALITY AND PURITY

ARE UNEXCELLED

FOR SALE BY ALL GROCERS

A Friend in Need



FACTS WORTH KNOWING ABOUT

ARM & HAMMER

BAKING SODA

AS A PROVEN MEDICINAL
AGENT

CHURCH & DWIGHT CO., INC.

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TO
TESTED AND APPROVED MEDICINAL USES
OF
BICARBONATE OF SODA

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CHURCH & DWIGHT CO., INC.

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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 a prominent member of the profession in a letter to the Church & Dwight Company in the following words:

“Your product (Arm & Hammer 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—*its 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 (Arm & Hammer 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 pre-

vented 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 in 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 *Arm & Hammer 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 Arm & Hammer 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 powders."

The New International Encyclopaedia says:

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

The proved value of Arm & Hammer Bicarbonate of Soda as a therapeutic agent is further evinced by the following evidence of a prominent physician in a 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 any one 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.

“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 of the kidney), 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 Arm & Hammer 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, fill with water to which has been added one-half teaspoonful of Bicarbonate of Soda, and leave standing until bottle is needed.

BATH

A most delightful bath may be taken by filling the bathtub 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.

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.

In addition to the above a hot Soda bath is very beneficial. Use half pound to one pound of Bicarbonate of Soda in as hot a bath as can be borne. Remain immersed in the water for about fifteen minutes. It is important to go to bed at once after this bath in order 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.

COLDS AND INFLUENZA

A Physician Writes:

"In 1918 and 1919 while fighting the 'Flu' with the U. S. Public Health Safety Service it was brought to my attention that rarely any one who has 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 La Grippe by first giving generous doses of Bicarbonate of Soda, and in many, many instances within 36 hours the symptoms would have entirely abated."

In the event of a threatened attack we recommend the following treatment:

During the first day take six doses of 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 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 half teaspoonful of Arm & Hammer Bicarbonate of Soda in glass of cool water morning and evening, and thereafter half teaspoonful in glass of cool water each morning until cold is cured.

CORN AND BUNIONS

Corns and bunions may be softened and relieved by making a salve of equal proportions 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.

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 Bircarbonate 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, five to ten grains" (quarter 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.)

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 one drachm (teaspoonful) of Bicarbonate of Soda to a pint of cold water gives relief temporarily.In other instances, to each bath of thirty gallons may be added about one pound of Bicarbonate of Soda."

IVY POISONING

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

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 two teaspoonfuls dissolved in a pint of water as a douche.

—*Materia Medica, Pharmacology and Therapeutics.*

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 two to four 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 water. Then 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 Arm & Hammer 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.

TOOTHACHE

"Sodium Bicarbonate in solution (two teaspoonfuls to a pint of water) on plugs of cotton in painful cavities, or applied to the gums.....appeases agonizing toothache (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 of neutralizing acid conditions." *Care of the Teeth—Hopkins, page 124.*

TO PRESERVE ENAMEL OF TEETH

"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.)

LAXATIVE

Dissolve one level teaspoonful of Bicarbonate of Soda in a glass of cool water and take on arising in the morning. This will clean the stomach of the mucus that has accumulated during the night and act as a mild laxative on the bowels.

COLIC

For a baby from one to six months of age with Colic and distended abdomen give in an enema one level teaspoonful of Soda dissolved in a half glass (two ounces) of warm water.



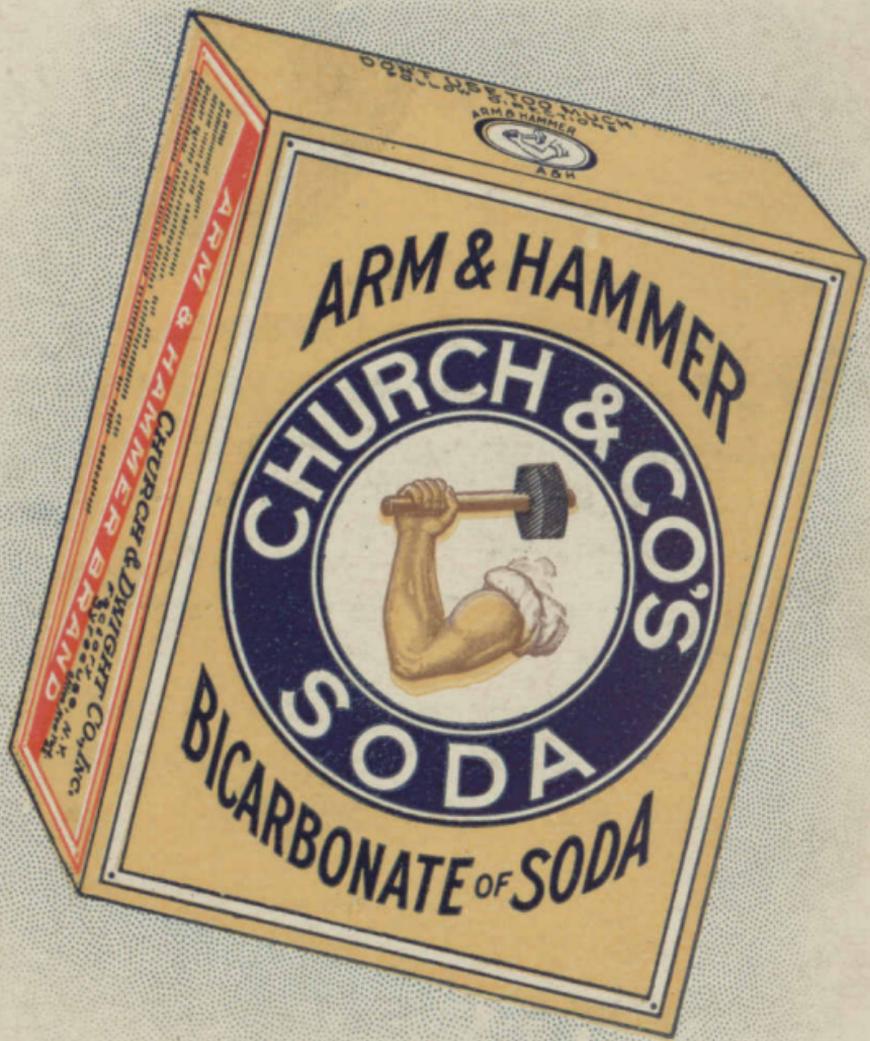
**ARM & HAMMER BAKING SODA
IS BICARBONATE OF SODA AND IS
EXTREMELY PURE**

Arm & Hammer Brand Baking Soda is Bicarbonate of Soda of the highest quality and purity, and is therefore equally good for medicinal and baking purposes.

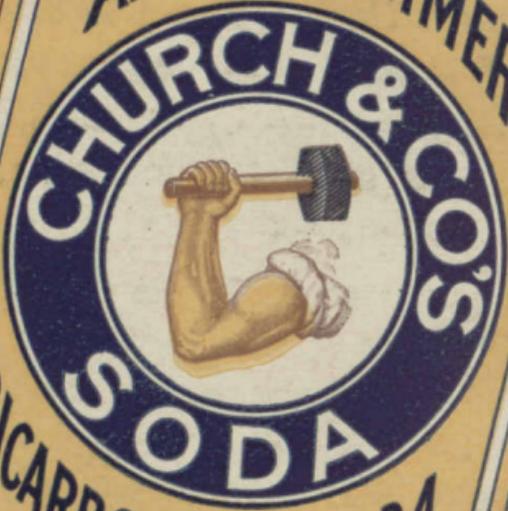
It more than fulfills the requirements of the U. S. Pharmacopoeia.

FOR SALE BY ALL GROCERS

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ARM & HAMMER



CHURCH & CO'S
SODA
BICARBONATE OF SODA

ARM & HAMMER BRAND
CHURCH & DWIGHT CO. INC.
NEW YORK, N. Y.
MADE IN U.S.A.

