



Natural
Baking Soda

Cleans and
Deodorizes, Too



**The Little Yellow Box
With A House-full Of Uses.**

Hello!

ARM & HAMMER® Baking Soda welcomes you to a house-full of cleaning and deodorizing uses.

Because of its unique abilities, environmental safety and economy, baking soda is excellent for many household cleansing, personal care and deodorizing uses.

Baking Soda (or sodium bicarbonate – its scientific name) is a mild crystal that gently lifts dirt off many surfaces. Its unique pH makes it effective at neutralizing the acids and bases that cause many household odors. Great for use around kids and pets – Baking Soda is also good for septic tanks, drainage systems and groundwater.

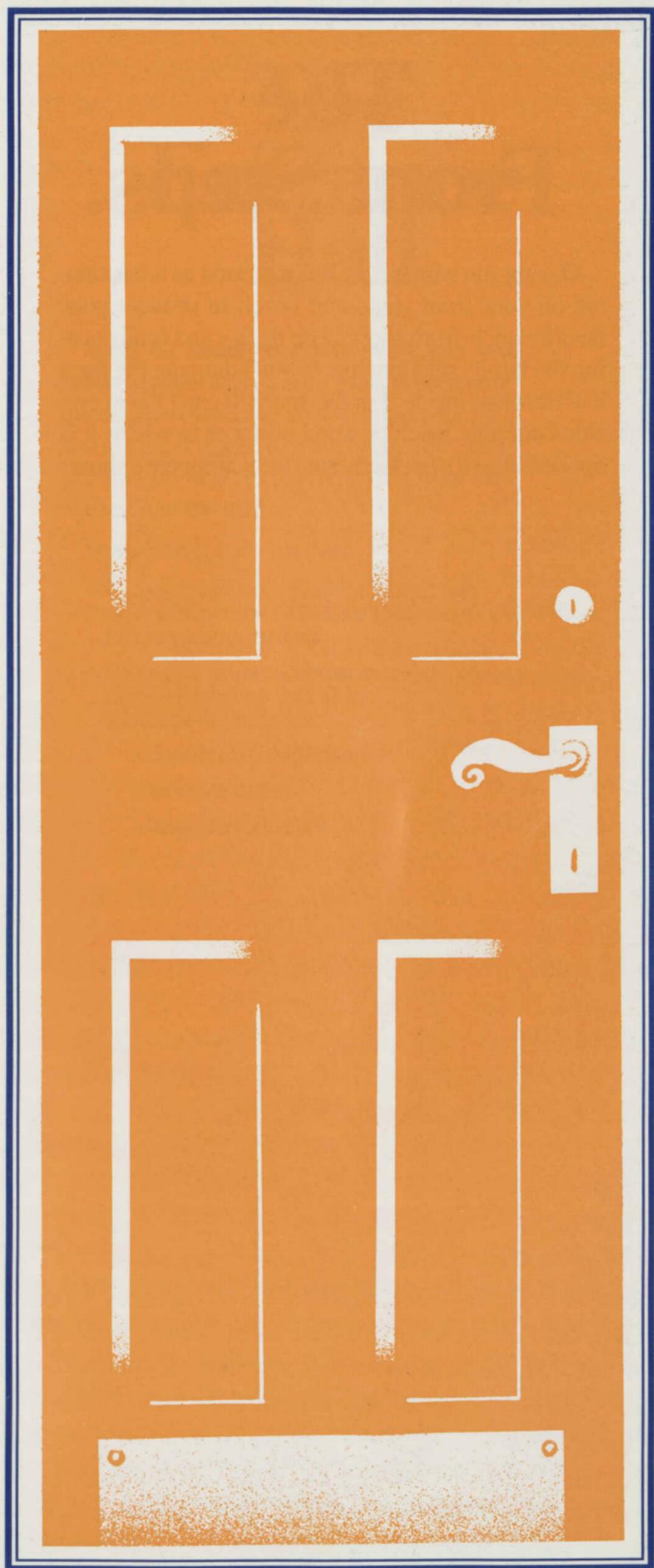
You're in good company!

Now, let's assume company's coming. Maybe you've planned a family get-together. And the house needs a good cleaning. Join us as we take a tour and go room-by-room with you to identify all the wonderful uses for ARM & HAMMER® Baking Soda. The tips outlined in this booklet are from a collection of those we've developed in our extensive research as well as those tried, tested and recommended by nice people like you.

User's Guide

As we travel from room-to-room, we will advise using Baking Soda in three different ways: 1) in a solution; 2) in a paste; and 3) by sprinkling. Listed below are the suggested "recipes" for creating the right mix for proper use.

- 1) **Solution** – mix four tablespoons of Baking Soda to one quart of warm water.
- 2) **Paste** – mix equal parts of Baking Soda and warm water.
- 3) **Sprinkling/Sponging** – apply lightly onto damp sponge. Wipe. Dry/buff with clean, dry cloth.



The Front Steps.

During the winter, use Baking Soda as a traction-aid on your front steps and porch to prevent your favorite uncle from slipping on the ice and really testing the family relationship. It won't damage the floor if it's tracked inside. Furthermore, it can't harm outside concrete, brick or wood surfaces to which it is applied. And it's perfectly safe for your uncle's shoes!

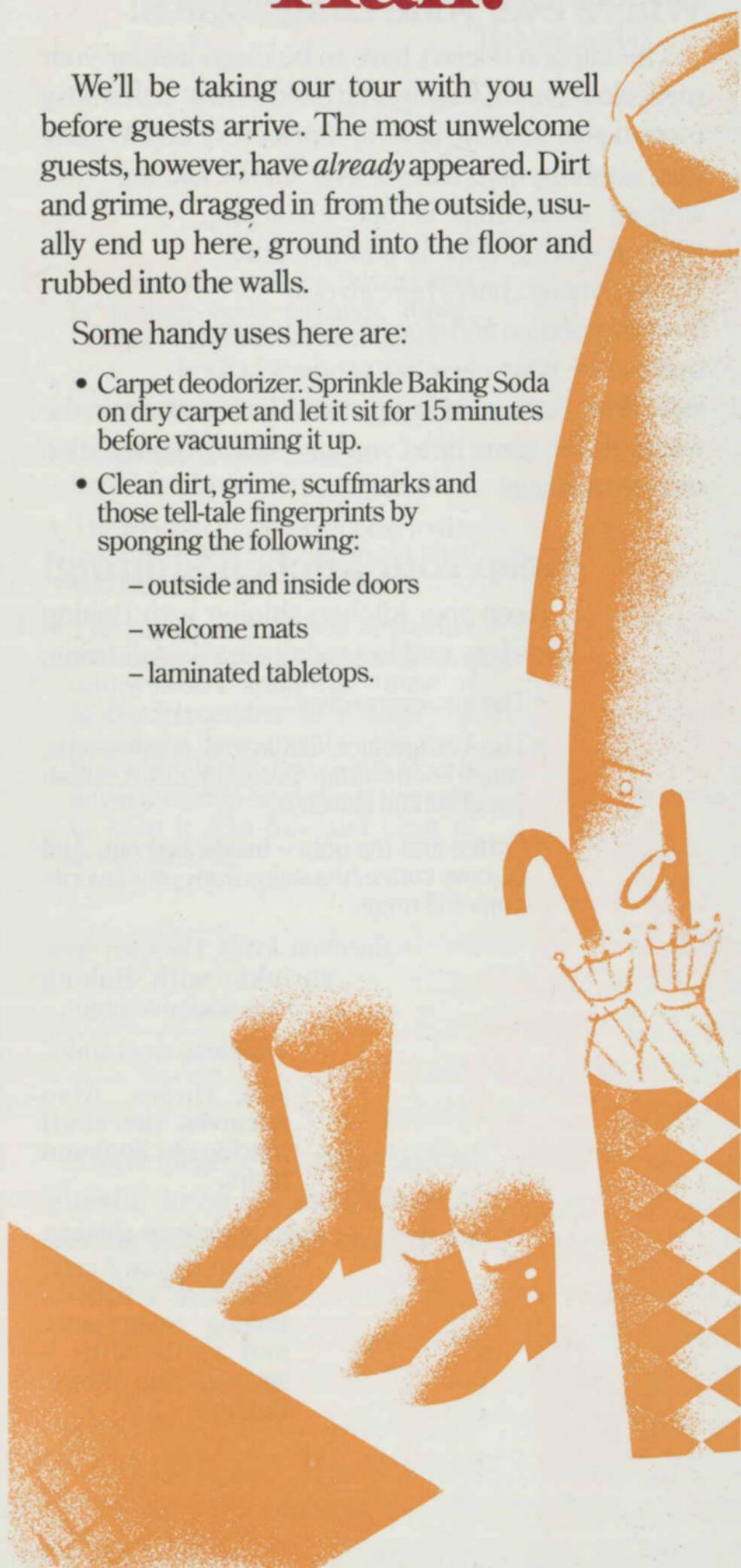


The Entrance Hall.

We'll be taking our tour with you well before guests arrive. The most unwelcome guests, however, have *already* appeared. Dirt and grime, dragged in from the outside, usually end up here, ground into the floor and rubbed into the walls.

Some handy uses here are:

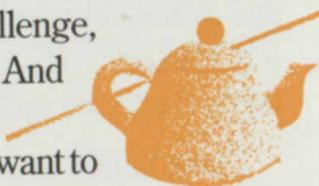
- Carpet deodorizer. Sprinkle Baking Soda on dry carpet and let it sit for 15 minutes before vacuuming it up.
- Clean dirt, grime, scuffmarks and those tell-tale fingerprints by sponging the following:
 - outside and inside doors
 - welcome mats
 - laminated tabletops.



The Kitchen.

Where everyone congregates!

The kitchen doesn't have to be clean just for your meticulous aunt. Cleaning and deodorizing in this busy room has to be done several times every day. Wiping this, washing that. Does it ever end? Cleaning without scratching is one challenge, while reducing odor is another. And because many chores here involve food preparation and storage, you want to make sure your cleaning product is food-safe. With Baking Soda, you won't have a worry in the world. At the same time, you'll be saving money. It's a modern miracle!



Keep your kitchen shining!

Keep your kitchen shining with Baking Soda by sponging and rinsing the following:

- The microwave oven.
- The refrigerator, laminated counter-tops, range hood and fan (non-aluminum), splash panel behind stove.
- Coffee and tea pots – inside and out. And remove coffee/tea stains from your favorite cups and mugs.

- Burnt-on foods. Dampen area, sprinkle with Baking Soda, soak overnight.

- Stainless steel sinks.
- Tile floors. Also removes the scuff marks on linoleum floors.

Keep silverware shining:

- Quick! Before Auntie gets here – make a Baking Soda paste and apply with a sponge. Rub. Rinse. Buff dry.



Keep your kitchen fresh-smelling!

Oh, those lingering odors, staying longer than unwelcome guests! What smells in here? Destroy those unpleasant odors with Baking Soda:



- Plastic food containers. Swish clean in Baking Soda solution. Rinse. Soak overnight to remove odors.
- Garbage disposals. Pour two table-spoons down disposal every week.
- Dishwasher—odor central! Sprinkle when your nose says so!
- The freezer. Place a box next to the ice cubes and ice cream so they don't absorb other food odors.
- The refrigerator. A box of Baking Soda inside makes sure wandering odors won't spoil the taste of foods. Remember to change the box every three months—but don't throw the Baking Soda away. Pour it down the drain or garbage disposal to keep it odor-free and clear of grime build-up.

Don't forget – for those special guests, keep an extra box of Baking Soda in your cabinet for cooking and baking.

The Family Room.

Grandpa will be snoozing while all the kids are playing. If ever a room suffers from a split personality, it's this one! This is where the family congregates and feels "at home" (shoes off!!). But since it's also where guests are entertained, you want to keep it clean and fresh.

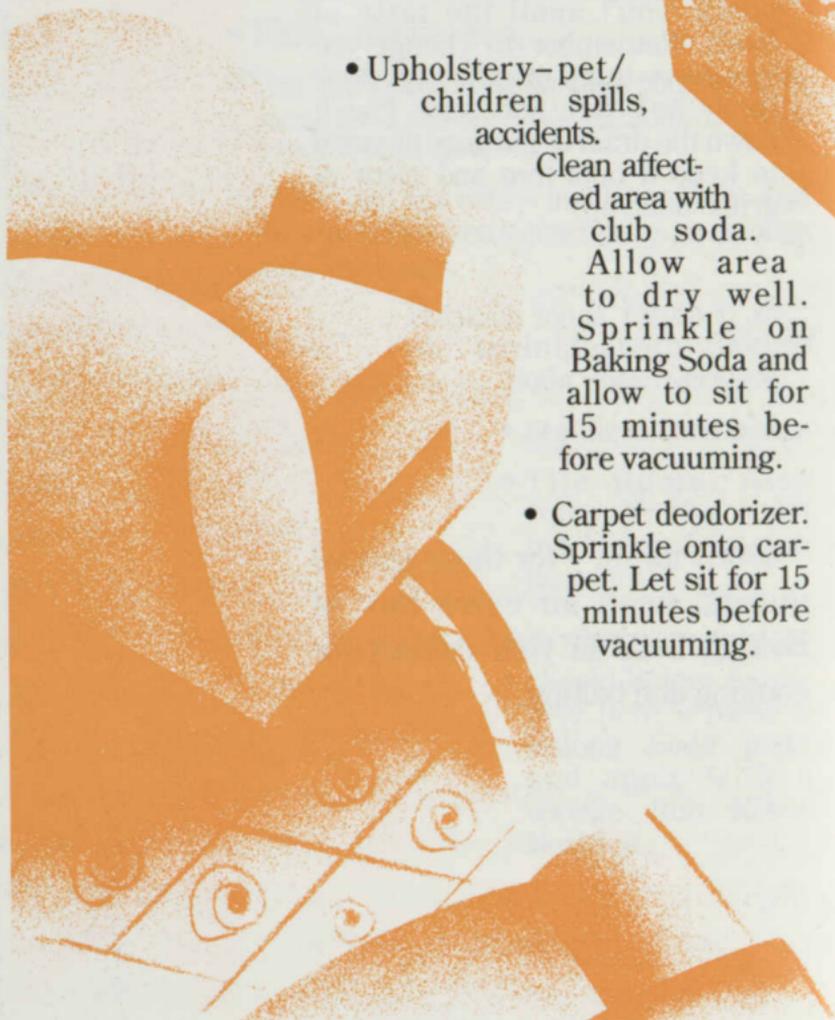
So here's how:

- The toy box. Clean and deodorize it along with the toys inside. Make Baking Soda solution and apply with damp sponge. Wipe off with clean, dry cloth.
- Smelly ashtrays? Sprinkle some Baking Soda into them to help snuff out cigarettes and reduce stale smoke odor.
- Clean scuff marks on painted surfaces like walls, laminated surfaces. Mix solution and apply with damp sponge. Wipe off with clean, dry cloth.

- Upholstery—pet/children spills, accidents.

Clean affected area with club soda. Allow area to dry well. Sprinkle on Baking Soda and allow to sit for 15 minutes before vacuuming.

- Carpet deodorizer. Sprinkle onto carpet. Let sit for 15 minutes before vacuuming.



The Bedroom.

Mom was right. Clutter can be a common complaint in your bedrooms — just like it was growing up in her house! Selective hearing loss seems to be at its greatest when you tell kids to clean their rooms! But those “disaster zones” can still be clean and fresh-smelling without the lingering aromas of fragrant sprays. Here are some helpful Baking Soda hints.



Deodorizing

- Dirty-clothes hamper. Sprinkle in Baking Soda.
- Closets. Place an open box on a shelf to aid in general deodorizing.
- Sneakers. Sprinkle in some Baking Soda to help deodorize them and keep odors from spreading to the rest of the closet or room.
- Garment storage bags. Sprinkle Baking Soda into the bottom.
- Carpet. Sprinkle on Baking Soda and allow it to sit for 15 minutes before vacuuming.

Cleaning

- Remove crayon marks from walls and painted furniture easily. Sprinkle on damp sponge and scrub gently to avoid damaging paint or wallpaper. Wipe/buff.



The Bathroom.

Take the 15-minute challenge: 15 minutes of scratchless cleaning with Baking Soda each week means you're ready for even surprise visitors.

Cleaning

Sponge with Baking Soda:

- Fiberglas tubs and tile.
- Floor and wall tiles.

Deodorizing

Sprinkle:

- In wastebasket.
- In hamper.
- Down sink and bathtub drain.
- Down toilet (also helps septic tank).

Personal Care

But it's not all work for Baking Soda. After the chores are done (and before the guests arrive), take time for some relaxation. There are all kinds of personal care Baking Soda uses to keep you feeling and looking great!

- A refreshing bath additive. Add 1/2 cup to bathtub full of water. Ease on in and relax. Take along a good book.

- A gentle dentifrice. Dip damp toothbrush in Baking Soda sprinkled in palm of hand. Brush as usual. Rinse.

- Refreshing mouthwash. One teaspoon of Baking Soda in half-glass of water. Swish through teeth. Rinse.

- Soothe those aching feet! Immerse them in a solution of 3 tablespoons Baking Soda in basin of warm water. Pick up that good book again.

- Hand cleaner. Great for after gardening. Sprinkle onto wet hands and rub. Rinse and dry.

- Use once-a-week to help maintain "good hair days" all week (consult your beautician). Effective for removing conditioner build-up from hair. Rub in and rinse thoroughly. Shampoo and apply your favorite conditioner.

- Body deodorant. Dust underarms as needed to feel fresh all day.



The Nursery.



Grandma thinks the baby looks just like you. How can you argue? When it comes to the wee one's wee world, you want a clean, safe environment for your bundle of joy. And you also want to protect your baby's sensitive skin. Here are just a few time-honored tips to keep everything clean and fresh:

Deodorizing

- Cloth diapers. Soak diapers in solution of two quarts of water and 1/2 cup Baking Soda.
- Disposable diaper pail. Sprinkle Baking Soda liberally.
- Spills or accidents on carpets. Clean with club soda or similar agent. Dry thoroughly overnight. Sprinkle Baking Soda on the affected area and let sit for 15 minutes before vacuuming it up.
- Stuffed animals and cuddly friends stay fresh by giving them a "dry shower". Sprinkle Baking Soda on and let sit for 15 minutes before brushing off.

Cleaning

- Bassinet/changing table. Wipe table with solution of Baking Soda and warm water. Dry thoroughly.
- Bathinette, high chair, car seat, stroller. Sprinkle onto damp sponge and rub. Wipe with damp, clean sponge. Dry.
- Crib, crib bumpers and plastic mattress protectors. Mix solution, apply with damp sponge. Wipe/buff.
- Baby bottles, nipples, bottle brushes. Soak in solution of warm water and Baking Soda. Sterilize before use.
- Clothes. Add 1/2 cup Baking Soda to baby's laundry for fresher-smelling babywear.



The Laundry Room.

Before it becomes a spin and tumble world — control the chaos. Lighten your loads and your spending. Here, Baking Soda can help in cleaning and deodorizing laundry with reduced environmental impact, benefiting groundwater and septic tanks.

- Whitens socks and dirty clothes. Add 1/2 cup Baking Soda to regular liquid laundry detergent.
- Freshen undergarments and sportswear. Add 1/2 cup Baking Soda to regular liquid detergent.
- Get towels and sheets smelling clothesline fresh. Add 1/2 cup Baking Soda to liquid detergent.
- Deodorize work clothes. Sprinkle Baking Soda liberally into pile of clothes. Load clothes into washing machine when ready to wash.
- Add to bleach — and less will equal more. Instead of a full-cup of bleach, use 1/2 cup bleach and 1/2 cup Baking Soda to boost the bleaching action and freshen wash.



The Pets.

Your pets never met an odor they didn't like. And giving the family pets the run of the house means odors are everywhere. But don't fret...ARM & HAMMER® Baking Soda is an effective cleaner/deodorizer that is safe when used around pets. Here's what you can do:

- Pet bedding.* Freshen by sprinkling onto bedding; let sit for 15 minutes before vacuuming.



- Dog breath! Brush dog's teeth with mixed solution and apply with toothbrush. Cleans and freshens mouth.
- Pet toys. For plastic, mix solution and wash. For the furry "friends" of our furry friends (stuffed toys, etc.), give "dry shower" by sprinkling on Baking Soda and allowing it to sit for 15 minutes before brushing off.
- Accidents. Clean with club soda. Thoroughly dry before sprinkling on Baking Soda and allow to sit for 15 minutes before vacuuming.
- Cat litter box. Sprinkle Baking Soda under litter.

** Do not use on wet bedding or carpets. Before using, test for color fastness. Test in hidden area with solution of 1/2 tablespoon in 1/2 cup water and pour small amount on. Let dry, then vacuum.*



The Garage.

Where's Dad? In the garage, of course — a world unto itself — cars, bicycles, tools — with its own set of cleaning and deodorizing challenges. Here are some great tips on how the little yellow box of Baking Soda can help you deal with this menace of mechanics.

Leave this book open in plain sight for Dad. Also, leave him a box of Baking Soda. He'll keep himself busy forever finding new uses.

Cleaning The Car

- Clean chrome bumpers, trim, hubcaps, etc. Sprinkle Baking Soda on damp sponge and rub onto surface. Wipe with dry cloth.
- Take tar off rocker panels or around wheel areas. Mix solution and apply with wet sponge. Wipe/buff.
- Remove tree sap from car finish. Sprinkle Baking Soda onto damp sponge. Rinse thoroughly.
- Remove bugs from car windshield. Sprinkle on damp sponge and clean windshield/windows. Wipe with clean cloth.
- Refresh floor mats. Clean with Baking Soda solution. For extra dirty spots, sprinkle Baking Soda on a soft-bristled brush, scrub and rinse thoroughly.



Deodorizing The Car

- The ashtray. Sprinkle some Baking Soda into ashtray; it helps extinguish cigarettes quickly and deodorizes.
- Deodorize carpets and trunk. Sprinkle onto carpets and into trunk and let sit for 15 minutes before vacuuming.
- Place ARM & HAMMER® Refillable Cleaning Shaker in glove compartment. It comes in handy to deodorize spills and other messes in the car.



And Before You Leave...!

- Clean dirty and grimy hands by wetting them and sprinkling on some Baking Soda. Rub vigorously and rinse.

The Patio.

To whom do all these relatives belong? Weather permitting, this is where everybody comes to enjoy that holiday weekend or special family get-together. Whether you're out soaking up the sun or enjoying the quiet solitude of a starlit night, you want the patio to be its cleanest and freshest for friends and family. Baking soda becomes the life of the party by helping with these chores:

Lawn Furniture & Barbecues

- Clean webbing of lawn furniture with Baking Soda solution.
- Keep furniture fresh in the off-season by sprinkling Baking Soda into the plastic bag where lawn furniture is stored.
- De-grease and clean barbecue grills by making paste and applying with wire brush. Wipe clean and dry. For grills with tough, burnt-on foods, soak overnight.

And, For The Sportsman...

- Clean and deodorize fishing and camping gear, golf clubs and bags, and bicycles. Mix solution and apply with wet sponge (or brush, in cases such as golf irons).





CHURCH & DWIGHT CO., INC.
1645 Oak Street
Lakewood, NJ 08701

Bulk Rate
US POSTAGE
PAID
J. KNIPPER & CO.