

the
KNOW-HOW
family



the story of the *usefulness of soda*

the **KNOW-HOW** family

INTRODUCING...MOTHER, DAD, SUE, SON AND SKIPPY THEIR FRISKY PUP, A HAPPY, ALERT, AMERICAN FAMILY. THEY LIVE IN A HOME AND TOWN VERY MUCH LIKE YOURS. WE NEVER KNOW WHAT MAY HAPPEN EACH NEW DAY. THE KNOW-HOW FAMILY EARNED ITS TITLE BY BEING WELL PREPARED TO MEET EACH ADVENTURE.

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ORAL HYGIENE: Baking Soda is a safe, effective and economical dentifrice. Helps prevent growth of acid-forming bacteria that may cause tooth decay. Pour Baking Soda in palm of hand and use on a brush that has been dipped in cool water. Excellent as a dentifrice for both natural and artificial teeth. As a mouth wash, or as a gargle use a tsp. Soda in a glass of water.



DELICIOUS SODA BISCUITS are so easy to make, so quick to bake, and so sure to please those whom you serve. This and other time-tested recipes that come out right every time are yours for the asking. You will find them a boon for variety in healthful daily menus. Send for a copy of Church & Dwight recipes.



FLASH FIRES occur without warning in many homes. Grease in broilers or grease spattered from overheated frying pans often bursts into dangerous flames. Never throw water on a grease fire. Water spreads it. Baking Soda thrown on a fire smothers it by generating carbon dioxide which shuts off the outside air.



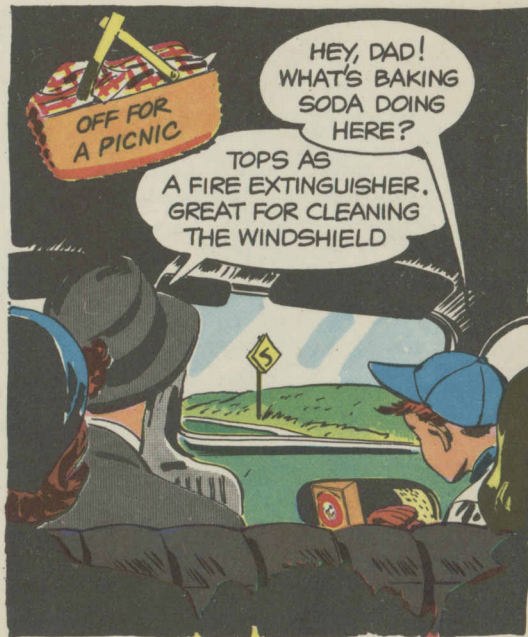
A PASTE OR A SOLUTION OF BAKING SODA is one of the best applications to allay the pain of superficial scalds or burns. Competent medical care in treating burns of even a minor degree should always be considered. Skin, reddened from slight burns, can be relieved by a thick paste kept moist with wet cloths.



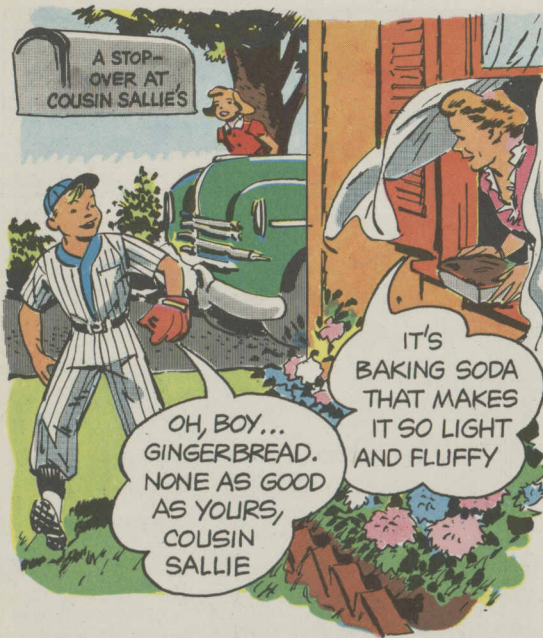
TO CLEAN LINOLEUM, dissolve 2 tablespoonfuls of Baking Soda in one quart of warm water and use a small mop or cloth. Rinse with cloth wrung from clean water. Do not let water seep under the floor covering. This cleaning leaves linoleum bright and clean. Soda helps remove grease and grime quickly.



A GREASY SKILLET is easily cleaned with Baking Soda and warm water. Baking Soda is a mild alkali which readily emulsifies grease and oil. This chemical action hastens the cleansing process and helps by removing the grease so effectively. Baking Soda is non-abrasive. Will not scar or mar polished surfaces.



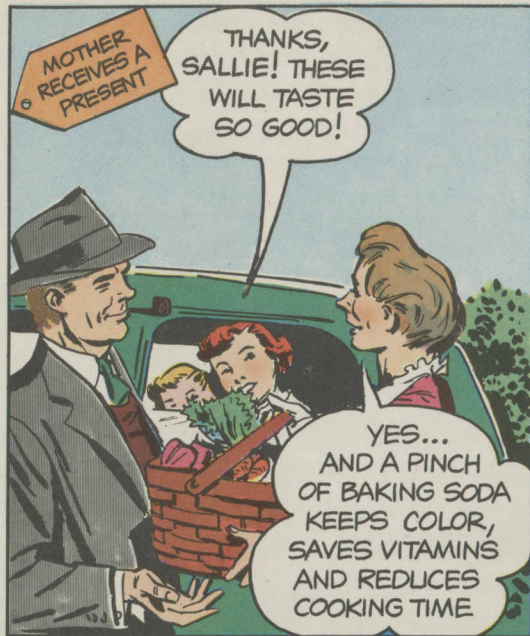
A BOX OF BAKING SODA IN YOUR CAR supplies not only excellent ready protection against flash fires, but also is a fine product to clean your windshield and headlights on long trips. A little Baking Soda and water on cloth will remove crushed bugs and scummy film adhering to surfaces. It costs so little.



TASTY GINGERBREAD is a delicacy as American as the "Plymouth Rock" or "Old Stone Mountain." Millions of families in our fair country know the tangy flavor of this most popular dessert. A recipe that stipulates Baking Soda, as the leavening agent, helps you to produce a light, moist gingerbread at every making.



GOVERNMENT AND STATE LAWS require that all utensils, used for milk and cream for public consumption, must be scrupulously cleansed. Otherwise, harmful bacteria accumulate which endanger public health. Sanitation is a must. Dairy utensils soaked in fresh Baking Soda and water, scalded, are clean.



BAKING SODA AND BICARBONATE OF SODA are one and the same product by two popular names. Soda is a carefully prepared product that is made from salt, coal and limestone. The Arm and Hammer and Cow Brands of Baking Soda are pure Bicarbonate of Soda of U. S. P. quality. Business established in year 1846.



A PASTE OF BAKING SODA has a soothing action when applied to: insect bites, hives, itching skin, or superficial burns. In this manner the stinging or itching sensation is relieved. Soda for these purposes must be kept moist to be effective. It is a practical home remedy that is sure, safe and most economical.



ANY OBJECT that stands in open air acquires, as time passes, a film of dust and grime that later becomes a coating to cloud surface. Included in deposits from the air are minute particles of oil, grease, bacteria and spores that fall on surfaces and accumulate. Baking Soda has ideal qualities to remove such film.



FINE GLASSWARE AND CRYSTAL demand special care when cleaning. Such items are admired when clear and sparkling with reflected highlights. To clean, rub thoroughly with a paste of Baking Soda and water. Use an old brush on cut or etched areas to remove imbedded film or dirt. Rinse and dry with cloth.



BAKING SODA SWEETENS as it cleans. Sprinkle Soda on a damp cloth. Wipe off inner surface of refrigerator. Soda cuts film, and cleans without scouring. And nothing to rinse away. No suds, no grit. Soda brightens the enamel. Defrosting your refrigerator at regular periods is protective, economical and good.

ICE TRAYS, MEAT BOXES, CRISPER TRAYS, SHELVES washed in Baking Soda solution (3 tablespoons to each qt. water) are clean for unwrapped foods and iced desserts. Baking Soda cleans gently. It is the cleaner recommended by refrigerator manufacturers. Use of Baking Soda thus, costs under $\frac{1}{2}\text{¢}$ a week.



CAKE-MAKING DAY is a gala-day in many homes. Many know the joy of watching rich chocolate cake being made and the treat to come as it is cut and served. In the Church & Dwight Co. Recipe Book you will find tested recipes for delicious cakes. Send for copy. Enjoy the compliments of your family!

ARM & HAMMER AND COW BRAND BAKING SODA for making cakes and breads gives homemakers most satisfactory results. The mixture of the Soda and vinegar used for the leavening has a tenderizing action upon the gluten in the flour. The cake rises uniformly. The texture is even, fluffy and tender.



SILVERWARE cleans so quickly and thoroughly this easy way: Cover the bottom of a large enameled pan with aluminum foil. Add 1 tsp. of Baking Soda to each quart of water. Heat to boiling. Immerse each piece of silver so that it touches foil. The electrolytic action makes tarnish disappear. Rinse and dry.



ASH TRAYS become very offensive unless cleaned frequently. Scrub all ash receivers with a solution of 1 tablespoon of Baking Soda in a quart of water, or use a damp soft cloth sprinkled with Soda. Rinse with clear water and dry. Soda helps banish the odor. Dry Soda left in trays reduces odor of ashes.

SUE BABY-SITS AT NEIGHBOR'S... AND CLEANS UP

MOM SAYS
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MAKER

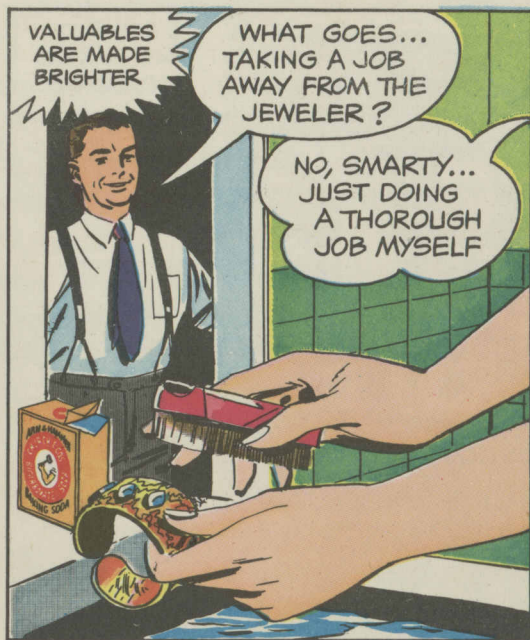


BABIES' BOTTLES AND NIPPLES should be kept scrupulously clean to prevent the growth of bacteria which grow rapidly in milk deposits. To cleanse, wash in hot soapy water. Then, to keep sweet, put in each bottle $\frac{1}{2}$ a teaspoon of Baking Soda and fill with warm water. Baby utensils must be sterile.

FILMY COFFEE OILS cling to the insides of all glass coffee makers to impair true flavor of future brews. These can be quickly removed with Baking Soda. A good protective practice is to soak coffee-making equipment twice a week for a few minutes in a solution of 3 tbs. of Baking Soda in a quart of water.



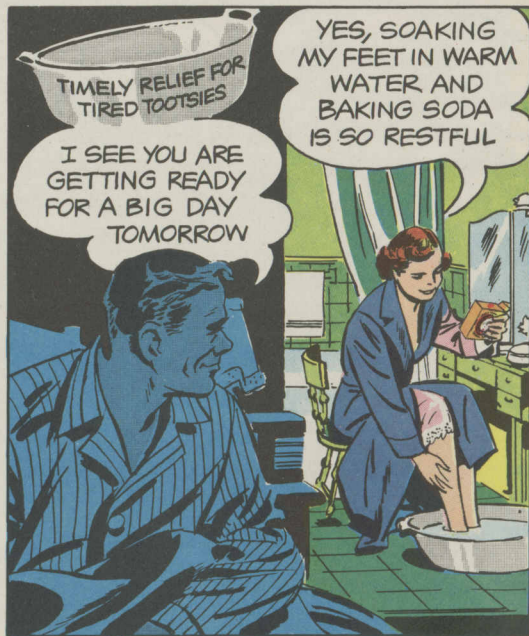
COMBS AND BRUSHES should be washed often with mild soap and warm water. Then, they should be rinsed in a solution of 2 tablespoonfuls of Baking Soda in a quart of water. This treatment will make your hair grooming tools clean and sweet, thus assuring a sanitary precaution to health of your hair.



DULL, CLOUDED OR TARNISHED JEWELRY can readily be brightened by rubbing with moist Baking Soda or by soaking in a solution of 2 tablespoons of soda to a quart of water. The stones and the metal of costume jewelry take on a film that dims the original beauty. When cleaned and polished, luster returns.



THE TILE AND WALLS around the wash bowl, at times, show spots from splashed water or other liquids. All tile loses its outer sheen or sparkle and needs to be washed at intervals. Spots can be removed when rubbed with Baking Soda on damp cloth. Or wash with solution of 2 tbs. Soda in quart of water.

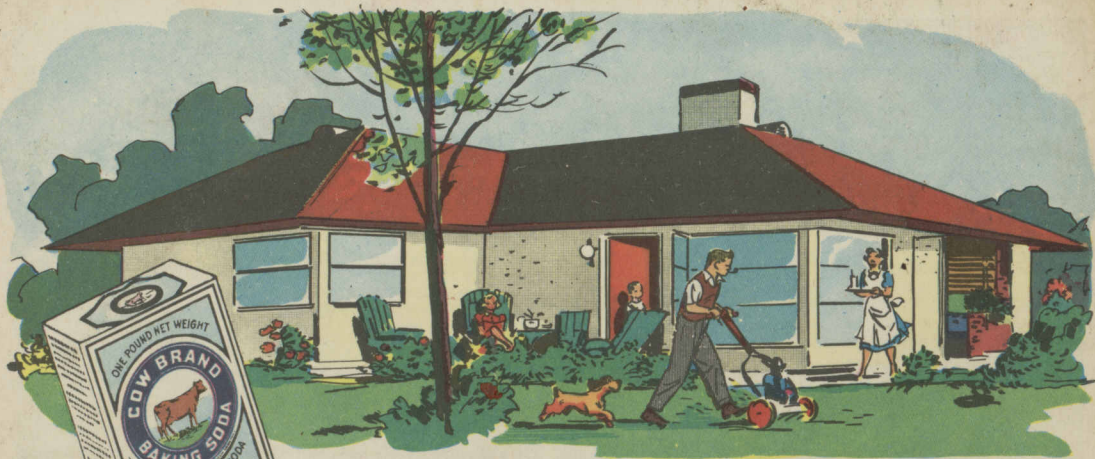


ACTIVE PERSONS often find when a day is done that they have been on their feet constantly, without sitting down to relieve the strain. Soaking the feet in warm water to which has been added a tablespoon of Baking Soda brings soothing relief. This treatment relaxes and minimizes aches that cause fatigue.



BAKING SODA OR BICARBONATE OF SODA as it is technically termed, has been used for years for acid indigestion, sour stomach and other conditions causing stomach distress. Soda has the advantage of setting free small quantities of carbonic acid gas that relieves the distention of stomach and discomfort.

SODA EXERTS A DISTINCTLY HELPFUL INFLUENCE to relieve indigestion. In cases of over-acidity, it is recommended to neutralize excessive acid. Soda is not recommended as a "cure-all." Its use is limited to well-defined ailments. Soda is to be regarded as an aid to, not a substitute for, the physician's services.



ARM & HAMMER AND COW BRAND BAKING SODA

are identical. They are recognized by the American Medical Association as Official U.S.P. Remedies. Both are accepted by the Council on Dental Therapeutics of the American Dental Association as Bicarbonate of Soda U.S.P. These products are excellent for use as dentifrices. They are pure and safe and are widely used and available everywhere. So economical. Keep a box in kitchen, bathroom, and car ready for many practical uses. Join the "Know How Family".

CHURCH & DWIGHT CO., INC.,

70 Pine Street, New York 5, N. Y. • Business Established in 1846