

Great Idea! Do it with

**ARM & HAMMER
SODA**
(BAKING SODA)
BICARBONATE

MEETS ALL REQUIREMENTS OF U.S. PHARMACOPOEIA



CLEANSE AND SWEETEN REFRIGERATOR—Soda is the cleanser recommended by refrigerator manufacturers. It cleans as it cleans. Just sprinkle Arm & Hammer bicarbonate of soda—commonly called baking soda—on damp cloth and wipe all surfaces. Soda cuts film without scouring, without grit, without leaving suds. Wash ice trays, food boxes, etc. with solution of 3 tablespoons soda to quart water. Buy Arm & Hammer soda at food stores.



CLEAN AND PURIFY BABY BOTTLES—Soda gives them fresh fragrance and extra-clean sparkle. No sour odor or bottle film. Add 1/2 teaspoon of soda to each bottle (glass or plastic) and fill with warm water. Then shake, rinse and sterilize.



QUICK WAY TO CLEAN BRUSHES AND COMBS—Just let them stand several minutes in basin of warm water to which has been added 2 or 3 teaspoons soda. Soda cuts film, leaves them sweet and clean. Keep Arm & Hammer soda in your bathroom.

FREE: How to Live Better and Save Money. Illustrated booklet describes accepted ways to use soda bicarbonate for good health, baking, cleansing. Mail coupon below.

Church & Dwight Co., Inc., Dept. FW-3
P. O. Box 2266, Grand Central Station,
New York 17, N. Y.

Please send free booklet "How to Live Better and Save Money."

PRINT YOUR NAME _____
STREET _____
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In certain areas, such as metropolitan New York, the same high quality soda is sold under the name COW BRAND.

DARN CAGEY, THESE CAGERS

AS IF MARCH weren't windy enough already, the flailing limbs of basketball players competing for this month's many state high-school tournaments stir up a pretty stiff breeze. Climaxing a season of America's most popular spectator sport, these contests arouse excitement among players and fans alike. Some teams may win because of superior height, speed, tactics, or stamina. But few hoopsters go through the elaborate practice maneuvers developed by Butler Hennon, coach of the Wampum, Pa., high-school team. On the theory that a player who does well with handicaps does brilliantly when the obstacles are removed, Coach Hennon has the boys jump with galoshes, run with weighted vests, wear 20-inch mittens, and warm up with a medicine ball. Coach Hennon's theory works almost to perfection. In the past 10 years, the Wampum team has won 148 games, lost only four.



Increasing their jump prowess, Mike Leonetti, Larry Guy, and James Santelli deftly skip rope while wearing heavy galoshes.



Coach Butler Hennon adds sandbags to vest to help develop extra speed in running.



Passing heavy medicine ball develops skill in ball-handling as well as additional strength in wrists.

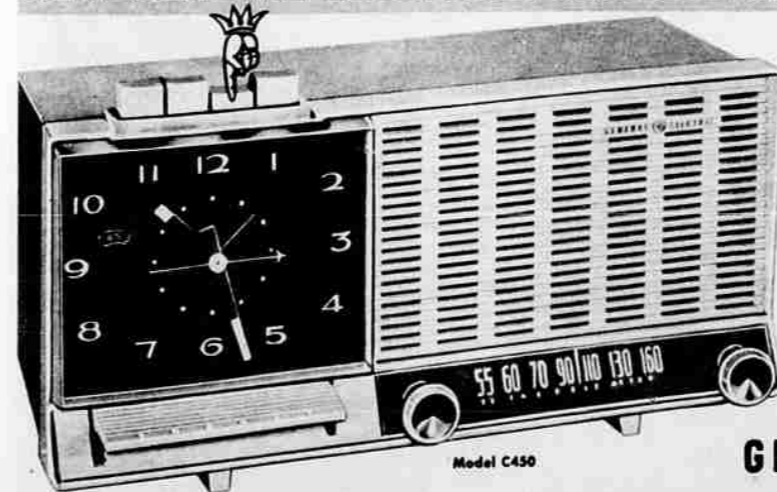
PHOTOS BY HERM NATHAN FROM GRAPHIC HOUSE



Full armor for a practice hoop session at Wampum High School includes 20-inch leather mitts, a weighted vest, galoshes, and kneepads.



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90-day warranty on parts and labor. General Electric Company, Radio Receiver Dept., Bridgeport 2, Conn.

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