WARTIME CONDITIONS are causing delays in having educational material reach schools. Every request is handled the day it reaches my office but uncontrollable factors enter in all along the line. So please bear with us if you find that our teaching helps do not arrive as promptly as you --- and we --- should like!

Marion P. Morris, Director
Educational Department
BRISTOL-MYERS CO.
NEW YORK

BRISTOL-MYERS COMPANY
630 FIFTH AVENUE
NEW YORK

EDUCATIONAL DEPARTMENT

Dear Instructor:

As requested, we are very glad to send you our free educational material on personal hygiene stressing the importance of soap and water plus a deodorant.

This material was developed with the aid of experts in the field of health and personal grooming. As a result, high schools and college instructors all over the country have found these teaching helps an effective means of presenting the importance of personal care in an interesting way.

Attached is a copy of our newest teaching aid, the instructor's pamphlet, "Little Things Count - Even In Wartime!". Because it gives basic facts about deodorants in general and Mum in particular and in addition contains various true-to-life anecdotes, we believe you will find it most effective in presenting to your students the importance of using a good deodorant daily.

Our suggestion is that you work out your program by using the basic information given on the large wall chart and in the teaching pamphlet. Then, follow the discussion by distribution of the student leaflets and Good Grooming Guides.

If you do not receive sufficient student material to cover all of your groups, distribute it to one or two classes (preferably the graduating group) and next term as the under-graduates are promoted, we shall be glad to have you write us for an addiional supply.

After you have conducted a grooming program with the use of our material, we should like very much to have your opinion of it as a guide to us in developing other teaching helps. Simply use the enclosed questionnaire, returning it to us when the unit has been completed.

We appreciate very much your interest and cooperation and hope that this material will be of real assistance to you in your work.

Very truly yours,

BRISTOL-MYERS COMPANY

Marion P. Morris

(Miss) Marion P. Morris
Director
Educational Department

MPM:M

ORDER BLANK FOR STUDENT LEAFLETS AND GOOD GROOMING GUIDES

I understand that my copy of the wall chart on personal grooming is on its way.

In order to work out a complete program through the use of the chart, teaching pamphlet, the student leaflets and the Good Grooming Guides --- I will need a supply of the leaflets and guides in the following quantities:

Girls..... Boys.....

(Copies needed to enable me to give one to each student in my class)

NAME.....SCHOOL ADDRESS.....
(where you teach)

CITY.....STATE.....

SUBJECT TAUGHT.....Please check type of school or group:

Jr. High ( ) Sr. High ( ) College ( ) Tea. Training ( ) Other.....

Educational Dept. LG
Bristol-Myers Company
45 Rockefeller Plaza
New York, N. Y.

NOTE: PLEASE LOOK THIS OVER BEFORE GIVING A LESSON FROM OUR MATERIAL.

Instruction in Personal Hygiene and Good Grooming

We are anxious to make our educational material just as helpful as possible in the teaching of personal hygiene and good grooming. So won't you please give us the benefit of your experience by answering the following questions after you have given a lesson from our educational material:

1. Did you and your students like the "Perspiring is Healthful, but" chart?.....

2. If you are approaching the subject from the vocational angle, did you use the Grooming for the Job chart?.....How did you like it?.....

3. Did it furnish the desired information on personal grooming as related to deodorants?.....

4. How do you like the new teaching pamphlet "Little Things Count"? .....

5. Were the student leaflets effective?.....The Good Grooming Guide?.....

6. If not, what additional information would you like to have?.....

7. Did you find it advisable to relate the use of a deodorant to success -- in school?.....on the job?.....to social popularity?.....

8. For what purpose did you suggest the use of a deodorant (underarms, hands, feet, sanitary napkins, etc.)?.....

9. Which of the following qualities do you feel a good deodorant should have?

   Should not interfere with any normal function of the body.....
   Be lasting.....
   Be quick and easy to use.....
   Be suitable for use at any time (even after shaving underarms).....
   Be safe for use on any part of the body.....
   Be soothing to skin.....
   Be harmless to fabrics.....
   Quickly absorbs --- easy to spread.....
   Inexpensive and economical.....
   Available everywhere.....

10. What specialized teaching publications do you like and read regularly? .....Which preferred?.....

Comments or suggestions.....

.....

NAME.....SCHOOL.....

TITLE.....GRADE.....

SUBJECT TAUGHT.....CITY.....STATE.....
(where material was used)

BRISTOL-MYERS COMPANY. 45 Rockefeller Plaza, New York, N.Y.

NOTE: PLEASE LOOK THIS OVER BEFORE GIVING A LESSON FROM OUR MATERIAL

Instruction on the Value of Exercise and the Muscular System

We are anxious to make our educational material just as helpful as possible in the teaching of the proper use of muscles. So won't you please give us the benefit of your experience by answering the following questions after you have given a lesson from our chart entitled "Exercise is Vital, but".

1. Did you and your students like the chart? .....

2. How did you use the chart?
   a. In the gym to illustrate muscles used in various sports .....
   b. In classroom instruction .....
   c. In first aid work to illustrate injured muscles and causes .....
   d. In the locker room .....

3. Did it furnish the desired information on muscles as related to proportionate use, strain, etc.? .....

4. If not, what additional information would you like to have? .....

5. As supplementary material to tie in with the information on the chart, which of the following do you think would be most helpful?
   a. Teacher's handbook containing what basic facts? .....
   .....
   b. Student manual --- containing self-rating charts on various sports, established records, school calendar of events, etc. .....
   c. (Other).....

6. What other sources of information on muscles were helpful to you? .....
   .....

7. For what purpose did you suggest the use of Minit-Rub (for aching muscles, headaches, chest colds, feet, etc.)? .....

8. What preventive measures do you take when muscular aches and strains occur in your group?
   A. Massage to relieve fatigue and strain .....
   B. Application of a counter-irritant having these qualities:
      a. Ability to stimulate circulation .....
      b. Stainless .....
      c. Greaseless .....
      d. Convenient to handle (in a tube) .....
      e. Quickly absorbed .....
      f. Inexpensive and economical .....
      g. Available everywhere .....

9. What specialized teaching publications do you like to read regularly?.....
   .....Which preferred?.....

NAME.....SCHOOL.....

TITLE.....GRADE.....

SUBJECT TAUGHT.....CITY.....STATE.....
(Where material was used)

BRISTOL-MYERS COMPANY, 45-MR Rockefeller Plaza, New York, N.Y.

BRISTOL-MYERS COMPANY
630 FIFTH AVENUE
NEW YORK

EDUCATIONAL DEPARTMENT

Dear Instructor:

As requested we are very glad to send you Oral Hygiene help material for use with your groups.

Instruction from the colored wall chart entitled "Why Do Teeth Ache?" can be tied in very nicely with a lesson on good grooming which is becoming so vitally important to success these days. Because a bright, sparkling smile is dependent upon healthy gums and clean teeth, the grooming angle leads in very effectively to a basic health lesson on Oral Hygiene.

Instructors everywhere are recognizing the importance of teaching students to massage their gums as well as to brush their teeth. The habit of regular gum massage has become a necessity as a result of modern diet. The soft foods everyone eats today do not give gums enough work to keep them firm and healthy. They grow soft and tender. A warning tinge of "pink" appears on the tooth brush. If neglected, the soundness of even apparently strong teeth may be endangered.

Establishing the gum massage habit will do much to carry one through life with sound teeth and healthy gums, while neglect can cause poor physical health with resulting absence from school and backwardness in studies. Gum massage can be practiced either with the tooth brush or the finger and the enclosed folder gives the technique.

BECAUSE OF GOVERNMENT PRIORITIES ON VITAL METALS, WE MUST ASK YOU TO FOREGO HAVING IPANA SAMPLES JUST NOW IN ORDER TO RELEASE FOR NATIONAL DEFENSE WORK THE TIN WE HAVE ON HAND FOR USE IN MANUFACTURING TUBES. WHENEVER POSSIBLE, HOWEVER, WE SHALL BE HAPPY TO RE-ESTABLISH THE PRACTICE OF SENDING SAMPLES FOR PUPIL DISTRIBUTION.

Very truly yours,

BRISTOL-MYERS COMPANY

Marion P. Morris

(Miss) Marion P. Morris
Director
Educational Department

MPM:ITH

BUILD A SUCCESSFUL PROGRAM ON DENTAL HEALTH

USE THESE—

"WHY DO TEETH ACHE?" WALL CHART

CLASSROOM GUM MASSAGE DRILLS

8-POINT HYGIENE CHECK UP RECORD

CERTIFICATE OF AWARD FOR GOOD DENTAL CARE

HERE'S HOW→

SUGGESTIONS FOR LESSON PLAN

1. CLASS STUDY OF THE CHART. "Why do Teeth Ache?" By using a pointer and explaining the elements brought out in each illustration — the children can be given a complete unit from the chart. Encourage each pupil to come up after the lesson to study the chart at close range. Emphasize particularly the proper technique for *tooth brushing and gum massage.*

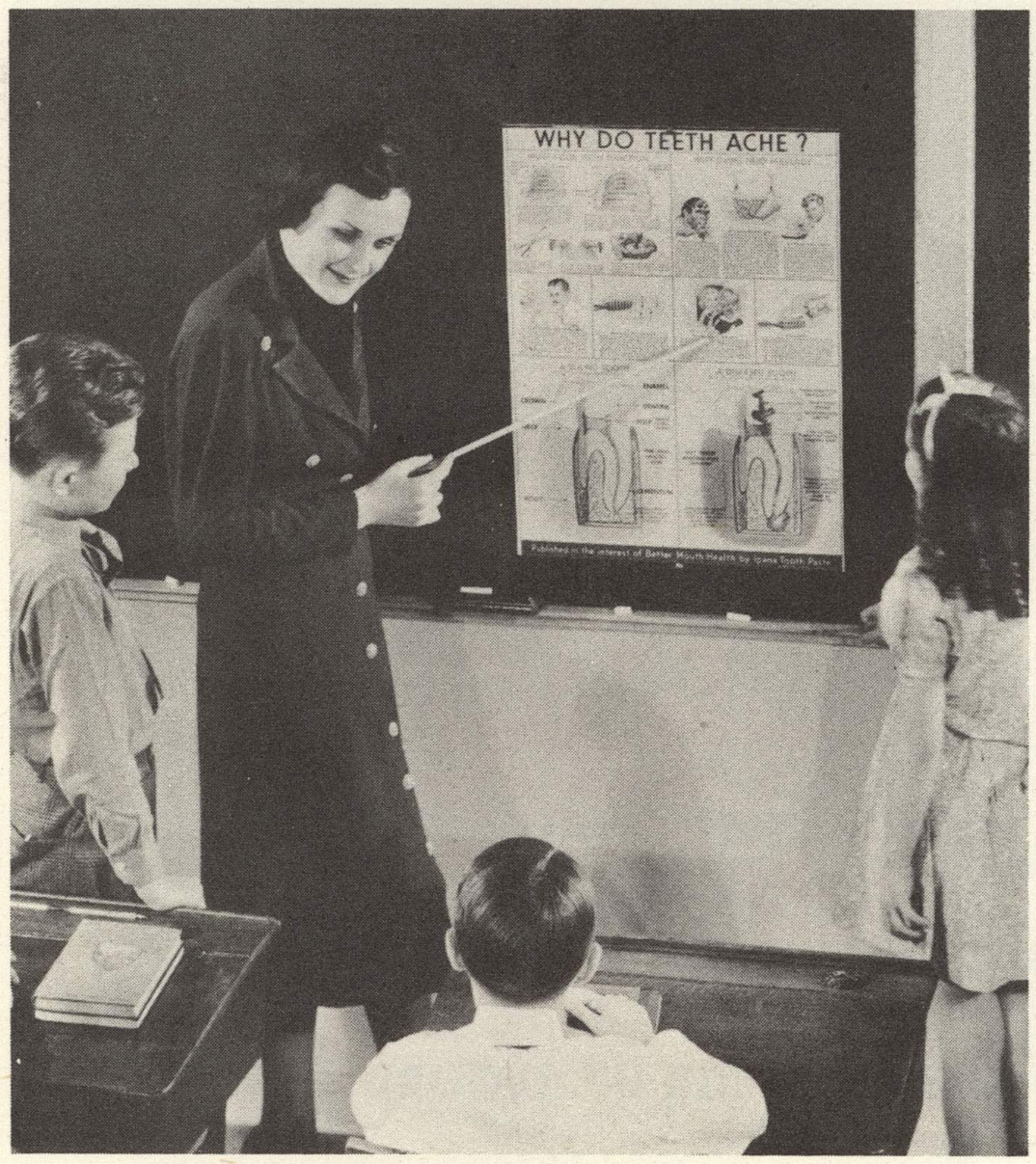
2. CLASS DRILL ON GUM MASSAGE. Demonstrate with forefingers outside the mouth the rotating motion so helpful in stimulating circulation in the gums. See page 3 for method of conducting daily class room gum massage drill. Do it to count or to music.

3. DAILY CHECK-UP ON CLASS HYGIENE RECORD. Appoint a monitor for each row to make the inspection and mark on the Record the number of points earned. This inspection should be made early in the morning each day and followed by the gum massage drill.

4. DENTAL QUIZ. After the chart has been studied for a month and all the pupils have had an opportunity to look at it thoroughly, the Dental Quiz on page 5 should be given.

5. DENTAL CERTIFICATE AWARD. The pupils having fine records in dental care will be entitled to Dental Certificates. These awards may be made at the end of the term, or after several weeks of keeping the Hygiene Record. You can best decide when your pupils are ready for the award and have acquired good dental care habits.

6. SCHOOL-WIDE CONTEST. The whole school or several grades can take part in the Dental Contest by following the plan explained on page 4.



Material for several lessons in dental health appears on the chart. Here the teacher is pointing to the section showing why gum massage is an important aid to the brushing of the teeth. Then the children can study the chart individually in preparation for the Dental Health Quiz and the check-up for the 8-point Hygiene Record.

To help pupils understand the proper method of massage, the teacher conducts the gum massage drill, (showing the children with fingers *outside* the mouth how a rotating motion stimulates circulation in the gums). Then the same method is practised at home with brush or fingers inside the mouth.

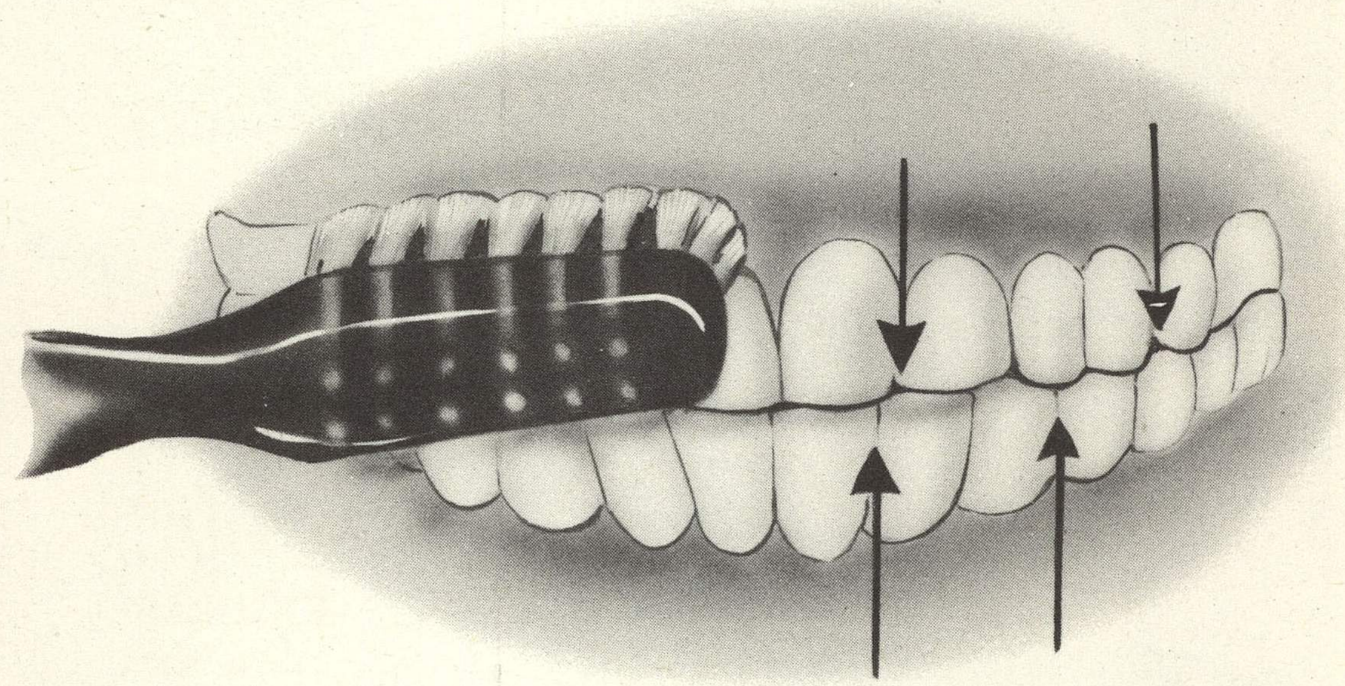
PROPER METHOD FOR TOOTH BRUSHING AND GUM MASSAGE

(Above) Before a mirror at home, children see how pressure whitens the gums for a moment before massage helps replace the sluggish blood with fresh.

(Below) Through the children you instruct in this splendid health habit of gum massage, parents, too, often learn of its benefits — of the importance of strong, firm gums to sound, healthy teeth — to a sparkling smile.

(Above) Today, thousands of boys and girls know how much a bright, sparkling smile depends upon regular tooth brushing and gum massage.

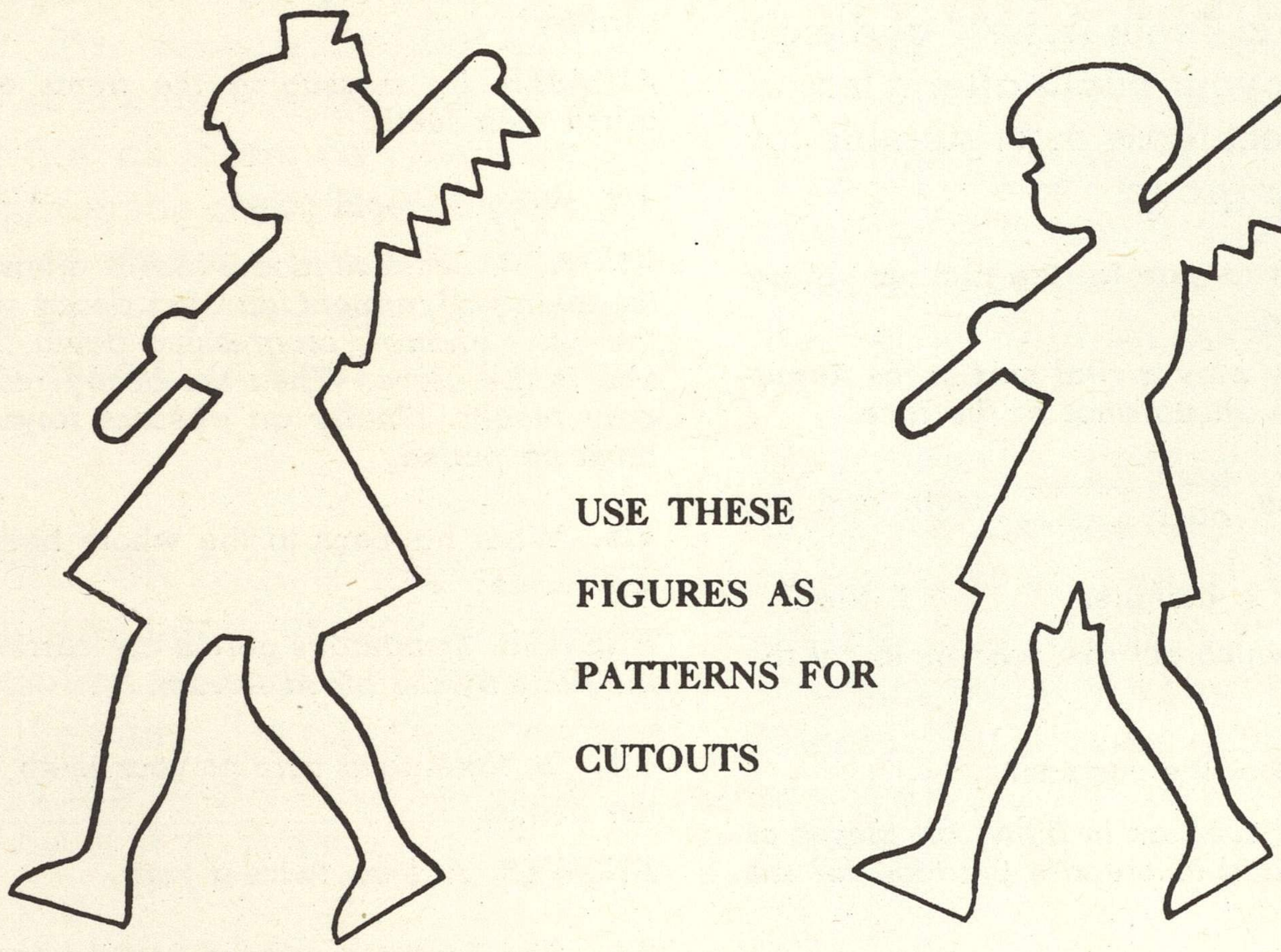
(Right) Modern dentists everywhere stress the importance of care of the gums as well as teeth. In early childhood twice yearly checkup by the dentist will help insure good dental health.



HOW TO USE THE TOOTH BRUSH

Starting at the back of the mouth, place the bristles lightly upon the gum. Sweep *down* on your upper gum and teeth. Sweep *up* on the lower gum and teeth. A simple rule to remember — brush in the same direction teeth grow. This method massages the gums, cleans between the teeth, and brushes the surfaces of the teeth. Brush also, very carefully, the inside surfaces of the teeth and gums and the biting surfaces of the teeth.

SCHOOL-WIDE GOOD TEETH CONTEST



USE THESE FIGURES AS PATTERNS FOR CUTOUTS

Children love good-spirited competition. So when using the 8-Point Checkup Record and the "Why Do Teeth Ache?" chart to stress the importance of Oral Hygiene in the classroom, why not arrange to extend the contest to cover the entire school.

A very simple but effective method has proved successful in one of the New York schools and is adaptable for use in any school of two or more classrooms.

Use our 8-Point Hygiene Checkup Form to keep the individual record in each classroom on daily tooth brushing and gum massage, and present the Certificates to the ten children in each class who have the best record for dental care.

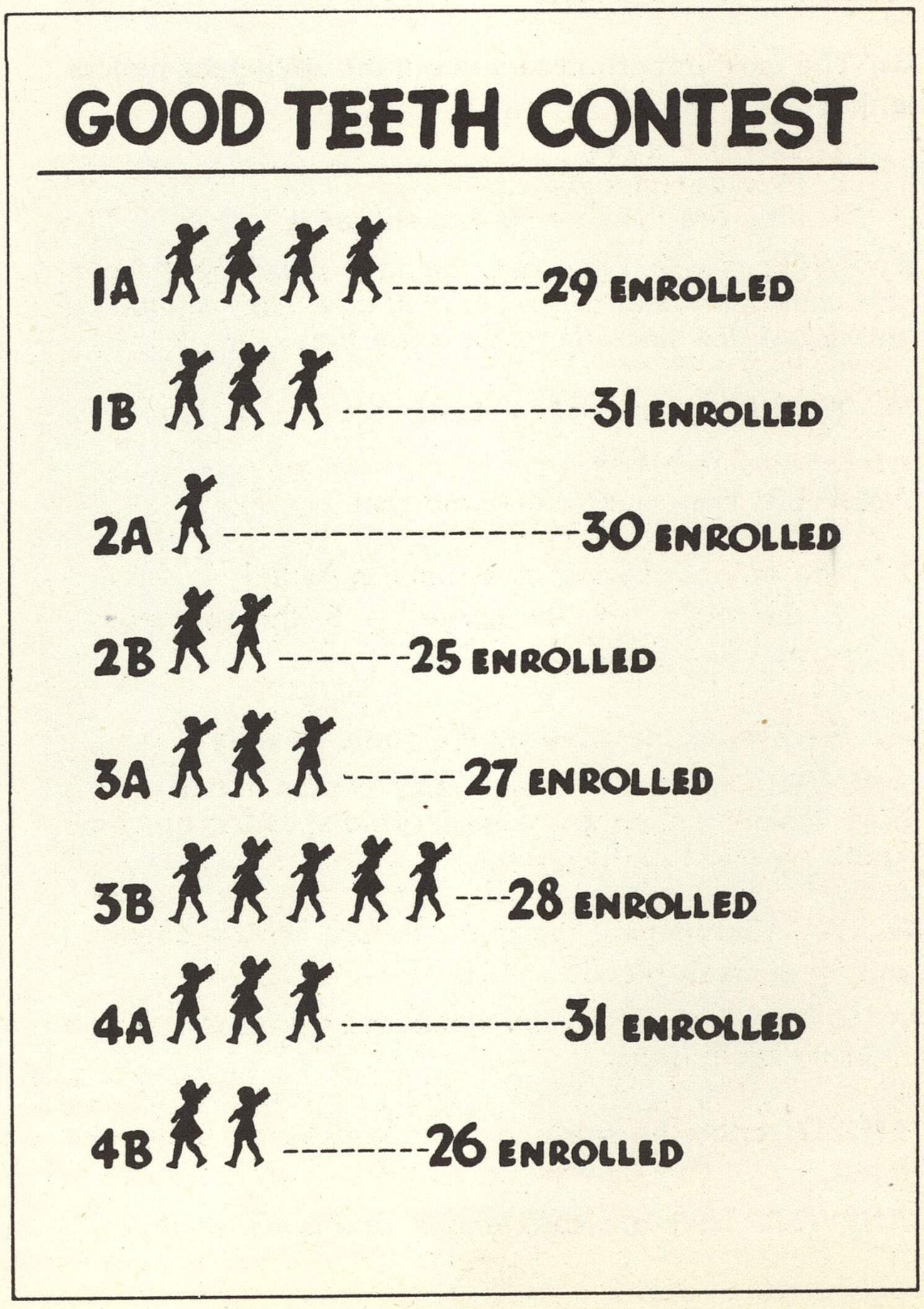
Then to make an interesting inter-class record which all can watch, enlist the help of the manual training or art classes and have a large board prepared like that shown here Wood varnished or beaver board painted would be effective.

Place the board in a conspicuous spot—on a wall in the hall or in the auditorium so that the members of all classes can watch it.

Have an art student use the boy and girl patterns to cut out as many figures from colored paper as there are children in the classes taking part. Red for boys and blue for girls show up well.

As each child attains a perfect record for dental health and care, a cutout is inserted on the master board.

Then the first class to attain 100% Dental Health (as indicated by a figure on the board for each child in the class) is considered the winner of the Dental Health Contest and an announcement can be made before an assembly of the entire school.



DENTAL HEALTH QUIZ

The following questions are based on a study of the chart "Why Do Teeth Ache?" and may be used as a test for your pupils after a lesson on dental care. Select those most suitable for the children of your group.

1. Why is it important to care for the first temporary or foundation set of teeth?

ANSWER. *Because they play a vital part in the formation of the jaw and the appearance of the face.*

2. The incisors are the front_____ back_____ teeth and act like:

1. scissors 2. hammer 3. file

ANSWER. *Front teeth which act like scissors to cut the food in small pieces.*

3. What is the service of the cuspids?

ANSWER. *To tear food such as in biting off pieces of fruit, hard crusts, etc., and to prepare the food for the molars.*

4. How do the molars act on food?

ANSWER. *They grind the food so that it can be easily swallowed and digested.*

5. The most important fact about the sixth-year molars is that . . .

1. they are large
2. they do not show
3. they are the first permanent teeth

ANSWER. *No. 3. They are the first permanent teeth, and usually appear at six years of age. They should be well cared for since they last a life time.*

6. The three parts of a tooth are _____, _____, and _____.

ANSWER. *The crown, neck and root.*

7. The outer covering of a tooth is called —

1. the root 2. the nerve 3. the enamel

ANSWER. *The enamel.*

8. Why were the cave man's gums healthy?

ANSWER. *Because he ate hard, coarse foods which gave his gums plenty of exercise and speeded up circulation of blood in the gums.*

9. What happens if the gums do not have a constant supply of fresh blood?

ANSWER. *The gums grow weak and tender and do not hold the teeth firmly.*

10. Describe the warning signals given by unhealthy gums.

ANSWER. *They are soft, tender, and bleed easily.*

11. How can modern people help keep their gums healthy?

ANSWER. *By massaging the gums every time they brush their teeth.*

12. Why do teeth ache?

ANSWER. *Because food which is allowed to remain on the teeth will ferment, causing decay which penetrates the outer enamel, progressing down through the dentine to the nerve. When the decay reaches the nerve, pain results. Finally an abscess forms and the tooth must be pulled.*

13. What happens to the whole body when a tooth is infected?

ANSWER. *Dangerous germs are carried to all parts of the body by the blood stream.*

14. To take good care of your teeth you should visit the dentist _____ _____ ____ __ _____.

ANSWER. *At least twice a year.*

15. The dentist is a good friend because he —

1. has many machines in his office
2. he can prevent toothaches from coming long before they would arrive
3. likes to pull teeth

ANSWER. *No. 2.*

16. Why should teeth be brushed after every meal?

ANSWER. *To remove food particles which may cling to the teeth and in the crevices between them—causing decay.*

17. Not only the teeth, but also ____ _____ should be brushed.

ANSWER. *The gums.*

18. When brushing the outer surfaces of the upper teeth and gums the brush should go —

1. up 2. down 3. across

ANSWER. *No. 2.*

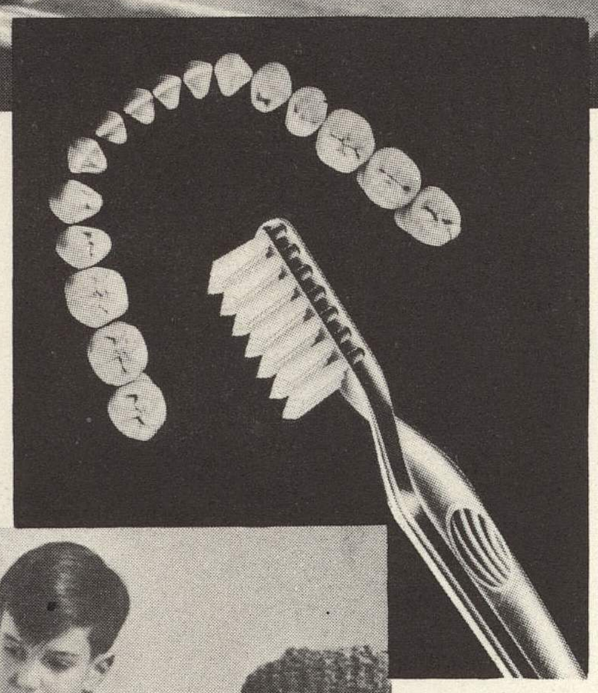
19. In which direction should the tooth brush move on the outer surfaces of the lower teeth and gums?

ANSWER. *Up from gums to teeth.*

20. Give at least three reasons why Ipana is beneficial.

ANSWER *(may vary):*

1. *pleasant taste*
2. *makes teeth clean and sparkling*
3. *with massage Ipana helps keep gums firm and healthy*
4. *makes tooth brushing fun*



WHAT OTHER TEACHERS SAY ABOUT THIS PROGRAM

The chart has been a most wonderful aid in teaching; I simply could not do without it now. Thank you very much.

Elementary Teacher, Texas

There is no time during the day they enjoy as much as their "Gum Massage" period.

First Grade Teacher, North Carolina

Teaching mouth hygiene is no problem now for the children take a great interest in the wall chart and 8-point records.

Elementary Teacher, Mississippi

The children were so pleased with your material and every day we have our Talk on Teeth. Our Dental Hygienist comes around every so often and looks over the children's teeth, and we usually rank high with the care we give the teeth.

Primary Teacher, Pennsylvania

The children enjoyed the chart, the check-up sheets and the certificates. Especially the certificates! Now everyone is aiming toward earning one. I award the certificate just as soon as a check reveals perfect gums and teeth. The children were so enthusiastic that some of them have bought glass and frames and are having them hung in their bedrooms.

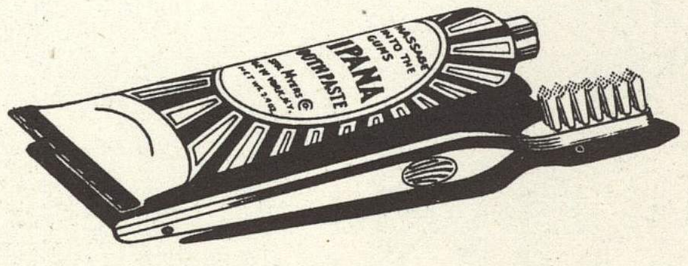
Teacher, Pennsylvania

I have been using your material and feel we have started my group of youngsters on the road to good health habits.

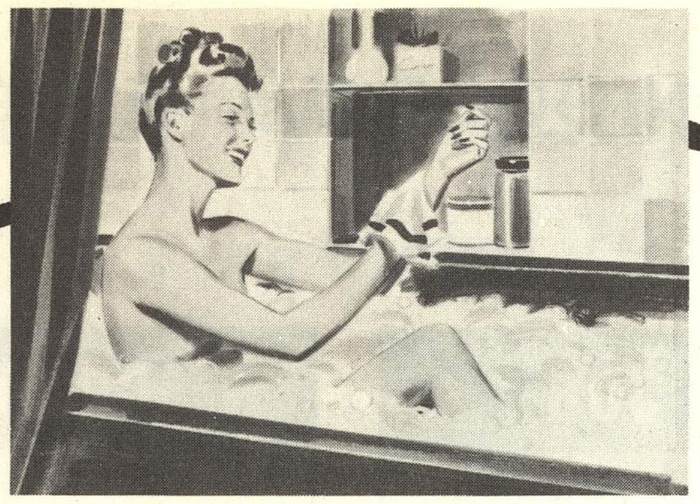
First Grade Teacher, Ohio

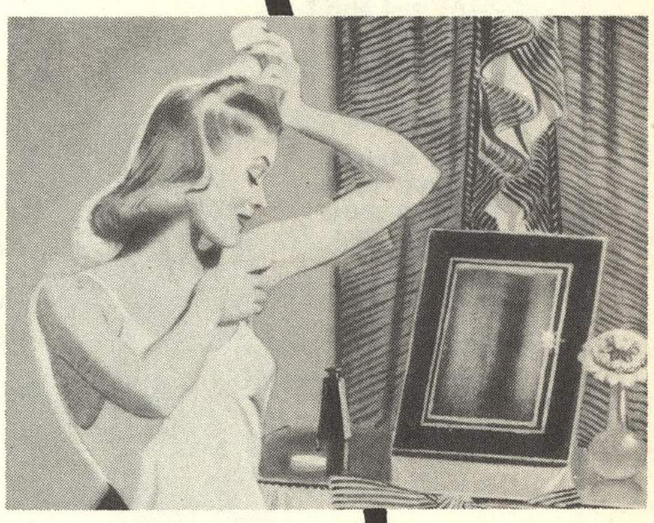
I have found the Certificate a real incentive and a goal toward which the children work.

Teacher, Long Island



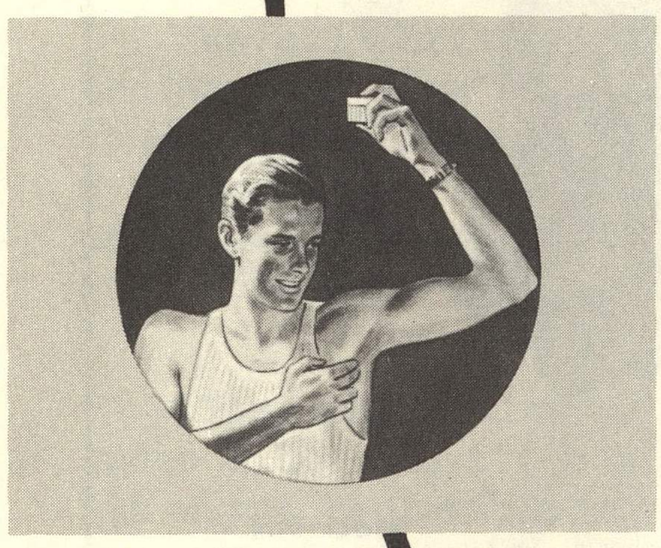
BRISTOL-MYERS COMPANY
630 Fifth Avenue • New York





LITTLE THINGS COUNT—

even in Wartime!



Published by the Educational Department of

BRISTOL-MYERS COMPANY

Makers of MUM *Deodorant*

45 Rockefeller Plaza, New York, N. Y.

POINTERS ON GOOD BUSINESS GROOMING

GROOMING FOR THE JOB

CLOTHES AND ACCESSORIES

GROOMING OF PERSON

COLLAR and SHIRT FRESH, WHITE, WELL-FITTED.

TIE FRESH, PRESSED, WELL-TIED, PLAIN COLOR OR SIMPLE PATTERN.

HANDKERCHIEF WHITE, FRESH, WELL-FOLDED.

SUIT CONSERVATIVE IN DESIGN, CUT AND COLOR. CLEAN, PRESSED, NO ODOR.

HAT CLEAN, BLOCKED AND WELL-BRUSHED.

SOCKS FRESH, WELL-SUPPORTED, NO HOLES, CONSERVATIVE PATTERN AND COLOR.

SHOES WELL-SHINED, NO RUN-OVER HEELS. AVOID SPORT STYLE.

HAIR TRIMMED, WELL-DRESSED.

FRESH, CLEAN SHAVE

TEETH WELL-BRUSHED, GOOD REPAIR, NO UNPLEASANT BREATH.

BATH — PLUS DEODORANT FOR UNDERARMS DAILY.

HANDS CLEAN, NAILS TRIMMED, NO CIGARETTE STAIN.

Published in the interests of BETTER PERSONAL GROOMING by the makers of MUM DEODORANT

GROOMING FOR THE JOB

GROOMING OF PERSON

CLOTHES AND ACCESSORIES

HAIR TRIM, WELL BRUSHED, NOT TOO LONG, BRUSH SHOULDERS AFTER COMBING.

FACE CLEAR SKIN, MODERATE MAKE-UP (ESPECIALLY LIPSTICK) FRESHLY APPLIED.

TEETH WELL-BRUSHED, GOOD REPAIR, NO UNPLEASANT BREATH.

BATH — PLUS DEODORANT FOR UNDERARMS DAILY.

HANDS CLEAN, SMOOTH, NAILS NOT TOO LONG, LIGHT SHADE OF POLISH, CLEAN GLOVES.

HAT WELL-BRUSHED, SMART, BECOMING, NOT TOO EXTREME.

ACCESSORIES FRESH, SIMPLE, NO FLASHY JEWELRY.

BRASSIERE and GIRDLE WEAR FOR PROPER FIT OF CLOTHES.

DRESS or SUIT CONSERVATIVE, SIMPLE, WELL-FITTED, SMART, NO OPEN PLACKET. HEMLINE EVEN.. NO SLIP SHOWING. CLEAN, PRESSED. NO ODOR.

STOCKINGS FRESH DAILY, SEAMS STRAIGHT. NO RUNS, NO VISIBLE HAIR ON LEGS.

SHOES CLEAN OR POLISHED, SIMPLE, COMFORTABLE, MEDIUM HEEL—NOT RUN OVER.

Published in the interests of BETTER PERSONAL GROOMING by the makers of MUM DEODORANT

When a job applicant presents himself for an interview, the first impression counts, according to experts, at least 75% towards his success in being selected. And since this first impression sometimes lingers indefinitely with a Personnel Manager --- frequently no amount of skill or training can counteract a poor indication as shown in the first interview. So the use of these charts --- in size 19" X 26" --- is helpful in emphasizing to a group the importance of the various elements in good grooming for business.

LITTLE THINGS COUNT

Even in Wartime!

Perhaps you are thinking as you approach the study of personal grooming, "Oh, what difference does it make? Now that we have such vital things to think about, who cares about a small thing like good grooming?"

Yet morale is frequently built on nothing more substantial than the set of a hat --- or the confidence inspired by a good tubbing and scrubbing!

One of the first and most noticeable effects upon the average man who has gone into military service --- is his newly-acquired spruce and well-groomed look. The trimness of his uniform has caused him to be more conscious of the impression he makes.

We all thrive on the approval of others and when we know we can create esteem we are at our best. Instead of a vicious circle it is a pleasant one --- for our friends take real pride in our appearance and we in turn feel more confident because of their approval.

The old maxim which says, "You can't judge a book by its cover" may still be true. But on the book table in the little book shop, the volume with the attractive jacket is still going to intrigue your interest more quickly than the dull drab book with no personality. For somehow you feel sure that the book with the attractive cover is more interesting inside.

Well, grooming is one's book jacket. For be they family, friends, teachers, or employers, those closest to us take greater pride in us when we are well-groomed. So the knowledge that one is well-groomed builds self-confidence and poise, both useful attributes whether in military service, social life, school or a career.

But what is grooming? It sounds rather intangible, yet we can all picture quite clearly a man or woman who is well-groomed.

First of all, he or she is conservatively, though not necessarily expensively dressed, having realized that clothes which focus too much attention on themselves detract from the personality. Simple styles can be both smart and becoming, yet serve as a fitting background for an attractive personality.

A WOMAN considers the ensemble effect, both as to style and color. When buying a dress or coat she bears in mind the shoes, hat, bag and gloves to be worn with it. Unless she can have a great many clothes she sticks to one basic color (probably black, brown or navy).

Also, she combines types of clothes suitably --- wearing tailored hats with tailored suits and fussy hats with fluffier clothes.

A MAN selects clothes on the same principle of conservatism. He prefers well-cut suits in the standard colors --- gray, navy blue, brown or oxford --- with thought to becomingness and carefully combined accessories. He avoids wearing sport shoes with a business suit, especially when dressing for business.

In adding the one bright note permissible in a man's ensemble --- his tie --- he makes certain that it is becoming, blends well with his suit, and if patterned or striped, that it still remains conservative.

Above all, a well-groomed person gives the impression of spick-and-span neatness --- of having just stepped out of a bandbox.

Yet several different elements go to make up that impression. For good grooming --- or personal care, as that's what it is --- really means establishing quick and effective ways of going about that care as a daily practice (when we first grow up) and then sticking to the system except for a few refinements along the way.

ESSENTIALS OF GOOD GROOMING

The ideal program for personal grooming includes these essentials:

For Women

1. Daily bath or shower --- a nice lathery one to remove all traces of dead skin and dried perspiration.

2. Deodorant used regularly. After every bath; in the morning and in the evening before going out.

3. Underarms shaved frequently --- a real help in discouraging odor.

4. Teeth brushed carefully and gums massaged at least twice daily ---with a good tooth paste.

5. Makeup carefully selected and applied sparingly to give a wholesome effect. Use a spotless powder puff.

6. Fresh stockings every day. Cream deodorant to soothe and protect perspiring feet.

7. Fresh underclothes every day ---at least bra and panties. Wash girdles frequently.

8. Hair brushed thoroughly every day and washed every 10 days to 2 weeks. Keep brush and comb clean. Brush shoulders after each combing.

9. Nails kept clean with nail brush and manicured at least once a week. Redo chipped nail polish betweentimes.

10. Clothes brushed for each wearing. Pressed frequently.

11. Dresses always aired overnight before hanging in closet.

12. Dresses washed or cleaned frequently.

13. Accessories ---collars, gloves, handkerchief, kept crisply clean. Buttons and snaps sewed in place.

14. Shoes cleaned, brushed or polished. Heels never run over.

For Men

1. Daily bath or shower --- a nice lathery one to remove all traces of dead skin and dried perspiration.

2. Deodorant used regularly. After every bath; in the morning and in the evening before going out.

3. Underarms shaved frequently --- a real help in discouraging odor.

4. Teeth brushed carefully and gums massaged at least twice daily ---with a good tooth paste.

5. A clean-shaven face is especially important and few men can present this impression without shaving daily.

6. Fresh socks every day. Cream deodorant to soothe and protect perspiring feet.

7. Fresh underwear every day.

8. Hair kept well in place. Brush daily. Have trimmed and shampoo frequently. Keep brush and comb clean. Brush shoulders after each combing.

9. Nails kept clean with nail brush. Trim them at least once a week and push back cuticle after each washing.

10. Clothes brushed for each wearing. Pressed frequently.

11. Suits always aired overnight before hanging in closet.

12. Suits cleaned frequently.

13. Fresh shirt and collar daily; tie spotless and well-pressed.

14. Shoes kept polished and heels never run over.

Daintiness

HAVEN'T YOU OFTEN seen people --- men and women, too --- expensively and beautifully dressed, fail to make a nice impression at all, while another person who has not spent nearly so much on clothes, fairly oozes personality --- simply because of that tubbed and scrubbed impression? Freshness and daintiness have a great deal to do with personality.

Daily Bath

SOAP-AND-WATER-CLEAN is a refreshing state most of us are quite accustomed to, in this day of tubs, showers and hot water. Even without these facilities, though, a soap-and-water sponge bath can do an excellent job in removing dirt, skin oil, dead skin and perspiration. Warm water at first, followed by cool, is both refreshing and protecting. Then a good invigorating rubdown with a rough towel finishes off the job and leaves you with that tingling sensation of health and good will toward the world.

But the Daily Bath is Not Enough

OF COURSE the daily bath is essential. But it cannot prevent perspiration odor. A woman may start off crisp and fresh in the morning but as soon as she is affected by tight clothing, close atmosphere, or becomes nervous or fatigued, perspiration starts, bringing odor trouble. Of course she can't stop to run back home and take another bath. That's the reason a good deodorant brings her such a sense of security, knowing that she will stay crisp and fresh all day.

Let's see what some authorities have to say about it:

"There are certain points in good grooming we usually keep 'mum' about; ... they are usually smells. We don't like to mention them. We wouldn't dare say to Susan, 'Darling you haven't a nice smell.' It sounds so crude and we cannot bear to see the blush that would come to her face. But this is the most important thing to tell you, Susan, if it's true. You cannot be smooth unless you are clean, well put together, and have a nice smell. When you start to get your 'pin feathers,' so to speak --- that is, when you start growing up, you must be especially careful about smelling nice. But once you have taken precautions, you can forget all about it. The word we are sniffing for is of course 'deodorant'. It comes in liquid or cream form and it becomes a habit. It is to be used under your arms, Susan, every morning after you have bathed. We prefer very small silk shields for dresses that fit closely. We feel that we aren't setting ourself apart as an old maid when we wear dress shields with our best clothes." (1)

"Remember....that in an office you come into close contact with people and to pass muster you simply have to be thoroughly clean. You may be a whiz at dictation and a general paragon but that will scarcely offset a disagreeable odor or an untidy appearance. A daily bath is the first essential and it is unwise to try to do without deodorants as well. And if you value your job, and your employer's sensibilities, you must stay away from onions and garlic, especially at lunch time." (2)

"The daily use of a deodorant will protect your clothes as well as your reputation. Neglecting this may prove costly to you. To say that friendships and jobs are at stake isn't exaggerating the situation one bit." (3)

Why a Good Deodorant is Needed

PERSPIRING IS A perfectly normal function of the body, to

(1) Regulate body temperature.
(2) Help dispose of waste matter from the body.

Normally the average human body gives off about a quart of perspiration a day. Perspiration is increased, however, by

Exercise	Embarrassment
Fatigue	Excessive heat
Nervousness	Tight clothing

Now, in the ordinary course of a school or business day we are exposed to many different situations which cause us to perspire.

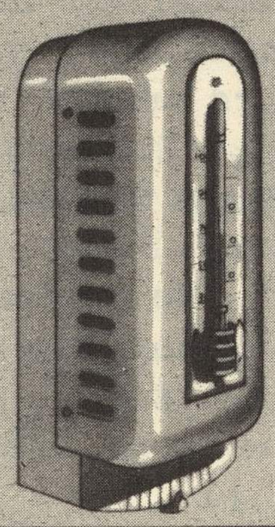
(1) SUSAN BE SMOOTH by Nell Giles; Hale, Cushman & Flint
(2) IF YOU PLEASE by Betty Allen & Mitchell Briggs; J. B. Lippincott Co.
(3) IT'S MORE FUN WHEN YOU KNOW THE RULES by Beatrice Pierce; Farrar & Rinehart

PERSPIRING IS HEALTHFUL, BUT . . .

1 EVERYBODY PERSPIRES
MEN . . . WOMEN . . . CHILDREN

We perspire constantly—summer and winter—whether we see and feel it or not. It is a healthful normal function of the body, as natural as breathing.

2 THE HUMAN THERMOSTAT

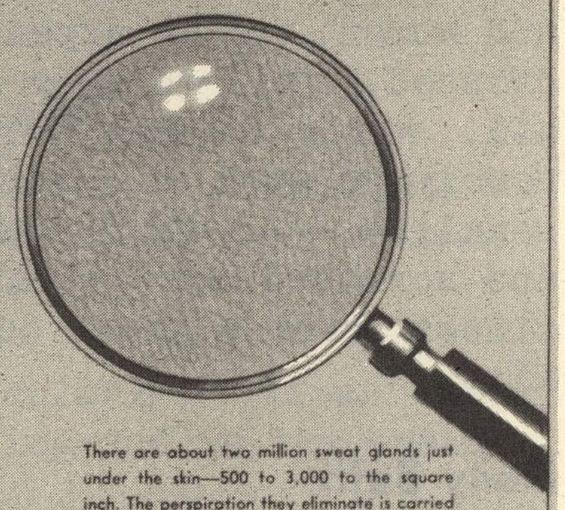


As perspiration spreads over the skin's surface and evaporates, it acts as a thermostat which regulates the temperature of the body and aids nature in keeping the outer skin soft and pliable. The normal average body temperature is 98.6 F.

3 CARRIES OFF BODY WASTE

Perspiration also helps carry off waste from the body and thus helps the pores to breathe. It consists of about 98% water and 2% organic salts. The chemical makeup of these salts varies according to conditions in the individual body.

4 ABOUT TWO MILLION SWEAT GLANDS



There are about two million sweat glands just under the skin—500 to 3,000 to the square inch. The perspiration they eliminate is carried to the surface of the skin through the pores.

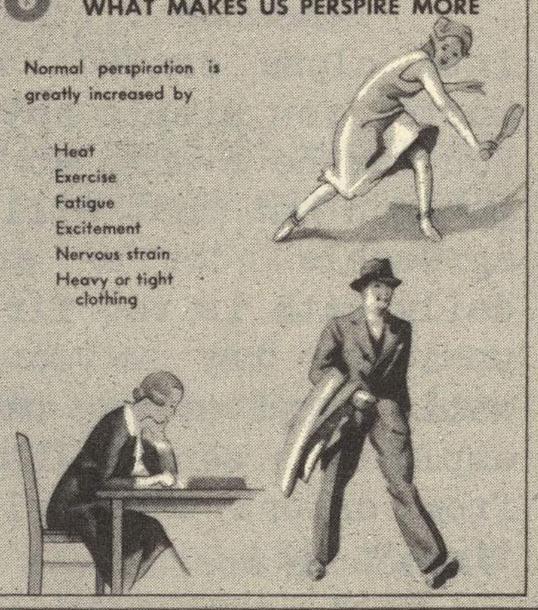
5 A QUART OF PERSPIRATION A DAY

Under normal conditions, by way of the sweat glands, the average human body gives off about a quart of perspiration through the pores of the skin every twenty-four hours. Under special conditions this may be increased to more than three quarts a day.

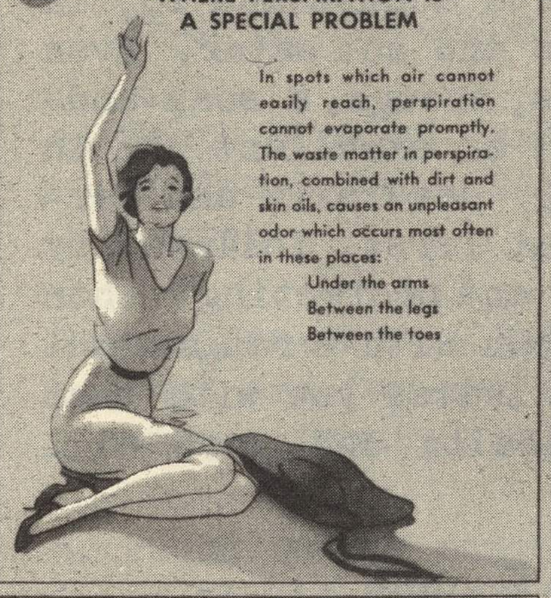
6 WHAT MAKES US PERSPIRE MORE

Normal perspiration is greatly increased by

- Heat
- Exercise
- Fatigue
- Excitement
- Nervous strain
- Heavy or tight clothing



7 WHERE PERSPIRATION IS A SPECIAL PROBLEM



In spots which air cannot easily reach, perspiration cannot evaporate promptly. The waste matter in perspiration, combined with dirt and skin oils, causes an unpleasant odor which occurs most often in these places:

- Under the arms
- Between the legs
- Between the toes

8 THE DOCTOR'S ADVICE

Physicians tell us that if we would be hygienically clean we must be free from all unpleasant body odors. One of the most unfortunate things about perspiration odor is that often we are not conscious of it in ourselves.

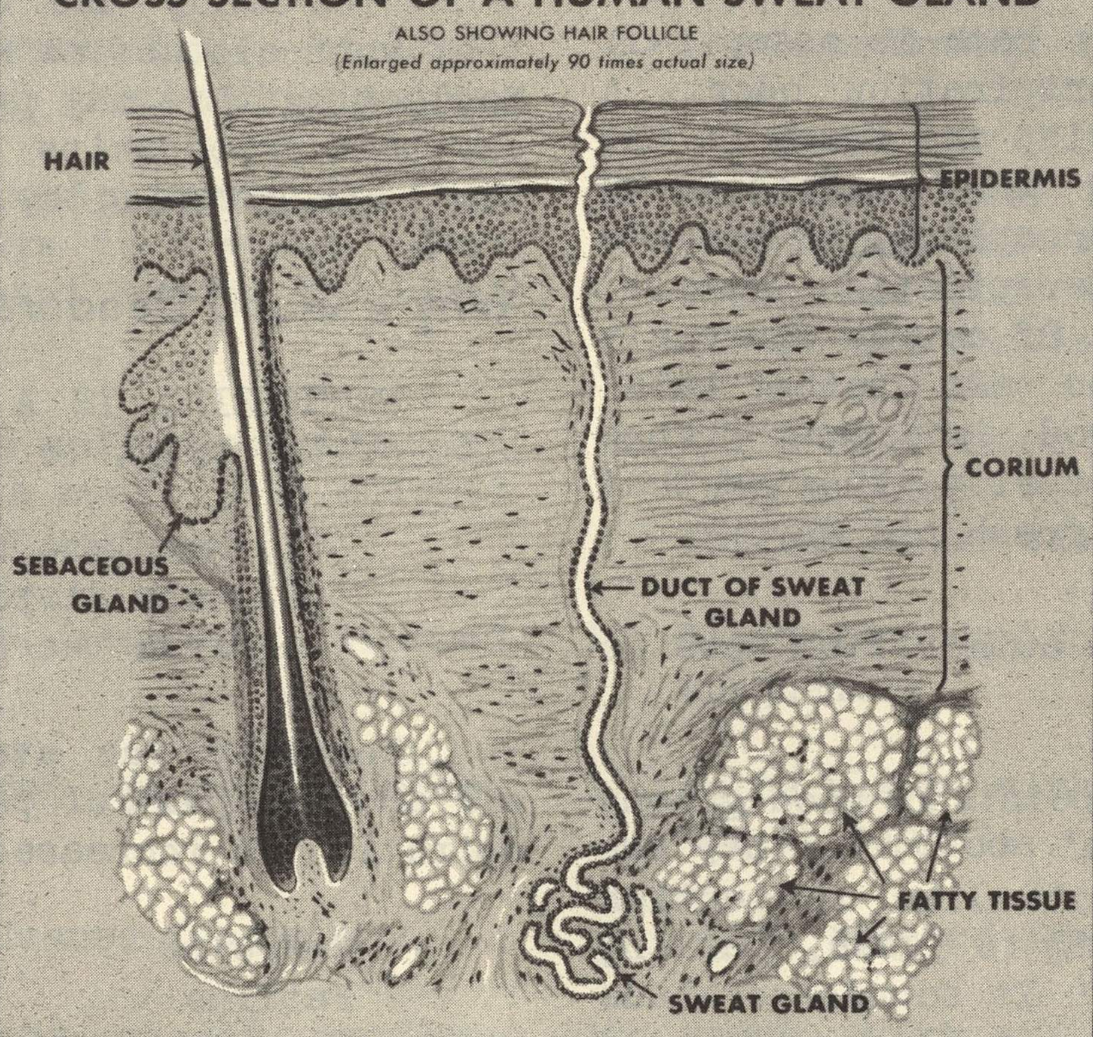
9 AN OBSTACLE TO SUCCESS IN SCHOOL OR ON THE JOB

When we offend those around us with the unpleasant odor of perspiration, they will not excuse it. So often this retards social progress in school and also results in failure to get or keep a job.

CROSS-SECTION OF A HUMAN SWEAT GLAND

ALSO SHOWING HAIR FOLLICLE

(Enlarged approximately 90 times actual size)



The sweat glands are tiny tubes which go twisting down through the different layers of skin with the blind ends coiled into little balls lodged in the fatty tissue. These glands soak or pick out of the blood, waste products and toxins which are carried off in the form of perspiration through the pores opening upon the skin.

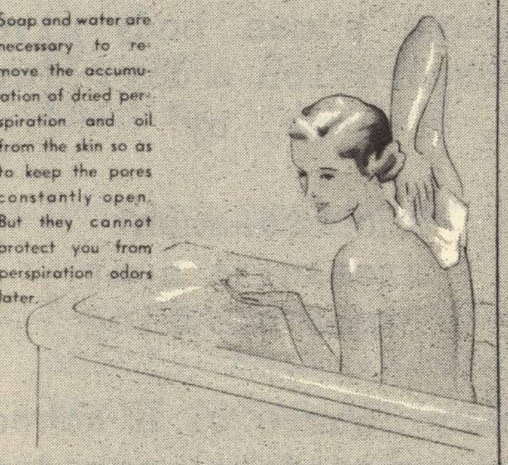
When perspiration accumulates, it has mixed with it other organic matter consisting of loose bits of outer skin, saturated with oil, which are loosened by the chemical action of perspiration and by the friction of clothing. The cumulative effect and fermentation of drying sweat with its content of fatty acids produce body odor.

10 A BAN TO SOCIAL POPULARITY

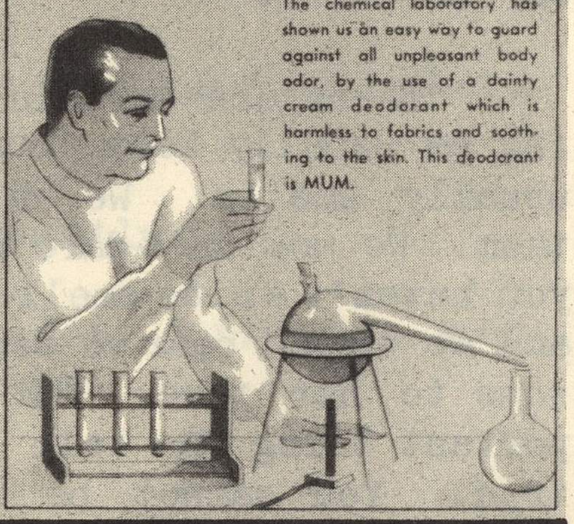
Attractiveness and social popularity depend so much on true freshness of person. So offending through perspiration odor destroys charm and causes people to avoid one's company instead of seeking it.

11 THE DAILY BATH— AND ONE THING MORE

Soap and water are necessary to remove the accumulation of dried perspiration and oil from the skin so as to keep the pores constantly open. But they cannot protect you from perspiration odors later.



12 YOUR BEST PROTECTION IS A GOOD DEODORANT



The chemical laboratory has shown us an easy way to guard against all unpleasant body odor, by the use of a dainty cream deodorant which is harmless to fabrics and soothing to the skin. This deodorant is MUM.

Tested and Approved Seal No. 2833 by Good Housekeeping Bureau of GOOD HOUSEKEEPING MAGAZINE

PUBLISHED IN THE INTEREST OF BETTER PERSONAL HYGIENE

BY THE MAKERS OF MUM

"Mum takes the odor out of perspiration"

Litho. in U. S. A.
Bristol-Myers Co., 1941

AMERICAN INSTITUTE OF LAUNDERING Laundry Tested Approved

Laundry Tested and Approved Seal Awarded to Mum for its Harmlessness to Fabrics

FATIGUE --- often we are overtired.

EMBARRASSMENT --- The other day during the opening session of a Personality Course, each member of the class was asked to appear before the group and answer a few questions. When the first girl had taken her place again after answering the questions, the teacher said consolingly, "That wasn't so bad, was it?" The girl replied, "Well, I'm perspiring a little."

NERVOUSNESS --- The head of a large employment agency sent a girl to apply for a job. Unfortunately she was forced to wait for two hours to be interviewed. She had become so nervous that an unpleasant odor accompanied her and she lost her opportunity to be considered for the opening.

EXCESSIVE HEAT --- A warm room or tight clothing --- especially the smart woolen dresses we've been wearing these past few years --- can cause us to perspire more than we would ordinarily.

Try to recall any day when change of temperature, nervousness, embarrassment or becoming overtired doesn't occur!

WHERE LIGHT AND AIR DO NOT PENETRATE, as underarms and between the toes, disagreeable odor occurs. The daily bath, while essential, does not prevent unpleasant odor later for dust combines with the waste matter from perspiration and the oil from the sebaceous glands forms an unpleasant odor. Even when no moisture is evident, odor develops. The way to keep from offending is to use a good deodorant, making its use a part of the daily routine just like the bath.

"But I Don't Perspire!"

HOW OFTEN A PERSON is heard to say that, and so frequently the individual whose company is not pleasant because he or she offends is just the one who thinks he does not perspire. What is meant is that the person himself is not conscious of perspiring because there is so little noticeable moisture under the arms. As explained above, however, the amount of moisture does not determine the odor for frequently the person who experiences no visible moisture is just the one whose perspiration is particularly odorous.

Unpleasant Odor Rarely Noticeable On One's Own Body.

THIS IS THE REAL REASON why so many who offend are not aware they do. The olfactory nerve which governs the sense of smell soon wearies of one odor or fragrance and ceases to function. As an example, a drop of perfume is placed on the skin beneath a woman's dress. Before long she has ceased to notice the fragrance --- whereas someone else encountering her is aware of the perfume at once. Unpleasant odors operate in the same way.

Underarms Need Special Care

UNDER THE ARMS the perspiration glands are particularly numerous --- 900 of them to the square inch. Perspiration does not evaporate easily here because air cannot readily get into the shut-in hollow under the arm. Fatty acids are formed which ferment and become the source of extremely unpleasant odor. Even when no moisture is evident, odor develops, particularly in moments of fatigue, excitement, or nervousness.

Needed Summer and Winter

THESE FACTS are true summer and winter. Many people make the mistake of supposing that a deodorant is not needed in cold weather. While there may be less noticeable moisture in winter, tighter sleeves and heavier materials keep air away from the armpits. Indoor life is apt to result in disagreeable odor that is all the more noticeable.

Personal Daintiness for Women at Other Times

SPECIAL CARE should be taken during menstruation particularly in the adolescent years. Scrupulous cleanliness is essential and daily use of a safe deodorant for sanitary napkins insures daintiness.

Excessive Perspiration

GO TO A DOCTOR if perspiration is so excessive as to be really troublesome, for frequently this is an indication of a medical condition which can be corrected by a competent physician.

Many doctors believe, however, that perspiration should not be entirely stopped since this function of the body has a definite purpose, as described on Page 5.

Qualities a Good Deodorant Should Have

SEVERAL THOUSAND TEACHERS were asked what qualities they prefer in a deodorant. They selected the following as essential:

Lasting --- effective in preventing body odors
Will not interfere with any normal function of the body
Safe for use on any part of the body
Will not clog pores
Quickly absorbs --- easy to spread
Soothing and healing
Easy to use --- at any time
Safe for skin even right after shaving the underarm
Harmless to clothing --- won't stain, fade or rot fabrics
Inexpensive and economical
Available everywhere

MUM HAS all these qualities and belongs to Type 1 below. It is a smooth, white cream which prevents odor while allowing normal healthy perspiration to take place.

THERE ARE four types of deodorants:

(1) Creams which prevent odor but do not stop perspiration

(2) Liquids which check perspiration

(3) Creams which check perspiration

(4) Powders which discourage odor

How MUM Acts as a Deodorant — Quickly and Efficiently

(1) Absorbs the odor.

(2) Tends to inhibit the action of any surface bacteria that may have invaded the stale and drying perspiration, thereby guarding against fermentation which causes odor.

(3) Absorbs the liquid part of perspiration, allowing the deodorant to work quickly.

(4) Chemically combines with any acids present to make them non-odorous.

From this you will see why MUM is absolutely harmless to the skin --- why many doctors recommend it and more nurses as well as other fastidious women use MUM than any other deodorant.

Don't Forget — Men Need MUM Too

31% OF ALL MEN questioned in a recent survey were found to use a deodorant. Of these many were business executives, professional men, or salesmen, showing that men who realize the importance of good grooming consider a deodorant necessary. The strenuous activities men go in for and the heavier clothes they wear mean that perspiration odor is a special problem unless a deodorant is used.

In this survey of course more men were found to use MUM than any other deodorant, for MUM is for MEN too. In addition to underarm use they like it particularly to soothe tired, perspiring feet resulting from the heavy shoes they wear.

When Wearing Uniforms

WHEN CLOSE-FITTING UNIFORMS are worn a deodorant is especially helpful. In the sick room daintiness and freshness of person contribute much to the improvement of the patient so nurses especially like to use MUM. Patients as well, welcome its use for their own comfort and self-confidence.

MUM Passes Laboratory Tests!

LAUNDRIES AND STORES are often asked unfairly to take responsibility for garments damaged at the armpits by deodorants which contain chemicals injurious to fabrics.

To promote a better understanding of the subject, the AMERICAN INSTITUTE OF LAUNDERING conducted special tests to determine the effect of various deodorants on fabrics. Samples of wool, cotton, silk and rayon were treated with the deodorant, placed in an oven for 48 hours at a temperature of 98° F. (body heat). Then the fabrics were washed under the same conditions as in a commercial laundry.

Finally the four samples of material were tested for tensile strength with a Scott tester and it was determined that those impregnated with MUM showed no fabric deterioration attributable to contact of Mum with the fabric. As a result MUM was awarded the Textile Approval Seal of the American Institute of Laundering, indicating that Mum is harmless to fabrics.

Good Housekeeping Magazine's investigation of Mum included a careful study of Mum's effect on fabrics, in addition to chemical analysis as proof of the safety of the ingredients used in Mum, plus actual use of it by a large group of girls in the Good Housekeeping organization, which Good Housekeeping describes as a practical use investigation. Therefore, when Mum says that it will not harm or weaken fabrics, that statement is supported by Good Housekeeping's Guaranty Seal:

Mum has also been studied and commended by Parents' Magazine Consumer Service Bureau, and as a result is allowed to use the above seal.

Comments from Students questionnaired after a study of Personal Daintiness

WHY IS DAINTINESS IMPORTANT AND A DEODORANT THEREFORE NECESSARY?

Other people will think more of you if you are careful of personal daintiness.

Daintiness really tells what kind of person you are.

Because it helps one in his job.

We must be dainty and pleasant before people will bother to know us.

WHY DO YOU SHAVE THE UNDERARMS?

More comfortable and helps prevent odor.

To acquire a neater appearance in short-sleeved dresses.

WHY DO YOU WEAR DRESS SHIELDS?

Because they help to keep me daintier.

Keeps me from having to clean dresses quite so often.

WHY DO YOU LIKE TO USE MUM?

Because it has proved very efficient.

Actually does what it is supposed to do --- remove odor.

MUM takes such a short time to apply and I feel my clothing is safe.

MUM is effective and does not stain. It is not greasy.

Lasts longer and gives me best results.

Because its creamy texture is not injurious to tender skin.

Because it prevents odor all day.

MUM combats odor without stopping perspiration altogether.

MUM has been the first deodorant I have used and is perfectly satisfying to me.

ANECDOTES FOR A DISCUSSION ON USE OF A DEODORANT

Let me tell you of a girl I heard about recently. She was in a certain young crowd where she had met a new man. She unfortunately had not overcome the problem of perspiration odor and her friends wondered how her new friendship with the boy could last. Pretty soon she began telling them what a wonderful chap he was --- that he kept bringing her different kinds of perfume! She must have been an unusually attractive girl for that boy to try --- even though ineffectively --- to solve her problem for her!

* * *

The other day a friend of mine told me of visiting an executive in his office and finding him vigorously smoking a pipe. She commented upon the fact that he had never been a pipe smoker before. He rather laughed it off until his secretary stepped out of the room and then told his visitor that he smoked as self-protection because of the aura of perspiration which hovered about his office when his secretary was present.

The pleasant effect of her attractive personality and her efficiency had all been counteracted by a little carelessness on her part. Yet this girl would have been surprised to know how people felt about her.

* * *

Another girl. She worked in a large department of a business firm and was well liked by the other girls. Her work often required going over figures at the desk of her department head. He soon began to be bothered by the unpleasant odor which hovered about her desk and remained with her when she came to his desk. He became so annoyed that despite her good work he decided to let her go.

Fortunately, the woman head of a nearby department learned of the situation and knowing the girl to be a good worker asked to have her transferred, certain that by correcting the girl's one difficulty she would be a desirable worker. Now she has not only become a valued employee, but has been advanced in position several times.

* * *

Not long ago, the head of a large employment agency sent a girl to fill a position in a firm headed by men friends of hers. The girl's perspiration problem had not shown up when she was first interviewed, but did soon enough. Well, whenever that woman placement head went dinner-dancing with her executive friends, they teased her about the girl she had sent them. How embarrassed the poor girl would have been if she'd known she was being joked about by her employers!

* * *

Don't let anyone think that perspiration odor is only a woman's problem though. I heard of a man making a yearly salary of $5,000, whose employer says he could have commanded $10,000 if he had just done something about the unpleasant aura of perspiration which he carried about with him. Instead, he had lost his job.

* * *

This letter was recently received from one of the more exclusive New York employment agencies:

"One of our most delicate problems is just how to convey to applicants who otherwise would be desirable, the fact that they offend by perspiration odor. They seem to be unaware of this failing, and it is impossible to send them to the type of client to whom we cater.

"I have often felt the need of something in the way of a small booklet or pamphlet which could be mailed easily. Would you have something of that sort, and if so, would you be willing to send me a small supply to be used at my discretion? It would save me much embarrassment, yet would help many who otherwise would have no difficulty in qualifying for a position."

MUM'S SPECIAL USES MAKE DAINTINESS EASY

Anywhere, Any Time—

One of the chief features of MUM is that it can be used at any time --- when dressing or afterward. In the middle of a busy day at school or work --- an afternoon of golf, or bridge, or shopping --- an evening of dancing. A moment alone is all that's needed to use MUM. Even right after shaving the underarms MUM can be applied without irritation. In fact, one MUM ingredient is the same as that often used in salves for babies' skin. MUM soothes even the most sensitive skin, yet does not promote the growth of hair.

Simply apply a fingertipful under each arm and smooth in thoroughly. Cover the entire armpit surface --- or the entire area where moisture occurs. No waiting to dry, no rinsing off necessary.

On Sanitary Napkins—

MUM spread lightly on the sanitary napkin gives that protection from unpleasantness which every woman feels she must have. Because MUM does not interfere with any normal function of the body --- and is soothing to the skin, it is particularly fine for sanitary napkin use.

On the Hands—

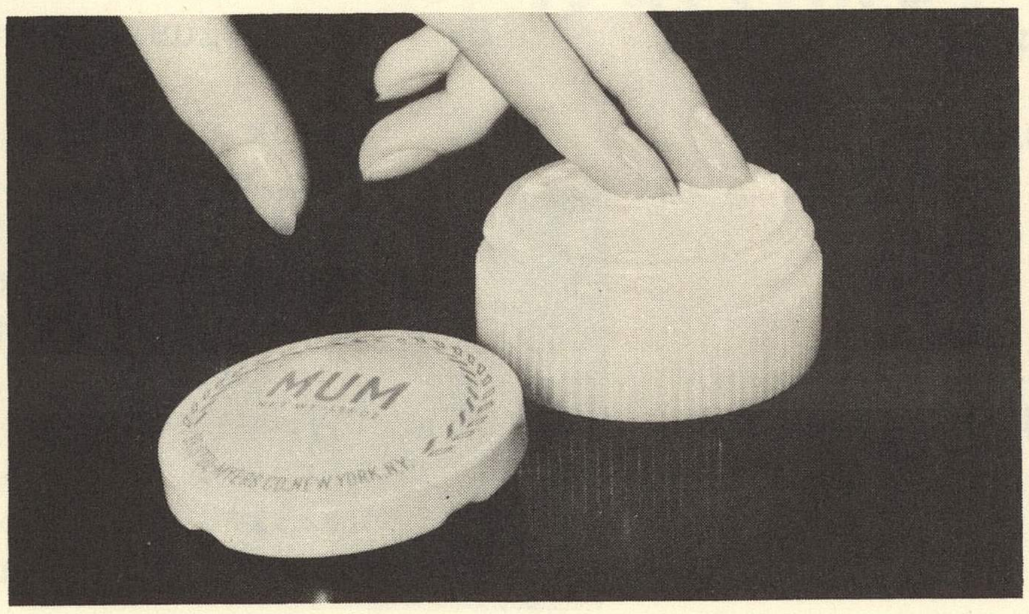
Rub MUM on the hands after preparing onions or fish, or after sponging a spot with dry cleaner. MUM absorbs the clinging odor. Its creamy, fine-milled ingredients soothe and soften the hands, a quality unusual in a deodorant.

For Tired Feet—

How the feet feel affects the face. If feet are tender and smarting from perspiration, it is impossible to look happy and comfortable. A little MUM spread lightly between the toes and over the feet soothes and cools the tender spots and quickly neutralizes any odor.

In Three Handy Sizes—

Purse size, medium and large --- 10¢, 35¢ and 60¢ at all Drug, Department and 10¢ Stores. Convenient to carry, does not spill, scatter or waste. Keep a package in your locker for use before gym class. A little goes a long way.



QUESTIONS	ANSWERS
1. Name some essentials to good grooming.	1. Daily bath, deodorant used regularly, teeth brushed twice daily, fresh underthings daily if possible, fresh hose daily, dresses or suits cleaned frequently.
2. Why does everyone need a deodorant?	2. Because everyone is subject to unpleasant perspiration odor, whether there is noticeable moisture or not.
3. Is a daily bath enough?	3. No. The bath washes off old perspiration. It cannot guard against future odor trouble resulting from close rooms, tight clothing, nervousness or fatigue.
4. Is a deodorant needed in winter as well as summer? Why?	4. Yes. In winter, close rooms, little exercise and tight, heavy clothing may bring on disagreeable odor that is all the more noticeable in the close, heated atmosphere of winter living.
5. Name the four types of deodorants.	5. (1) Creams which stop odor, but do not stop perspiration. (2) Liquids which check odor by checking perspiration. (3) Creams which check perspiration. (4) Powders which discourage odor.
6. Which type is Mum?	6. Type 1 --- MUM is a smooth, velvety white cream which takes the odor out of perspiration, but does not interfere with this natural function of the body.
7. What qualities does a good deodorant have?	7. It is lasting, safe to use on any part of the body, non-poisonous, non-irritating, easy to use, soothing to the skin, and harmless to fabrics.
8. Does Mum have all these qualities?	8. Yes, plus several others.
9. Name some Mum features.	9. Quick and easy to use, harmless to clothing, soothing, absorbs quickly, lasting, does not prevent normal perspiration, pleasant to use summer and winter, may be used right after shaving the underarms.
10. Give some facts about Mum and fabrics.	10. MUM is harmless to fabrics --- as demonstrated in tests made by the American Institute of Laundering and by Good Housekeeping Bureau.
11. Name some extra uses of Mum.	11. To remove onion or fish odor from hands. For use on sanitary napkins. To stop foot odor.
12. How should it be applied?	12. A fingertipful is enough. Smooth in thoroughly.

January 5, 1943.

Mr. Francis M. Bukaty, C.S.P.,
Group I, Service School,
Squad 8, Gunnery School,
U.S.N.T.S.,
Norfolk, Va.

Dear Buck:

Mighty happy to have your letter as of December 27th. As Mrs. Hulteen told you, we returned from a successful eastern trip with the boys in good shape for school and basketball. Last night we gave the Olathe "Clippers" a good buggy-ridem whipping Hahn and the other Kansas City boys in a rather handy fashion, 60 to 32.

I know that you would have enjoyed this dog fight because it was all of that. The game had the crowd balmy a good part of the time, as we had flying mares and flying tackles. Maybe the boys teach this rugged stuff in the Navy, because they certainly put it on in good style, but the Kansas boys were not far behind when the fireworks started.

I would like to write you a longer letter but being so far behind in my work I feel that I had better do a good job of writing you this recommendation, and at the first opportunity I will tell you more about the happenings here on Mount Oread. Stay in there and fight 'em, Buck, we are for you one hundred per cent.

While I was in the East I had a nice visit with Bobby and he is very happy with his medical work at the University of Pennsylvania. Mit sat on the bench last night with me and seemed very happy at the Kansas team's showing. He graduated here in August and is assistant investigator to the chief with Hercules at the Sunflower Ordnance Works. He still talks of the Marines, and he may get it. He has not yet gotten all the fight out of his system.

With every good wish, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

January 5, 1943.

To Whom It May Concern:

I am very happy to recommend to you Mr. Francis M. Bukaty, who was an outstanding football and baseball varsity letterman here at the University of Kansas.

Bukaty attended Rockhurst College in Kansas City, then entered the U. S. Military Academy at Annapolis. He later attended the University of Kansas where he was an exceptional varsity football and baseball man. He assisted our varsity coach, Gwinn Henry, with the varsity football team, and was my assistant as varsity baseball coach.

Bukaty is intensely loyal and trustworthy in all his activities. He is clean and has a fine personality. He has the ability to cooperate with his superiors in a very pleasing manner, is a hard worker and is very dependable. I am happy to recommend him for officer material and feel that he is a first class fighting man and worthy of your high consideration.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

FRANCIS M. BUKATY C. S. P.
United States Navy

December 27, 1942

Dr. F. C. Allen
University of Kansas
Lawrence, Kansas.

Greetings Dr. Allen:

I am now back at Norfolk Virginia, however, not as a physical instructor but as chief gunner. I am attending gunnery school for which I volunteered. I began tiring in the work I was doing and thought it about time I put out to sea and be of more active use.

Gunnery School is really something worth while in that we are not only getting the theoretical but also the practical. We go aboard the Battleship Wyoming for two weks actually firing her guns, and at dam-neck, Virginia we receive one week of anti-aircraft firing. In six weeks we will be put on some ship - don't know exactly what type but in all probability on a destroyer.

FRANCIS M. BUKATY C. S. P.
United States Navy

When we finish the course in gunnery we are suppose to receive a Commission. although if we expect to receive a Commission we have to fill out the regular papers along with the three letters of recommendations.

Dr. Allen I know I have troubled you many times in the past but if I can call upon you once more to render me a letter of recommendation for a commission as an Ensign, it will as always be greatly appreciated.

In closing may you continue your victorious basketball era + please remember me to mrs allen, Bobby + Mutt.

Wishing you a happy New Year + thanking you in advance, I remain—

Ever respectfully yours,

Francis M. Bukaty

address - Group I, Service School
Squad 8, Gunnery Sch.
U. S. N. T. S. Norfolk, Va.

December 31, 1942.

Mr. Francis M. Bukaty, C.S.P.,
Group I, Service School,
Squad 8, Gunnery School,
U.S.N.T.S.,
Norfolk, Va.

Dear Frank:

Your letter of December 27th has been received during Dr. Allen's absence from his office. He has been with the basketball team on their eastern trip, playing in Buffalo, New York City, Philadelphia, and tonight in St. Louis. They will return Saturday evening.

I am sure Dr. Allen will be happy to send the letter of recommendation that you desire, and no doubt you will hear from him early next week.

Sincerely yours,

Secretary to Dr. Forrest C. Allen.

February 11, 1943.

Mr. James E. Battell, P.F.C.,
U. S. Army Air Forces,
Station Hospital,
Atlantic City, N.J.

Dear Private Battell:

Pardon me for not answering your communication of January 27th sooner.

Many men play basketball by using a basketball mask. It is a small contraption that fits over the head much after the manner of a catcher's mask, only made very much lighter and adjusted over the glasses so there is no danger of breaking them. I imagine this would be the most inexpensive thing for you to have. Most sporting goods houses keep them.

Then we have the "Safe-Play" glasses manufactured at Beloit, Wisconsin. The best thing, of course, are the lenses that fit right over the eyes, but they are expensive, costing something like $100. I am sure that you being in the service would not be interested in spending that much money to play basketball.

I believe if I were you I would over-shoot the basket with an arch because the percentage would be in your favor. By endeavoring to over-shoot sometimes the shot is short but if it is in line you would have the added benefit of it dropping in. If you over-shoot you will always get a rebound if it does not carom into the basket.

Suppose you try this out and perhaps your game might be benefitted by it. If not, you can go back to your original style and not be much the loser.

With all good wishes, I am

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

John Rynard
27 S. Baeke
K. C. K.

KANSAS CITY, KANS.
JAN 25
330P
1943

Postage due 3 cents

William S. Blount
Wetmore, Kansas

MISSENT TO WETMORE, KANS

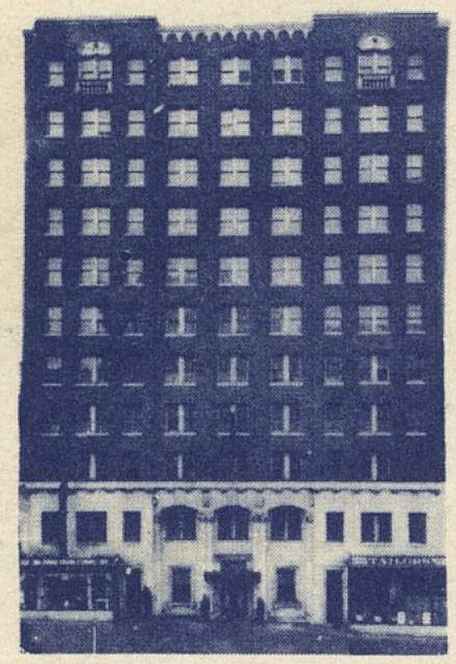
JAN 26
3 PM

27 S. Burke
1/24/43
K. C. K.

Sir,

I have these papers and cards of yours and am returning them. I found them scattered in the middle of 3rd Strat or Fowler ave. I have been detained in sending them because I could not ~~find~~ find where I placed them.

Yours
John Rynard.



HOTEL HOUSTON

• 910 E. STREET NORTHWEST •

Washington, D.C.

6-7-25-42.

Dear Dad, Mother:

Well Dan in Washington to-day. Dan going down and try to find Ollie Sunday. Ike work and told me he was coming to Va the week he was leaving used, so I might find him Sunday. Hope so.

It has rained all day and it's not a very good day to be out. Dan teaching me how all of you and Tom. I don't know what Dan going to be doing to-night, well I'll write you all again next Sun. Hello to Mother & Johnnie,

Love
Dave.

REASONABLE PRICES AT THIS MODERN COMMERCIAL AND TOURIST HOTEL •
ALL ROOMS WITH SHOWER BATHS

Jan 27, 1942

☆ ☆ ☆ UNITED STATES ARMY AIR FORCES ☆ ☆ ☆

Dear Sir:

I'm a fellow who likes basketball and I was wondering if you wouldn't advice me.

In the first place my eyes aren't too good, but would you advise me on wether or not it is advisable to play basketball with glasses.

If not could you tell me how to play the game and still be worthy of the team I'm playing

with

I have read your book
on the game and maybe
if I tried using the
backboard instead of shooting
for the basket, that would
compensate for my lack of
vision

If this seems like
a lot of nonsense, please
forget it but I do
wish that you would
advise me.

Sincerely

James E. Battell