

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!

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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.

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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 de-

sirable worker. Now she has not only become a valued employee, but has been advanced in position several times.

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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!

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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.

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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."