

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 additional 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