

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 under-arms 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.

