

## 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 questionaired 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.