

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.