

Daintiness

HAVEN'T YOU OFTEN seen people --- men and women, too --- expensively and beautifully dressed, fail to make a nice impression at all, while another person who has not spent nearly so much on clothes, fairly oozes personality --- simply because of that tubbed and scrubbed impression? Freshness and daintiness have a great deal to do with personality.

Daily Bath

SOAP-AND-WATER-CLEAN is a refreshing state most of us are quite accustomed to, in this day of tubs, showers and hot water. Even without these facilities, though, a soap-and-water sponge bath can do an excellent job in removing dirt, skin oil, dead skin and perspiration. Warm water at first, followed by cool, is both refreshing and protecting. Then a good invigorating rubdown with a rough towel finishes off the job and leaves you with that tingling sensation of health and good will toward the world.

But the Daily Bath is Not Enough

OF COURSE the daily bath is essential. But it cannot prevent perspiration odor. A woman may start off crisp and fresh in the morning but as soon as she is affected by tight clothing, close atmosphere, or becomes nervous or fatigued, perspiration starts, bringing odor trouble. Of course she can't stop to run back home and take another bath. That's the reason a good deodorant brings her such a sense of security, knowing that she will stay crisp and fresh all day.

Let's see what some authorities have to say about it:

"There are certain points in good grooming we usually keep 'mum' about; ... they are usually smells. We don't like to mention them. We wouldn't dare say to Susan, 'Darling you haven't a nice smell.' It sounds so crude and we cannot bear to see the blush that would come to her face. But this is the most important thing to tell you, Susan, if it's true. You cannot be smooth unless you are clean, well put together, and have a nice

smell. When you start to get your 'pin feathers,' so to speak --- that is, when you start growing up, you must be especially careful about smelling nice. But once you have taken precautions, you can forget all about it. The word we are sniffing for is of course 'deodorant'. It comes in liquid or cream form and it becomes a habit. It is to be used under your arms, Susan, every morning after you have bathed. We prefer very small silk shields for dresses that fit closely. We feel that we aren't setting ourselves apart as an old maid when we wear dress shields with our best clothes." (1)

"Remember....that in an office you come into close contact with people and to pass muster you simply have to be thoroughly clean. You may be a whiz at dictation and a general paragon but that will scarcely offset a disagreeable odor or an untidy appearance. A daily bath is the first essential and it is unwise to try to do without deodorants as well. And if you value your job, and your employer's sensibilities, you must stay away from onions and garlic, especially at lunch time." (2)

"The daily use of a deodorant will protect your clothes as well as your reputation. Neglecting this may prove costly to you. To say that friendships and jobs are at stake isn't exaggerating the situation one bit." (3)

Why a Good Deodorant is Needed

PERSPIRING IS A perfectly normal function of the body, to

- (1) Regulate body temperature.
- (2) Help dispose of waste matter from the body.

Normally the average human body gives off about a quart of perspiration a day. Perspiration is increased, however, by

Exercise	Embarrassment
Fatigue	Excessive heat
Nervousness	Tight clothing

Now, in the ordinary course of a school or business day we are exposed to many different situations which cause us to perspire.

(1) SUSAN BE SMOOTH by Nell Giles; Hale, Cushman & Flint
(2) IF YOU PLEASE by Betty Allen & Mitchell Briggs; J. B. Lippincott Co.
(3) IT'S MORE FUN WHEN YOU KNOW THE RULES by Beatrice Pierce; Farrar & Rinehart