

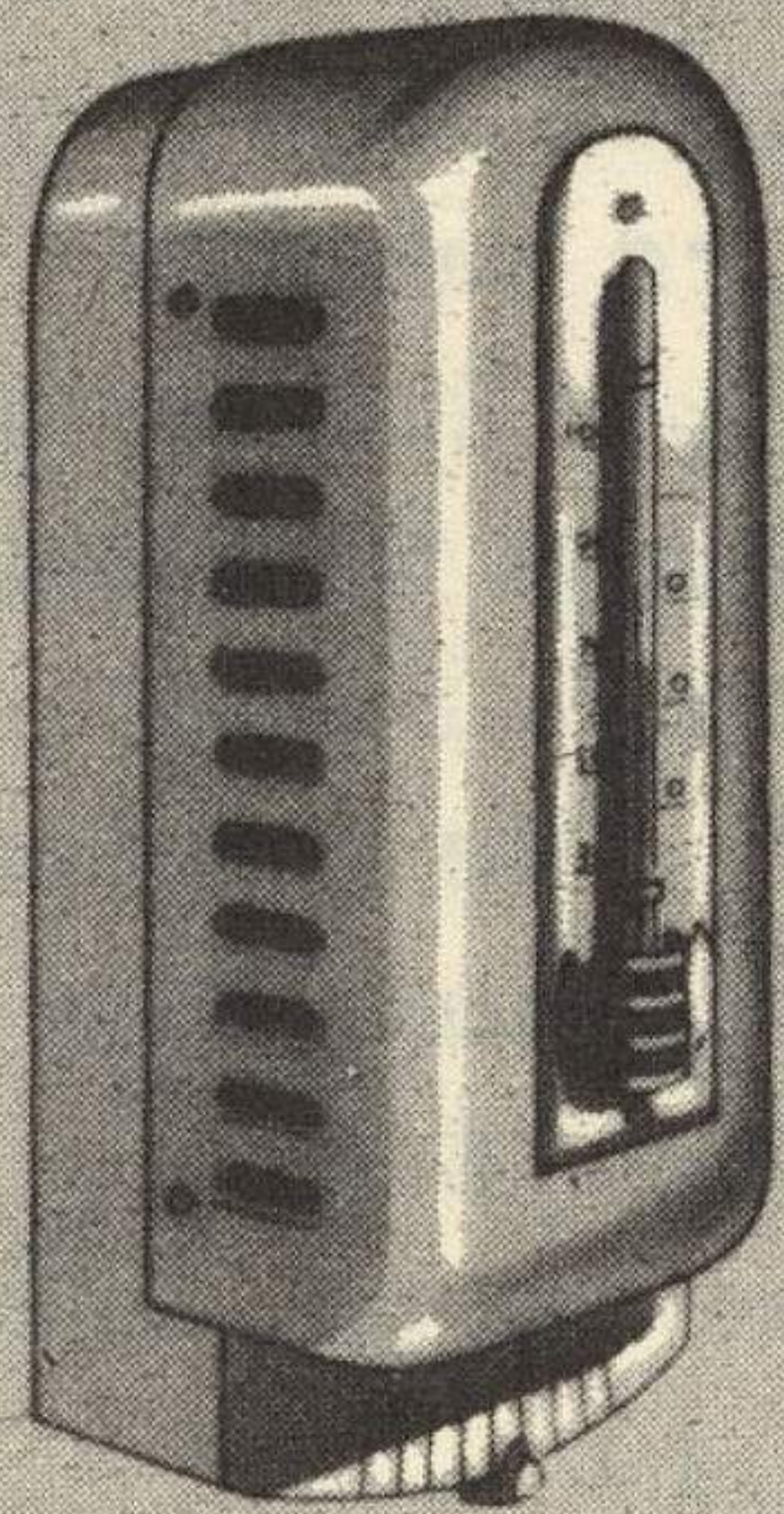
PERSPIRING IS HEALTHFUL, BUT...

1 EVERYBODY PERSPIRES MEN... WOMEN... CHILDREN



We perspire constantly—summer and winter—whether we see and feel it or not. It is a healthful normal function of the body, as natural as breathing.

2 THE HUMAN THERMOSTAT



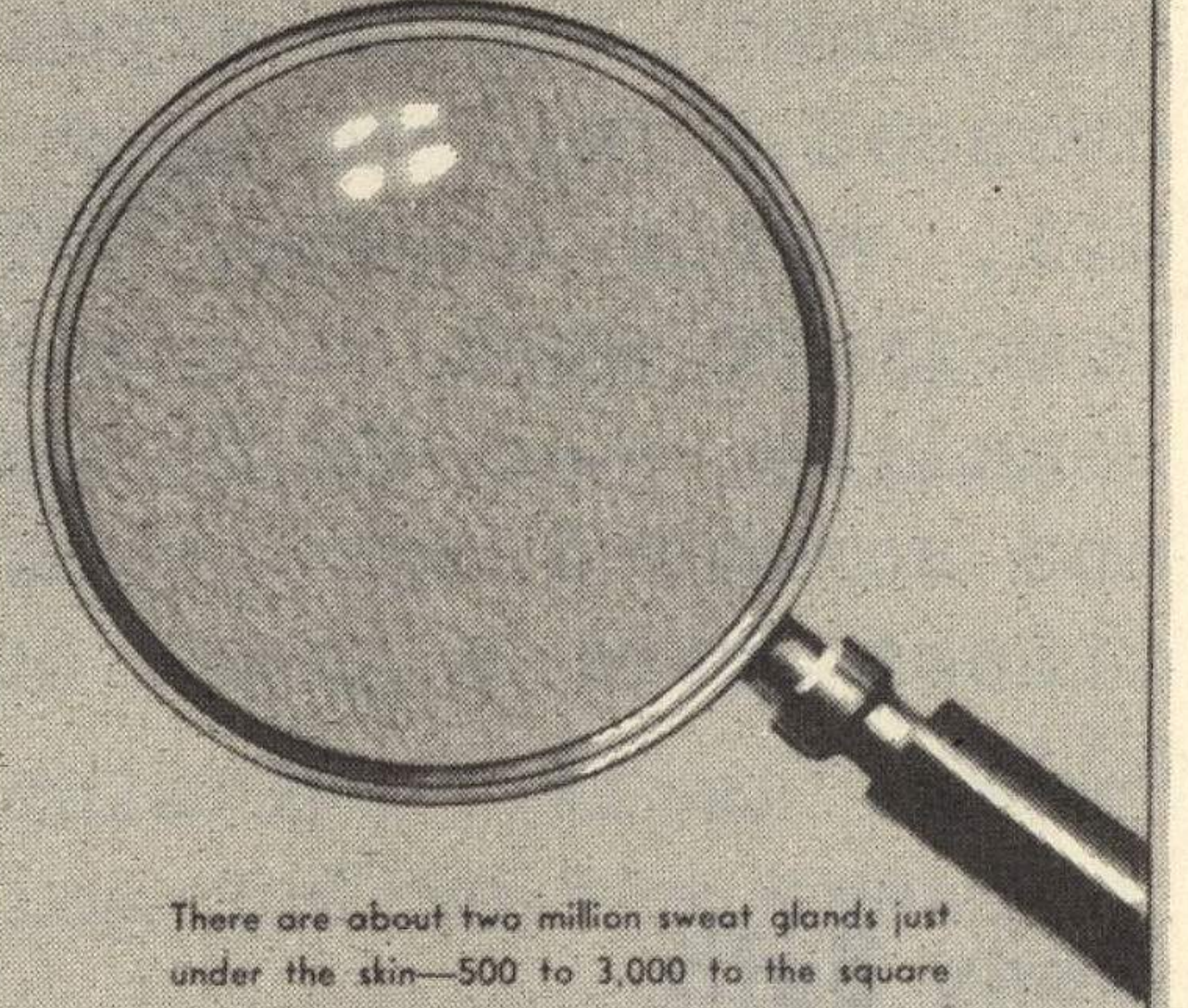
As perspiration spreads over the skin's surface and evaporates, it acts as a thermostat which regulates the temperature of the body and aids nature in keeping the outer skin soft and pliable. The normal average body temperature is 98.6 F.

3 CARRIES OFF BODY WASTE



Perspiration also helps carry off waste from the body and thus helps the pores to breathe. It consists of about 98% water and 2% organic salts. The chemical makeup of these salts varies according to conditions in the individual body.

4 ABOUT TWO MILLION SWEAT GLANDS



There are about two million sweat glands just under the skin—500 to 3,000 to the square inch. The perspiration they eliminate is carried to the surface of the skin through the pores.

5 A QUART OF PERSPIRATION A DAY



Under normal conditions, by way of the sweat glands, the average human body gives off about a quart of perspiration through the pores of the skin every twenty-four hours. Under special conditions this may be increased to more than three quarts a day.

6 WHAT MAKES US PERSPIRE MORE

Normal perspiration is greatly increased by

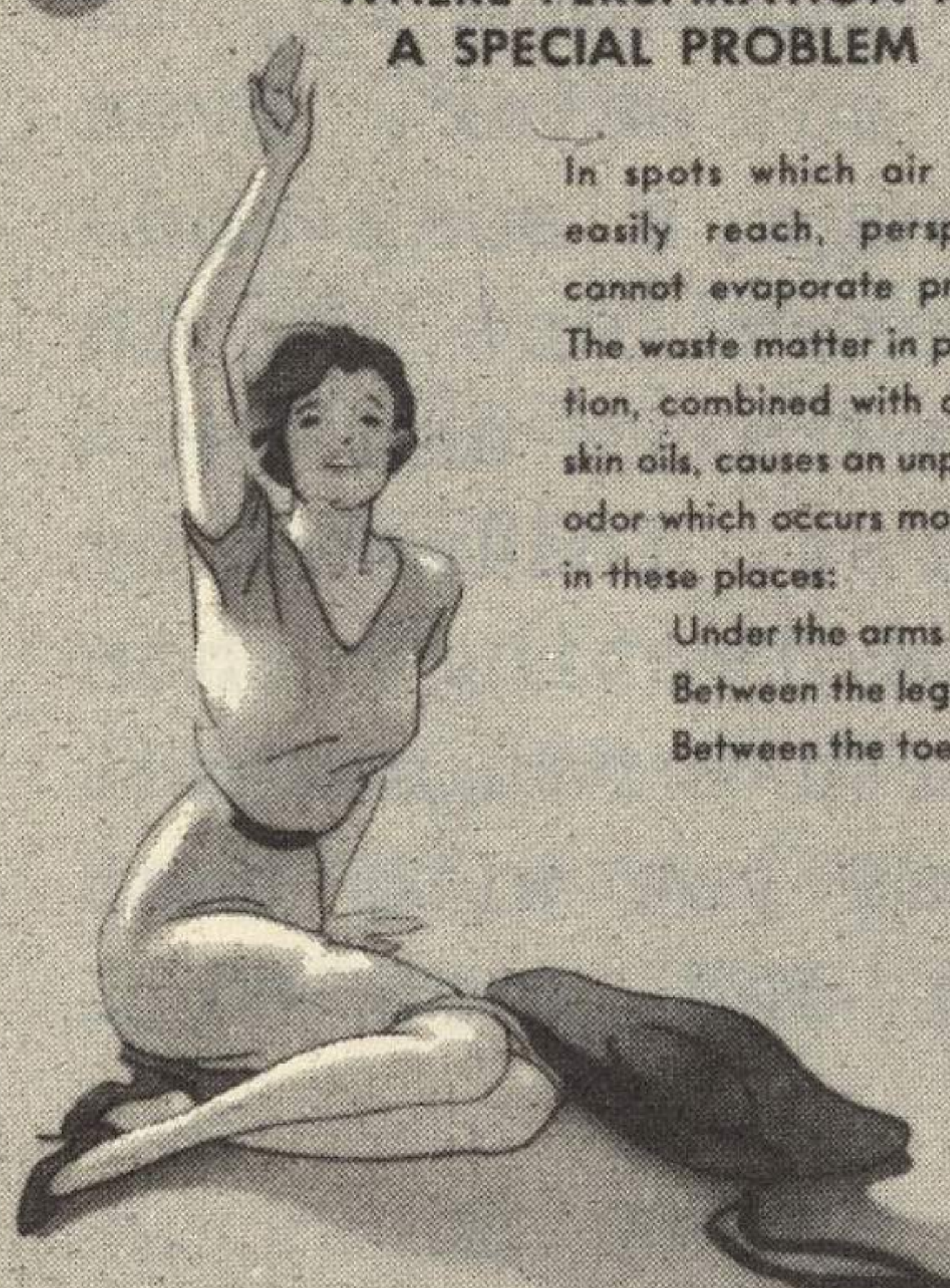
Heat
Exercise
Fatigue
Excitement
Nervous strain
Heavy or tight clothing



7 WHERE PERSPIRATION IS A SPECIAL PROBLEM

In spots which air cannot easily reach, perspiration cannot evaporate promptly. The waste matter in perspiration, combined with dirt and skin oils, causes an unpleasant odor which occurs most often in these places:

Under the arms
Between the legs
Between the toes



8 THE DOCTOR'S ADVICE



Physicians tell us that if we would be hygienically clean we must be free from all unpleasant body odors. One of the most unfortunate things about perspiration odor is that often we are not conscious of it in ourselves.

9 AN OBSTACLE TO SUCCESS IN SCHOOL OR ON THE JOB



When we offend those around us with the unpleasant odor of perspiration, they will not excuse it. So often this retards social progress in school and also results in failure to get or keep a job.

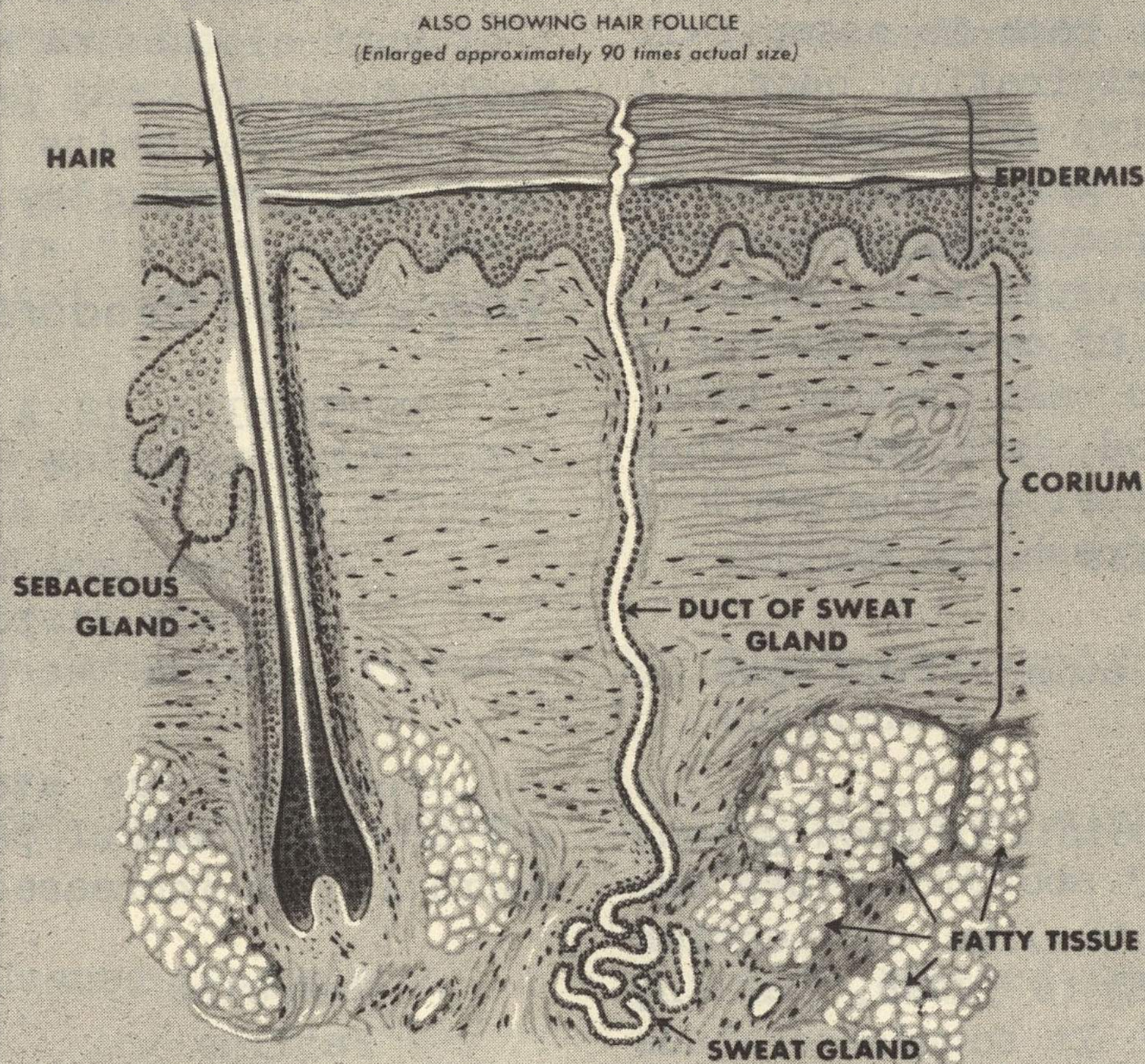
11 THE DAILY BATH— AND ONE THING MORE

Soap and water are necessary to remove the accumulation of dried perspiration and oil from the skin so as to keep the pores constantly open. But they cannot protect you from perspiration odors later.



CROSS-SECTION OF A HUMAN SWEAT GLAND

ALSO SHOWING HAIR FOLLICLE
(Enlarged approximately 90 times actual size.)



The sweat glands are tiny tubes which go twisting down through the different layers of skin with the blind ends coiled into little balls lodged in the fatty tissue. These glands soak or pick out of the blood, waste products and toxins which are carried off in the form of perspiration through the pores opening upon the skin.

When perspiration accumulates, it has mixed with it other organic matter consisting of loose bits of outer skin, saturated with oil, which are loosened by the chemical action of perspiration and by the friction of clothing. The cumulative effect and fermentation of drying sweat with its content of fatty acids produce body odor.

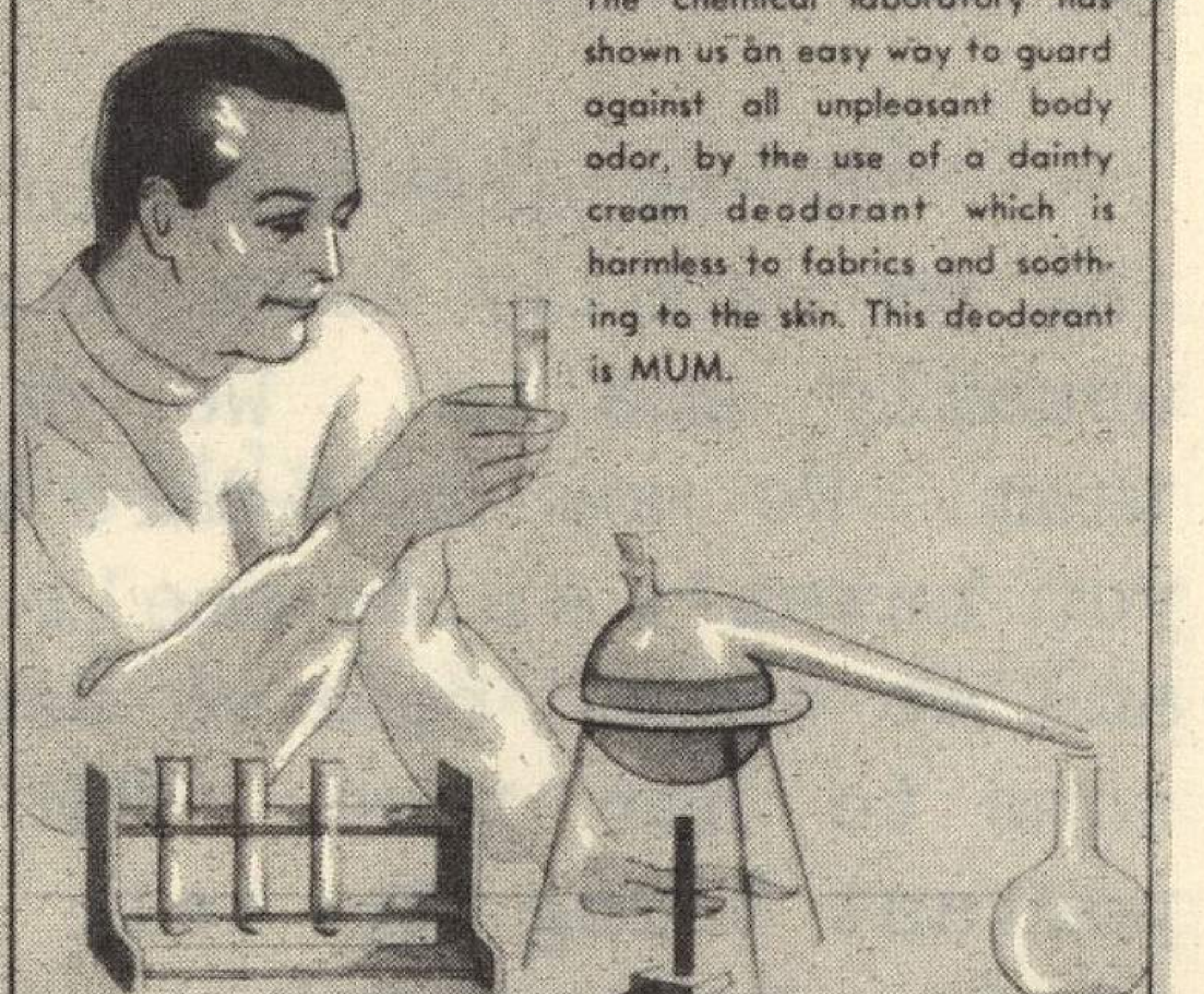
10 A BAN TO SOCIAL POPULARITY



Attractiveness and social popularity depend so much on true freshness of person. So offending through perspiration odor destroys charm and causes people to avoid one's company instead of seeking it.

12 YOUR BEST PROTECTION IS A GOOD DEODORANT

The chemical laboratory has shown us an easy way to guard against all unpleasant body odor, by the use of a dainty cream deodorant which is harmless to fabrics and soothing to the skin. This deodorant is MUM.



PUBLISHED IN THE INTEREST OF BETTER PERSONAL HYGIENE

BY THE MAKERS OF MUM

Litho. in U.S.A. Bristol Myers Co., 1941

"Mum takes the odor out of perspiration"



Laundering Tested and Approved Seal
Awarded to Mum
for its Harmlessness to Fabrics