

Personal Daintiness for Women at Other Times

SPECIAL CARE should be taken during menstruation particularly in the adolescent years. Scrupulous cleanliness is essential and daily use of a safe deodorant for sanitary napkins insures daintiness.

Excessive Perspiration

GO TO A DOCTOR if perspiration is so excessive as to be really troublesome, for frequently this is an indication of a medical condition which can be corrected by a competent physician.

Many doctors believe, however, that perspiration should not be entirely stopped since this function of the body has a definite purpose, as described on Page 5.

Qualities a Good Deodorant Should Have

SEVERAL THOUSAND TEACHERS were asked what qualities they prefer in a deodorant. They selected the following as essential:

Lasting --- effective in preventing body odors
Will not interfere with any normal function of the body
Safe for use on any part of the body
Will not clog pores
Quickly absorbs --- easy to spread
Soothing and healing
Easy to use --- at any time
Safe for skin even right after shaving the underarm
Harmless to clothing --- won't stain, fade or rot fabrics
Inexpensive and economical
Available everywhere

MUM HAS all these qualities and belongs to Type 1 below. It is a smooth, white cream which prevents odor while allowing normal healthy perspiration to take place.

THERE ARE four types of deodorants:

- (1) Creams which prevent odor but do not stop perspiration
- (2) Liquids which check perspiration
- (3) Creams which check perspiration
- (4) Powders which discourage odor

How MUM Acts as a Deodorant — Quickly and Efficiently

- (1) Absorbs the odor.
- (2) Tends to inhibit the action of any surface bacteria that may have invaded the stale and drying perspiration, thereby guarding against fermentation which causes odor.
- (3) Absorbs the liquid part of perspiration, allowing the deodorant to work quickly.
- (4) Chemically combines with any acids present to make them non-odorous.

From this you will see why MUM is absolutely harmless to the skin --- why many doctors recommend it and more nurses as well as other fastidious women use MUM than any other deodorant.

Don't Forget — Men Need MUM Too

31% OF ALL MEN questioned in a recent survey were found to use a deodorant. Of these many were business executives, professional men, or salesmen, showing that men who realize the importance of good grooming consider a deodorant necessary. The strenuous activities men go in for and the heavier clothes they wear mean that perspiration odor is a special problem unless a deodorant is used.

In this survey of course more men were found to use MUM than any other deodorant, for MUM is for MEN too. In addition to underarm use they like it particularly to soothe tired, perspiring feet resulting from the heavy shoes they wear.

When Wearing Uniforms

WHEN CLOSE-FITTING UNIFORMS are worn a deodorant is especially helpful. In the sick room daintiness and freshness of person contribute much to the improvement of the patient so nurses especially like to use MUM. Patients as well, welcome its use for their own comfort and self-confidence.