



# “YOUR ARTICLES ARE UNFAIR TO YOUR SEX!”

Criticism and commendation, abuse and applause, poured in on Ruth Miller after the publication of these stories. Did you read them? What do you think?

WHEN I started these discussions I knew I would have to tread carefully in addressing women on such a delicate personal subject.

I have received an immense amount of both commendation and condemnation.

But what has surprised me has been the attitude taken by those women who resented my remarks.

The burden of nearly all such letters has been: Get after the men. They, not women, are the real offenders in this matter.

One New York woman, for instance, writes: “Your articles are an insult to your sex. What kind of women are you addressing, pray? Not a single woman whom I know intimately fails to guard herself as you recommend, against even the chance of offending in this matter. But men—there are the real offenders. Address your remarks to them and you will do your sex a very great favor indeed.”

I replied: “I know, my dear, how you feel about men. But I can only hope to reach them through the standards set for them by women. And I know, of course, that many, many women do maintain this standard. Where they do not it is simply because they are unconscious of the facts about perspiration, and it is to such women I am trying to bring home the truth about themselves.

## An old fault—common to most of us

It is a physiological fact that there are very few persons who are not subject to this odor, though seldom conscious of it themselves. Perspiration under the arms, though more active than elsewhere, does not always produce excessive and noticeable moisture. But the chemicals of the body do cause noticeable odor, more apparent under the arms than in any other place.

The underarms are under very sensitive nervous control. Sudden excitement, embarrassment even, serves as a nervous stimulus sufficient to make perspiration there even more

*Arnold Bennett says: “Discord exists between the sexes. It always has existed and it always will. . . The sex discord may be the most exasperating thing in existence, but it is by general agreement the most delightful and the most interesting”*

active. The curve of the arm prevents the rapid evaporation of odor or moisture—and the result is that others become aware of this subtle odor at times when we least suspect it.

## How well-groomed men and women are meeting the situation

Well-groomed men and women everywhere are meeting this trying situation with methods that are simple and direct. They have learned that it cannot be neglected any more than any other essential of personal cleanliness. They give it the regular attention that they give to their hair, teeth, or hands. They use Odorono, a toilet lotion specially prepared to correct both perspiration moisture and odor.

Odorono was formulated by a physician who knew that perspiration, because of its peculiar qualities, is beyond the reach of ordinary methods of cleanliness—excessive moisture of the armpits is due to a local weakness.

Odorono is an antiseptic, perfectly harmless. Its regular use gives that absolute assurance of



perfect daintiness that women are demanding—that consciousness of perfect grooming so satisfying to men. It really corrects the cause of both the moisture and odor of perspiration.

## Make it a regular habit!

Use Odorono regularly, just two or three times a week. At night, before retiring, put it on the underarms. Allow it to dry, and then dust on a little talcum. The next morning, bathe the parts with clear water. The underarms will remain sweet and dry and odorless in any weather, in any circumstances! Daily baths do not lessen its effect.

Women who find that their gowns are spoiled by perspiration stain and an odor which dry cleaning will not remove, will find in Odorono complete relief from this distressing and often expensive annoyance. If you are troubled in any unusual way, or have had any difficulty in finding relief, let us help you solve your problem. Write to-day for our free booklet. You'll find some very interesting information in it about all perspiration troubles!

Address Ruth Miller, The Odorono Co., 16 Blair Avenue, Cincinnati, Ohio. At all toilet counters in Canada and the United States, 35c., 60c., and \$1.00. By mail, postpaid, if your dealer hasn't it.

Men will be interested in reading our booklet, “The Assurance of Perfect Grooming.”

Address mail orders or requests as follows: For Canada to The Arthur Sales Co., 61 Adelaide St. East, Toronto, Ont. For U.S.A. to The Odorono Company, 16 Blair Avenue, Cincinnati, Ohio. For France to The Agencie Americaine, 38 Avenue de l'Opera, Paris. For Switzerland to The Agencie Americaine, 17 Boulevard Helvetique, Geneva. For England to The American Drug Supply Co., 6 Northumberland Ave., London, W.C. 2. For Mexico to H. E. Gerber & Cia., 2a Gante, 19, Mexico City.

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