

## Unit VI The Twenties Cover Sheet

Years: 1920 to 1928

**...AND MEN CAN BE SUCH  
AWFUL GOSSIPS TOO!**



**Let's face the truth about  
UNDERARM PERSPIRATION ODOR**

**M**EN DO TALK about girls behind their backs — although they won't admit it. Is a girl pretty, a good sport, a smooth dancer? The answer quickly goes the rounds!

They talk about other things, too. About the girls they hate to dance with — the girls they simply *won't* take out. For a girl must be *more* than pretty and smart. She'll never make a hit with men unless she is truly *sweet* — nice to be near.

Unpopularity often begins with the first hint of underarm odor. This is one fault that men can't stand — one fault they *can't* forgive. Yet any girl may offend this way,

if she trusts her *bath alone* to keep her fresh.

Smart girls — popular girls — don't take chances! They know a bath only takes care of *past perspiration* — that they still need Mum, to prevent odor *to come*.

**MUM LASTS ALL DAY!** Start the day or evening with Mum and you'll come home with underarms as fresh as when you started.

**MUM IS SOOTHING!** Mum is safe and soothing as a healing hand cream. Even after underarm shaving it never irritates the skin.

**MUM IS SAFE!** Use Mum any time, even *after* you're dressed. For it does not injure fabrics.

**MUM IS SURE!** Mum doesn't stop natural perspiration. It does just what you want it to do — *takes the odor out of perspiration*.

**MUM IS QUICK!** There's no problem about using Mum. It takes no time; no fuss and bother of waiting for it to dry. Smooth it on and you're through! To be a girl men *like* to have around, use Mum every day and after every bath.

**HOURS AFTER YOUR BATH MUM STILL KEEPS YOU SWEET**







FOR THIS IMPORTANT USE, TOO  
Thousands of women use Mum for Lint-free Nappies because they know Mum is so gentle, so sure! Don't risk embarrassment! Always use Mum!

**MUM**  
Takes the odor  
out of perspiration

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### Essential Question:

“To what degree is our own society defined by tension between tradition and modernity?”

