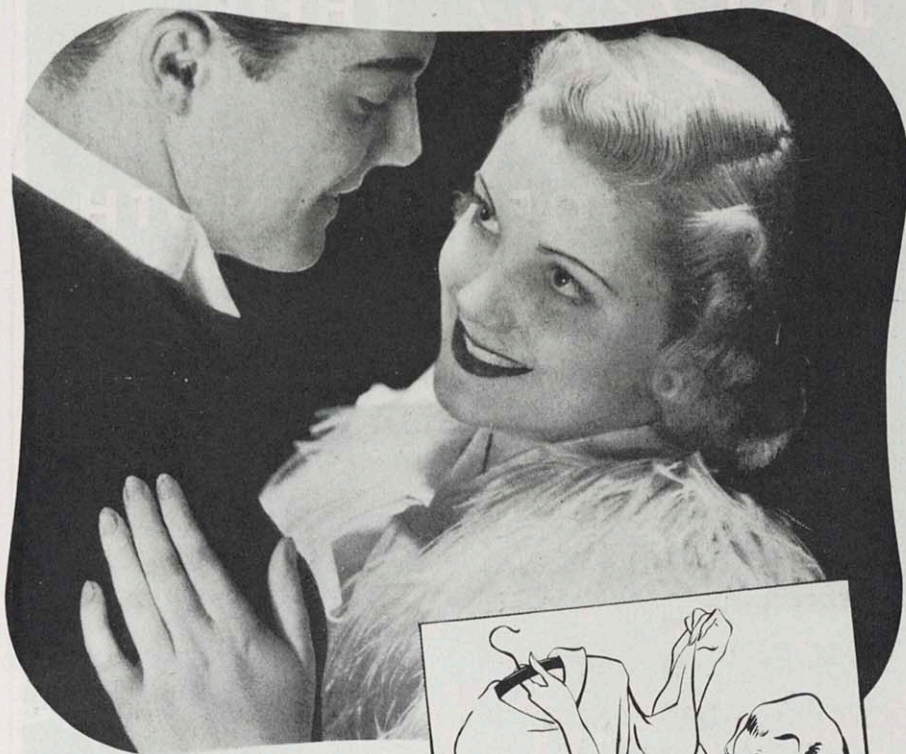


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Don't Meet that New Man



UNTIL YOU'VE MADE THIS "ARMHOLE-ODOR" TEST

If the slightest moisture is allowed to collect on the armhole of your dress, the warmth of your body will draw out stale "armhole odor" when you most want to make a good impression . . .

PRETTY CLOTHES, appealing charm and amusing conversation may win a new man's attention. But your first exciting meeting will never ripen into friendship if you have carelessly neglected that little hollow under your arm!

If you have been deodorizing only, even though you feel sure of your personal daintiness, don't meet another new man until you have made the "Armhole-Odor" Test.

As you take off the dress you are wearing, smell the fabric under the arm. You may be shocked and surprised, as are nine out of every ten girls who carefully deodorize, to find that your dress has a stale "armhole odor." That is the way you will smell to everyone you meet!

When you deodorize only, although it is quick and easy to do, you do not stop perspiration and do not give yourself complete protection. Perspiration occurs after you deodorize, and the moisture is immediately transferred to the fabric of your dress.

Every time you wear the dress, the warmth of your body draws out an intensified odor of stale perspiration.

Complete Dryness Necessary

Girls who have tried many ways to master the art of personal daintiness know that one way is sure. Through embarrassment they have learned that quick, easy methods are unreliable. They insist now upon the complete protection of Liquid Odorono and gladly devote the few extra moments necessary to its use. Liquid Odorono not only keeps the underarm sweet, but completely dry, insuring both wearer and frock against the slightest possibility of "armhole odor."

The action of Odorono is entirely harmless to the underarm skin. It simply closes the pores gently in that restricted little hollow and diverts perspiration to surfaces of the body where it can evaporate freely before it offends.

Protects Lovely Garments

The dainty shades and sheer fabrics of your evening gowns will never be marred by ugly greasiness or discoloration from perspiration if you protect them with Odorono. And you will find dry-cleaning bills on your entire wardrobe considerably reduced.

Start today. Odorono comes in two strengths. Regular Odorono (Ruby colored) requires only two applications a week. Instant Odorono (colorless) is for especially sensitive skin and for quick use. Use it daily or every other day. On sale at all toilet-goods counters.

To make sure your natural charm will be unmarred by offensive "armhole odor," send today for sample vials of the two Odoronos and leaflet on complete underarm dryness.

SEND 8¢ FOR INTRODUCTORY SAMPLES

RUTH MILLER, The Odorono Co., Inc.
Dept. 6W7, 191 Hudson St., New York City
(In Canada, address P. O. Box 2320, Montreal)
I enclose 8¢, to cover cost of postage and packing, for samples of Instant and Regular Odorono and descriptive leaflet.

Name _____
Address _____
City _____ State _____



FOR further guidance in your buying, advertisers in Woman's Home Companion whose products are recommended by Jean Abbey, Woman's Home Companion Shopper, are entitled to use this seal. Whether bearing the seal or not, products advertised in the magazine are recommended as above.