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Excessive perspiration has no place in your quest for daintiness. Read how to overcome it.

An old-fashioned idea exploded

This woman, like her friends, has at last learned how she may safely and easily rid herself of the annoyance and embarrassment caused by excessive perspiration

FOR years women, and men too, have been daily embarrassed and annoyed by the excessive perspiration that comes underneath the arms, on the hands, the feet, or the forehead. They have borne with all the inconvenience caused by perspiration because they knew of no safe way in which it could be stopped.

How a physician solved the problem

Then a physician who knew that it could not possibly hurt you to divert excessive perspiration from parts of the body where it is most troublesome, prepared for his own use an unscented toilet water made from *absolutely harmless* ingredients, which in even the warmest, stickiest weather would keep him free from all the inconvenience caused by excessive perspiration. This toilet water you now know by the name "Odorono."

There is only one safe way you can be absolutely sure of exquisite cleanliness

You, this summer, can keep yourself dainty and fresh even on the hottest day. Odorono used regularly two or three times a week, will divert all excess perspiration from the parts of the body where it is most troublesome, and will make it come out evenly and naturally over the entire body; and by eliminating the cause, will do away with the slightest trace of perspiration odor.

Think of the blessing of knowing one summer of absolute freedom from perspiration annoyance; of needing no dress-shields in keeping your dresses clean and dainty. Think what it will mean to the men in your family—no more wilted collars; no more stained shirts or clammy hands.

Remember this about perspiration

Your physician will tell you it is "healthy" to perspire only when the perspiration is natural and normal over the entire body. This natural, normal perspiration causes you no discomfort; you are not even conscious of it.

It is the *excessive* perspiration under your arms, on your hands or feet or wherever it troubles you *especially*, that you

can, by the use of this effective toilet water, divert and make come out evenly over your entire body, leaving the part to which it is applied naturally dry and sweet.

Odorono is made from absolutely harmless ingredients, as your physician or any chemist can tell you. Two or three applications applied regularly every week will give you relief. For under-arms, feet, palms, forehead, or neck.

One woman writes: "Please send me three bottles of Odorono. I have three friends who are too old-fashioned to give up dress shields and enjoy the freedom and comfort which Odorono gives, and I want to see if, with a bottle on each of their dressing tables, they won't give Odorono a trial."—Barbara Jefferson, Gilmanton, N. H.

Another tells us: "I have used Odorono all summer and on the warmest day have never even dampened my dresses underneath the arms."—Mrs. J. C. Franke, Brooklyn, N. Y.

Let it help you

Get a bottle today. 50c; trial size, 25c. The 50c size is the more economical size to buy. Contains two and a half times as much as the 25c size. Large size, \$1.00. By mail postpaid if your dealer hasn't it. Address the Odorono Co., 182 Blair Avenue, Cincinnati, O.

If you want to know more about perspiration and how to regulate it, write for booklet, "The Truth About Perspiration." If you are troubled in any unusual way, or have had any difficulty in finding relief, won't you write us? We will gladly answer any special question you wish to ask. See address above.



Twice or three times a week is sufficient to keep your under-arms naturally dry. Does away with the need of dress-shields.

It is perspiration which makes your feet so tender. Use Odorono for them once a week and see how small they will feel in your shoes.

If your hands become moist and sticky, apply a bit of Odorono 3 or 4 times a week. Will keep them comfortably dry all day.

Odorono is used and endorsed by leading physicians of the country. For sale in the best drug and department stores in New York and throughout the United States and Canada.

