



*Have you ever really
seen your skin—as others see it?*

TOO often we stand back from our mirrors, give our complexions a touch or two of the mysterious art that lies in our vanity cases, and—congratulate ourselves that our skins are passing fair.

If we never came under any closer inspection than we do in our own mirrors, this method would be well and good. But who of us does not have to face every day—when we least dream of it—eyes that are bent on us in critical inspection?

Really see your skin

GO to your mirror now and examine your skin closely. Really study it! Find out just the condition it is in. Look for tiny rough places that make your skin appear scaly when you powder, for conspicuous nose pores, for excessively oily skin or a shiny nose. Perhaps your skin is tender and sensitive, sallow and colorless, or unduly tanned.

Whatever condition you find, *it can be changed*. Make the following Woodbury treatment a daily habit and it will gradually but surely bring to your skin—as it has to thousands of others—that clearness, freshness and charm you long for.

Use this treatment once a day

LATHER your wash cloth well with Woodbury's Facial Soap and warm water. Apply it to your face and distribute the lather thoroughly. Now, with the tips of your fingers work this cleansing, antiseptic lather into your skin, always using an upward and outward

motion. Rinse with warm water, then with cold—the colder the better. Finish by rubbing your face for a few minutes with a *piece of ice*. Always be particular to dry your skin well.

Your skin changes every day

YOUR skin, like the rest of your body, is continually and rapidly changing. As the *old* skin dies, *new* forms. This is just the opportunity this treatment wants.

Every day it frees your skin of those tiny, old dead particles. *Then*, it cleanses the pores, brings the blood to the surface and stimulates the small muscular fibres. This keeps your skin so active that the new delicate skin which forms every day *cannot help* taking on that greater loveliness for which you have longed.

Use persistently—the charm will come to stay

IT is very easy to use this treatment for a few days and then neglect it. But this will never make your skin what you would love to have it. Use the treatment *persistently*, and in ten days or two weeks your skin should show a marked improvement—a promise of that greater clearness, freshness and charm which the daily use of Woodbury's always brings.

A 25c cake of Woodbury's Facial Soap is sufficient for a month or six weeks of this famous skin treatment. Tear out the illustration of the cake shown here and put it in your purse as a reminder to stop at your druggist's or toilet counter and get a cake today. Remember, for

every day you fail to start this treatment you put off for another day the satisfying of that longing for greater attractiveness that is bound to come to you again and again.

Write to-day for a week's-size cake

FOR 4c we will send you a cake of Woodbury's Facial Soap large enough for a week of this famous skin treatment. For 10c, the week's-size cake of Woodbury's Facial Soap and samples of Woodbury's Facial Cream and Facial Powder. For 50c, copy of the Woodbury Book, "A skin You Love to Touch," and samples of the Woodbury preparations. Write or mail coupon to-day and begin to get the benefits of this famous skin treatment for *your* skin. Address, The Andrew Jergens Co., Ltd., 655 Sherbrooke St., Perth, Ontario.

Tear out this cake below and put it in your purse as a reminder to get Woodbury's today.



For sale by
Canadian
druggists
from coast to
coast includ-
ing New-
foundland

