



BEFORE shampooing, rub the scalp with the tips of the fingers (not the nails). This stimulates the blood that feeds the roots of the hair, and loosens the particles that clog up the pores.

NOW dip the hair in warm water, separate it into small parts and scrub the scalp with a toothbrush lathered with Woodbury's Facial Soap. Rinse thoroughly.



The Right Way To Shampoo

HOW THIS TREATMENT HELPS YOUR HAIR

DO you think your hair grows from the head like a plant? No, indeed. There is a fundamental difference.

For your hair does not breathe as does a plant. No vital fluid circulates through it as does the sap in the plant. Except at the very tips of its roots, hair has no more life than a silken thread.

The whole beauty and lustre of your hair depend upon your *scalp*. Here the hair forms. Here a network of blood vessels feed and nourish the roots. Here lie the color-supply pigment cells. Here thousands of tiny fat-glands supply oil to give your hair its glossy, life-like appearance.

This is why caring for the hair is, in reality, exactly the same as caring for your skin.

To keep your hair lovely and abundant you must, by the proper treatment, keep your *scalp* healthy and vigorous, on the same principle as you give your skin the proper care and treatment in order to have a lovely complexion.

Which of these is your hair trouble?

Is your hair dull and lifeless? It can be made rich and lustrous.

Is it greasy, oily? Or dry and brittle? You can correct the condition which

prevents the tiny oil glands from emitting just the right amount of oil to keep your hair soft and silky.

Is it constantly powdered with dandruff? Or does it come out in comb-fur? Begin at once to keep the pores of the scalp as free and clear as you keep the pores of your face.

Keep your scalp healthy

To keep your scalp healthy and vigorous, use persistently Woodbury's Facial Soap, formulated after years of study by John H. Woodbury, the famous skin specialist.

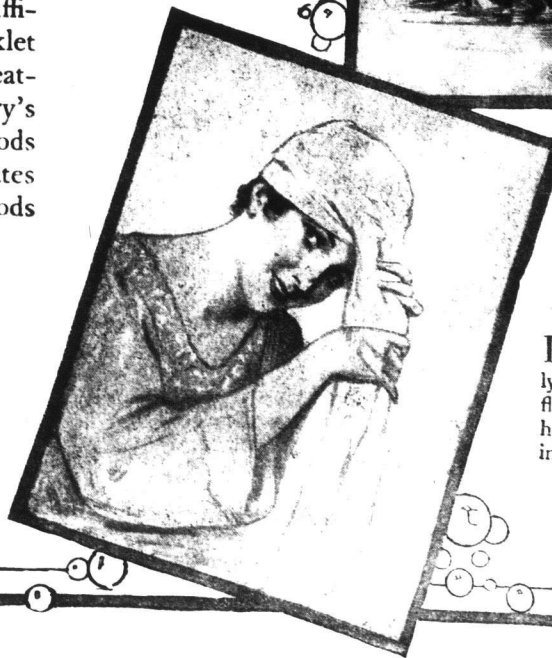
Use the soap treatment given on this page as a regular shampoo. You will enjoy the healthy, active feeling it gives your scalp. You will soon see the improvement in your hair—how much richer and softer it is.

For ten or twelve shampoos, or for a month or six weeks of any of the famous facial treatments, you will find the 25c cake of Woodbury's Facial Soap sufficient. Around it is wrapped the booklet of famous Woodbury skin and scalp treatments. Get a cake today. Woodbury's is for sale at drug stores and toilet goods counters throughout the United States and Canada — wherever toilet goods are sold.



NEXT apply a thick, hot lather of Woodbury's Facial Soap, and leave it on for two or three minutes.

CLEAR off with fresh warm water. Wash all the soap out carefully and finish by rinsing in tepid water.



DRY very thoroughly. To make the hair fluff out prettily, dry it hanging over the face instead of down the back.

Send for sample cake of soap with booklet of famous treatments and sample of Woodbury's Facial Powder



Send 6 cents for a sample cake (enough for a shampoo or for a week of any Woodbury Facial treatment) together with the booklet of treatments, "A Skin You Love to Touch."

Or for 12c we will send you, in addition to these, a sample of Woodbury's Facial Powder. Address The Andrew Jergens Co., Limited, 6202 Sherbrooke Street, Perth, Ontario.