



The radiance your skin *can* have

Begin now to have a beautiful skin. No matter what other charms you have, they count for little unless you have the greatest of all charms—a clear fresh skin

AN AUTHORITY on the skin has said: "No matter what your difficulty is, you can remedy the trouble, if you will give it intelligent care and attention."

Look at your skin with this encouraging fact in mind. Really study the condition of your skin. Examine it closely as a specialist would—look critically at the pores of your nose and chin, the color, the texture of the skin itself.

If you have not been taking proper care of your skin, you will be amazed to see what havoc even one season can work. Perhaps you are allowing your skin to grow gradually dull, coarse and blemished without realizing it.

Just what you can do to improve your skin

You need not be discouraged however.

Your skin is continually changing. As the old skin dies Nature provides new to take its place. This new skin can be kept clear, soft and delicate in color if you will do your share.

Begin tonight to cleanse and stimulate your skin with the soap suited to its needs. Woodbury's Facial Soap is the work of a skin specialist who devoted his life to the study of the care and treatment of the skin. Among the famous Woodbury treatments you will find the one to give your skin the greater loveliness you long for.

Don't expect a single treatment—nor even a week's treatment—to overcome your trouble. Let your Woodbury treatment become a daily habit. You will be surprised to realize how easy it is to do it regularly.

Two treatments are given on this page. Look for other treatments in "A Skin You

Love to Touch," the booklet wrapped around every cake of Woodbury's Facial Soap. For a month or six weeks' treatment you will find a 25c cake is sufficient. Woodbury's Facial Soap is on sale at drug stores and toilet goods counters in the United States and Canada—wherever toilet goods are sold.

Send for sample cake and book of treatments

A sample cake of Woodbury's—enough for a week of any treatment—with the booklet "A Skin You Love to Touch" will be sent you for 5c. For 12c we will send you in addition to the Soap, samples of Woodbury's Facial Cream and Facial Powder. Write today. Address **The Andrew Jergens Co., Ltd., 2602 Sherbrooke St., Perth, Ont.**



Skin blemishes: How to clear them

Just before retiring, wash in your usual way with Woodbury's Facial Soap and warm water, finishing with a dash of cold water. Then, dip the tips of your fingers in warm water and rub them on the cake of Woodbury's until they are thoroughly covered with a heavy cream-like lather. Cover each blemish with a thick coat of this. Let it dry and remain a few minutes until your skin feels sensitive. Then wash again in your usual way with Woodbury's. Repeat this cleansing antiseptic treatment with Woodbury's Facial Soap every night until the blemishes disappear.

Sallow skins: How to rouse them

Just before retiring, wash your face and neck with plenty of Woodbury's Facial Soap and warm water. If your skin has been badly neglected, rub a generous lather thoroughly into the pores, using an upward and outward motion. Do this until the skin feels somewhat sensitive. Rinse well in warm water, then in cold. Whenever possible, rub your skin for 30 seconds with a piece of ice and dry carefully.

This treatment with Woodbury's cleanses even the tiny pores of your skin, brings the blood to the surface and stimulates the small muscular fibers.

