

What is the matter with my skin?

Examine your skin closely! Find out just the condition it is in. Then read below why you can change it and how



Whatever condition is keeping your skin from being beautiful it can be changed.

Here is why your complexion can be improved no matter what is keeping it from being attractive now. Your skin, like the rest of your body, is changing every day. As old skin dies, new skin forms in its place.

This is your opportunity. By the proper external treatment you can make this new skin just what you would love to have it. Or—by neglecting to give this new skin proper care as it forms every day—you can keep your skin in its present condition and forfeit the charm of "a skin you love to touch." Which will you do? Will you begin at once to bring to your skin that charm you have longed for? Then begin tonight the treatment below suited to the needs of your skin and make it a daily habit thereafter.

Blackheads are a confession

of the use of the wrong method of cleansing for that type of skin which is subject to this disfiguring trouble—the following Woodbury treatment will keep such skin free from blackheads.

Apply hot cloths to the face until the skin is red-dened. Then with a rough wash cloth work up a heavy lather of Woodbury's Facial Soap and rub it into the pores thoroughly—always with an upward and outward motion. Rinse with clear, hot water, then with cold—the colder the better. If possible, rub your face for a few minutes with a piece of ice. Always dry the skin carefully.

Do not expect to get the desired results by using this treatment for a time and then neglecting it. But make it a daily habit, and it will give you the clear, attractive skin that the steady use of Woodbury's always brings.

To clear a blemished skin

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 covered with a heavy "soap cream." Cover each blemish with a thick coat of this. Let it dry and remain on over night. In the morning wash again in your usual way with Woodbury's.

Repeat this cleansing, antiseptic treatment every night until the blemishes disappear. Use Woodbury's regularly thereafter in your daily toilet. This will make your skin so strong and active that it will keep your complexion free from blemishes.

To rouse a sluggish, colorless skin

Dip your washcloth in very warm water and hold it to your face. Now take the cake of Woodbury's Facial Soap, dip it in water and run the cake itself over your skin. Leave the slight coating of soap on for a few minutes until the skin feels drawn and dry. Then dampen the skin and rub the soap in gently with an upward and outward motion. Rinse the face thoroughly, first in tepid water, then in cold. Whenever possible, rub the face briskly with a piece of ice. Always dry carefully.

This treatment with Woodbury's cleanses the pores, brings the blood to the face, and stimulates the fine muscular fibres of the skin. Try it tonight—see what a soft, lovely color it brings to your cheeks.

To whiten freckled, sun-tanned skins

Just before retiring, cleanse the skin thoroughly by washing in your usual way with Woodbury's Facial Soap and lukewarm water. Wipe off the surplus moisture, but leave the skin slightly damp. Now dip the cake of Woodbury's in a bowl of water and go over your face and throat several times with the cake itself. Let this lather remain on over night, and wash again in the morning with warm water followed by cold, but no soap except that which has remained on the skin.

This treatment is just what your skin needs to whiten it. Use it every night unless your skin should become too sensitive, in which case discontinue until this sensitive feeling disappears; a few applications should show a marked improvement. Use Woodbury's regularly thereafter in your daily toilet and keep your skin in perfect health.

To correct an oily skin and shiny nose

First, cleanse your skin thoroughly by washing it in your usual way with Woodbury's Facial Soap and warm water. Wipe off the surplus moisture but leave the skin slightly damp. Now work up a heavy warm water lather of Woodbury's in your hands. Apply it to your face and rub it into the pores thoroughly—always with an upward and outward motion of the finger tips. Rinse with warm water, then with cold—the colder the better. If possible, rub your face for a few minutes with a piece of ice.

This treatment will make your skin fresher and clearer the first time you use it. Make it a nightly habit and before long you will gain complete relief from the embarrassment of an oily, shiny skin.

Begin tonight to get the benefit of this skin specialist's soap for your skin.

Woodbury's Facial Soap is the work of a skin specialist. For thirty years John H. Woodbury made a constant study of the skin and its needs. He treated thousands of obstinate skin diseases, made countless skin tests, until he evolved the formula for Woodbury's Facial Soap. A 25c cake is sufficient for a month or six weeks of any of these treatments. Get a cake today and begin tonight to get its benefits for your skin by using one of the treatments above:

Write today for sample

For 4c we will send a cake of Woodbury's Facial Soap large enough for a week of any of these skin treatments. For 10c, samples of Woodbury's Facial Soap, Facial Cream and Powder. Address: **The Andrew Jergens Co. Ltd.**, 670 Sherbrooke St., Perth, Ontario, Can.

Woodbury's Facial Soap is for sale by Canadian druggists from coast to coast.



Blackheads—a confession of the wrong cleansing method. Change to the one given here.

A sluggish, colorless skin can be roused by the lather and ice treatment.

A freckled, sun-tanned skin will yield to this effective treatment described below.

If an oily skin and shiny nose is your bugbear, make the lather treatment a daily habit!

Tear out the cake shown here and put it in your purse as a reminder to get a cake of Woodbury's today at your druggist's.

Disfiguring blemishes need the "soap cream" treatment.

