



## Your skin needs special care in summer

to keep it soft, attractive, free from blackheads, blemishes and the coarsening caused by exposure

If summer sun and dust have begun to coarsen your skin, the special Woodbury treatment for this trouble will make it fine and soft again. For full directions for this treatment see the booklet wrapped around every cake of Woodbury's Facial Soap

**T**HINK how constantly your skin is exposed to sun and dust in summer. Strong sunlight coarsens its texture — irritating dust every day carries bacteria and parasites into the skin, causing blackheads and other blemishes.

Are you using the right cleansing method for your skin? Or the proper treatment to keep it fine in texture? You can live out-of-doors as much as you like, and yet keep your skin active, healthy, clear, radiant.

Take your hand mirror to the clear daylight, and examine your skin closely. See whether it is not already showing the effects of summer exposure.

If you find blackheads or blemishes, if your skin is beginning to grow coarse, begin at once to see what the right method of cleansing will do for it, and the proper treatment with a soap specially prepared to meet the needs of the skin.

### Try this famous treatment for blackheads

Apply hot cloths to the face until the skin is reddened. Then with a rough washcloth 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 thirty seconds with a *piece of ice*. Dry the skin carefully.

Use this treatment persistently. Make it a daily habit, and it will give you the clear, attractive skin that the steady use of Woodbury's always brings.

To remove blackheads already formed, substitute a flesh brush for the wash-cloth in the treatment above. Then protect the fingers with a handkerchief and press out the blackheads.

Treatments for all the common troubles of the skin are given in the booklet wrapped around every cake of Woodbury's Facial Soap. Get a cake today and begin tonight the treatment your skin needs. A 25c cake is sufficient for a month or six weeks of any Woodbury Facial treatment and for general cleansing use for that time. Woodbury's is on sale at drug stores and toilet goods counters throughout the United States and Canada.

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

Send 5c for a trial size cake (enough for a week or ten days of any Woodbury Facial treatment) together with the booklet of treatments, "A Skin You Love to Touch." Or for 12c we will send you the treatment booklet and samples of Woodbury's Facial Soap, Facial Cream and Facial Powder. Address The Andrew Jergens Co., Limited, 5208 Sherbrooke Street, Perth, Ontario.

If neglect has made your skin sallow, sluggish, lifeless, it needs stimulating. Try the famous Woodbury treatment for rousing sallow, sluggish skins, given in the booklet wrapped around every cake of Woodbury's Facial Soap

