



Have you, too, said "Why can't I have the charm of pink cheeks—the kind where color comes and goes."

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Read "the color secret" below if you would gain the charm you have longed for.

## The girl who wanted more color

**The secret she learned is one you, too, can use to give your cheeks the lovely glow—the radiant complexion you have longed for.**

The girl to whom a pale, colorless complexion is really becoming is one in a thousand.

The rest of us *must have* at least a touch of color—and if we are to possess *all* the charm of that radiant, velvety skin—one you love to touch—we must have the kind of color that "comes and goes."

It is a dull, sluggish skin that is keeping so many from having this charm. And just as long as you allow your skin to remain lifeless and inactive, this charm will be denied you.

To change this condition, your skin must be freed every day of the tiny dead particles so that the new skin will form as it should. Then, the pores must be cleansed, the blood brought to the surface and the small, muscular fibres stimulated. You can do this by using regularly the following Woodbury treatment. It will keep the new skin which is forming every day, so healthy and active that it cannot help taking on the radiant touch of color you want your complexion to have.

**Begin to-night to get its benefits for your skin**

Use this treatment once a day—preferably just before retiring. Lather your washcloth well with warm water and Woodbury's Facial Soap. 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 with an upward and outward motion. Rinse with warm water, then with cold—the colder the better. Then finish, by rubbing your face for a few minutes with a *piece of ice* wrapped in a soft cloth. Always be particular to dry the skin well.

If your skin happens to be very thin and rather sensitive, substitute a dash of ice water for the application of the ice itself. The first time you use this treatment you will begin to realize the change it is going to make in your skin. You will feel the difference at once!

Use the treatment persistently and before long your skin should show a marked improvement—a promise of that greater clearness and freshness as well as the lovelier color which the daily use of this Woodbury treatment will bring.

Woodbury's Facial Soap is the work of a skin specialist. A 25c cake is sufficient for a month or six weeks of this treatment. Get a cake to-day.

**Send to-day for "week's-size" cake**

For 4c we will send you a "week's-size" cake of Woodbury's Facial Soap. For 10c, samples of Woodbury's Facial Soap, Facial Cream and Powder. Write to-day! Address The Andrew Jergens Company, Ltd., 666 Sherbrooke St., Perth, Ontario.



Tear out this cake as a reminder to ask for Woodbury's to-day at your druggist's.



For sale by Canadian Druggists from coast to coast.