



To make your skin fine in texture - lovely even when seen closely

Blackheads—How to get rid of them

If you are troubled with blackheads, try the treatment given in the booklet wrapped around every cake of Woodbury's Facial Soap. It tells you the cause of blackheads and how to get rid of them

MANY a face that is attractive at a glance, loses all its charm when seen closely.

For your face to be truly lovely, even when seen closely, the texture of your skin must be fine and smooth, the pores should be hardly visible.

Take your mirror in hand, now, and examine your skin closely by the strong light. Notice the pores on the cheek, on the chin, on the wings of the nose. Compare them with the pores on the inner surface of your arm.

The skin of your face is more exposed to wind and dust and cold than any other part of the body. Its delicate pores contract and expand under the influence of cold and heat. Irritating dust is carried into them. They clog up and become enlarged. If you neglect your skin, it becomes in time quite coarse. The pores lose their power to contract again.

This is why it is so important, in order to keep your skin fine in texture, to use the proper method of cleansing and stimulating it with a soap prepared especially to meet its needs.

This famous treatment has helped others: Dip your washcloth in very warm water and

hold it to your face. Now take a cake of Woodbury's Facial Soap, dip it in water and rub 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, finish by rubbing the face with a *piece of ice*. Always dry carefully.

Use this treatment persistently

This treatment, if used persistently, will strengthen the small muscular fibres and gradually rebuild a smooth-textured skin. Within a week or ten days you will notice an improvement, but, remember that you cannot correct in a day what years of neglect have caused. Only the *steady* use of Woodbury's will give you that greater smoothness and finer texture you can have.

For a month or six weeks of this treatment and for general cleansing use for that time, you will find that the 25c cake of Woodbury's is ample. Get a cake, and begin tonight the proper treatment for your skin. Woodbury's is for sale at drug stores and toilet goods counters throughout the United States and Canada.

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

Send 6c 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 and Facial Powder. Address The Andrew Jergens Co., Limited, 7511 Sherbrooke St., Perth, Ontario.

Conspicuous nose pores—How to reduce them

Conspicuous nose pores often spoil an otherwise flawless complexion. A special treatment for reducing conspicuous nose pores is among the famous treatments given in the booklet you get with every cake of Woodbury's Facial Soap

